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EXECUTIVE SUMMARY

The study that has been undertaken for the Bajaj two wheeler business house called BAS Motors, was undertaken as partial fulfillment of the MBA program of BU. The study included an observation of the functioning of the organization and also trying to find out the consumers opinion of the services that is offered by BAS Motors

INTRODUCTION

Chapter I of the study consists of the introduction to the Bajaj auto LTD. In fact, it highlights the facets of growth and development as well. This chapter also includes the aspect of the functioning of BAS Motors. It also has details:

- Introduction to BAL
- Introduction to BAS Motors
- Product & service profile
- Operational Definitions

DESIGN OF THE STUDY

Chapter III incorporates within itself the design of study undertaken. It includes the aspects of research design viz...

- Statement of the problem,
- Objectives,
- Plan of research
- Scope

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Methodology of data collection

Chapter III has within itself the feature of data collection, which the researcher tried to collect from various sources:

- 1) **Sources of primary data:**
 - Structure questionnaire
 - Personal interviews with the BAS Motors staff
- 2) **Sources of secondary data:**

- Internet websites
- Books
- Broachers
- Journals

3) Tools & Techniques of Data Collection

4) Sampling

5) Limitation

ANALYSIS AND INTERPRETATION OF DATA:

Chapter IV is the chapter on Analysis and Interpretation of data that was collected from the consumers of the BAS Motors on a day to day research. In fact, simple percentage methods have been used to analyse the data. The usage of the Microsoft and the excel sheet helped in the tabulation of data.

SUMMARY OF FINDINGS:

Chapter V deals with the summary of findings of the project. This project has been done with the sample size of 200 respondents. It is understood that in analyzing the BAS Motors product is not possible to get a very accurate result but, the effort has been made to get the promising result.

SUGGESTIONS AND CONCLUSIONS:

Chapter VI has within itself the suggestions and conclusions, which are vital for any kind of research. Most of the suggestions that were found out by the researcher and the supervisor were put to test and found that they can be successfully implemented.

Chapter 1

Introduction

TO

BAJAJ AUTO LTD.

Introduction to BAJAJ AUTO LTD (BAL)

The Bajaj Group is amongst the top 10 business houses in India. Its footprint stretches over a wide range of industries, spanning automobiles (two-wheelers and three-wheelers), home appliances, lighting, iron and steel, insurance, travel and finance.

The group's flagship company, Bajaj Auto, is ranked as the world's fourth largest two- and three- wheeler manufacturer and the Bajaj brand is well-known in over a dozen countries in Europe, Latin America, the US and Asia.

Founded in 1926, at the height of India's movement for independence from the British, the group has an illustrious history. The integrity, dedication, resourcefulness and determination to succeed which are characteristic of the group today, are often traced back to its birth during those days of relentless devotion to a common cause. Jamnalal Bajaj, founder of the group, was a close confidant and disciple of Mahatma Gandhi. In fact, Gandhiji had adopted him as his son. This close relationship and his deep involvement in the independence movement did not leave Jamnalal Bajaj with much time to spend on his newly launched business venture.

His son, Kamalnayan Bajaj, then 27, took over the reins of business in 1942. He too was close to Gandhiji and it was only after Independence in 1947, that he was able to give his full attention to the business. Kamalnayan Bajaj not only consolidated the group, but also diversified into various manufacturing activities.

Bajaj! It is the brand that arouses national sentiments wherever it is mentioned. It is one of the few Indian brands with intention distinction, which of the being largest production of scooter in the world the BAL is the flagship of Bajaj groups of companies

The Bajaj group of companies was founded in the year 1926 and comprises of 26 companies. BAL is zero debt, cash rich company of Bajaj groups. Rahul Bajaj today heads the group

The present Chairman and Managing Director of the group, Rahul Bajaj, took charge of the business in 1965. Under his leadership, the turnover of the Bajaj Auto the flagship company has gone up from Rs.72 million to Rs.46.16 billion (USD 936 million), its product portfolio has expanded from one to and the brand has found a global market. He is one of India's most

distinguished business leaders and internationally respected for his business acumen and entrepreneurial spirit.

.

Philosophy

- BAL approach is responsibilities with ambitious and resourcefulness
- BAL organizes themselves for a transparent and harmonious work.
- BAL respects sound theory and encourages creative experimentation.
- BAL makes its workplace a sound of pride.

BAL Believes In

Transparency: A commitment that the business is managed along transparent lines

Fairness: To all stakeholders in the company

Disclosure: Of all relevant financial and non financial information in a easily understood manner.

Supervision: Of the company's activities by a professionally Competent and independent board of directors.

Research and development (R& D)

Bajaj Auto has a huge, extensive and well-equipment research and development wing geared to meet two critical organizational goals:

Development of existing new products that anticipates and meets emerging customer needs in India and abroad and Development of Eco-friend automobile technologies.

While the manpower strength of R&D represent a cross-section of In-depth design and engineering expertise, the company has also been Investing heavily in the latest, sophisticated technologies to scale down Product development lifecycles and enhance testing capabilities.

Bajaj Auto R&D also enjoys access to the specialized expertise of Leading international design and automobile engineering companies working in specified areas.

BAJAJ ABROAD

- Distribution network covers 50 countries
- 196,710 units exported in 2004-05

- Dominant presence in Sri Lanka, Mexico, Bangladesh, Columbia, Guatemala, Peru, Egypt, Iran and Indonesia
- Largest exporter of three-wheelers; over 65.765 units exported in 2004-05
- All products customized as per market needs
- 26 per cent growth in total exports over 2003-04

Brand Values

We live our brand by its values of Learning, Innovation, Perfection, Speed and Transparency.

Bajaj will constantly inspire confidence through excitement engineering.

Learning is how we ensure proactivity.

It is a value that embraces knowledge as the platform for building well informed, reasoned, and decisive actions.

Innovation is how we create the future. It is a value that provokes us to reach beyond the obvious in pursuit of that which exceeds the ordinary.

- **Perfection** is how we set new standards.

It is a value that exhibits our determination to excel by endeavouring to establish new benchmarks all the time.

- **Speed** is how we convey clear conviction.

It is a value that keeps us sharply responsive, mirroring our commitment towards our goals and processes.

- **Transparency** is how we characterise ourselves.

It is a value that makes us worthy of credibility through integrity, of trust through sensitivity and of loyalty through interdependence.

- **Competency Building** Bajaj Auto has a very flat organisation structure with three management levels. Each level represents a specific role and hence needs relevant competencies. Competency building at Bajaj Auto is combinations of development for current and future roles. We cater to

these needs by using interventions like development centers, need-based training and job-rotation plans. We use different methods of imparting training like lectures, group-discussions, role-plays, seminars, outbound training, assignments and on-the-job tasks.

- **Compensation Philosophy** We strive to be amongst the top quartile in our compensation structure. Competence and performance are the key drivers of our compensation policy.

Key Policies

Environmental Policy

Towards creating and preserving a cleaner environment

Bajaj Auto Ltd., manufacturer of two and three wheeler vehicles is committed to prevention of pollution, continual improvement of our environmental performance and compliance with all applicable environmental legislation and regulations.

Towards this, we shall strive to:

- Create a proactive environment management system that addresses all environmentally significant aspects related to our products and processes,
- Minimize the generation of waste and conserve resources Through better technology and practices, and Promote environmental awareness amongst our employees and motivate them to fulfill our commitments.

We, at Bajaj Auto, pledge ourselves towards creating and preserving a cleaner environment.

Quality Policy

We at Bajaj Auto continue to firmly believe in providing the customer Value for money, for years through our products and services. This we shall maintain and improve,

In our decision making, quality, safety and service will be given as much consideration as productivity, cost and delivery.

Quality shall be built into every aspect of our work life and business operations. Quality improvements and customer satisfaction shall be the responsibility of every employee.

TPM Policy

Bajaj Auto adopt Total Productivity Maintenance as a means of creating a safe and participative work environment in which all employees target the elimination of losses in order to continuously enhance the capacity, flexibility, reliability and capability of its processes, leading to higher employee morale and greater organizational profitability.

SERVICE

The company has a network of 479 dealers and over 1,300 service dealers across the country. Around 1,250 rural outlets [RAVINDRA S KABARA] have been created in towns with population of 25,000 and below. The current dealer network is servicing these outlets.

Increased presence of Bajaj vehicles throughout the country has created a growing need for providing service infrastructures closer to the customers' homes or offices. To this end, the company unveiled a new concept called 'YES'-the Young Engineers Service. These are small and exclusive service centers manned by young engineers at various neighborhoods. Around 100 outlets are already in operation at various locations. In the coming years, this concept will be fully extended across the country.

- Training in sales, service and spare parts management based on the Bajaj distribution system.
- Active support for setting up manufacturing facilities overseas including transfer of technical know how.
- Assistance in setting up an assembly plant for assembly of vehicles from complete knocked down (CKD) kits.
- Select machinery and equipment, training of technical personnel, all in a phased manner as required by the regulations in the recipient country.

MANAGEMENT PROFILE

Rahul Bajaj	Chairman
Madhur Bajaj	Vice Chairman
Rajiv Bajaj	Managing Director
Sanjiv Bajaj	Executive Director
J. Sridhar	Company Secretary
N H Hingorani	Vice President (Materials)
Ranjit Gupta	Vice President (Insurance)
C P Tripathi	Vice President (Operations)
Kevin D'sa	Vice President (Finance)
Pradeep Shrivastava	Vice President (Engineering)
S Sridhar	Vice President (Mktg & Sales - 2Wh.)
V S Raghavan	Vice President (Corporate Finance)
Niladri Benergee	General manager (corporate affairs), Delhi
Ramesh bhargava	General manger (international marketing)
K P Chander	General manager (machine tools division)
Kevin D'sa	General manager (finance)
Arvind Gupta	General manager (product engineering)
R S Gupta	General manager (motorcycle project team)
N Y Lyer	General manager(engineering support)
Arvind Gupta	General manager(manufacturing engineering)
Anil G khopar	General manager(management information)
G B Laddha	General manager(finance)
Srikanth marathe	General manger(pe-3 wheeler)
N G mengane	General manager(motorcycle division), waluj

Awards

Product Award	Year	By
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Bajaj Discover DTS-i - Bike of the Year 2005	2005	OVERDRIVE Awards 2005
Bajaj Discover DTS-i - Indigenous Design of the Year 2005	2005	OVERDRIVE Awards 2005
BAJAJ AUTO - Bike Maker of the Year 2004	2004	ICICI Bank OVERDRIVE Awards 2004
DTS-i Technology - Auto Tech of the Year 2004	2004	ICICI Bank OVERDRIVE Awards 2004
Bajaj Pulsar DTS-i Bike of the Year 2004	2004	ICICI Bank OVERDRIVE Awards 2004
Wind 125 Two Wheeler of the Year 2004	2004	CNBC AUTOCAR Awards 2004
Wind 125 Bike of the Year 2004	2004	Business Standard Motoring
Bajaj Pulsar 180 DTS-i BBC World Wheels Viewers Choice Two Wheeler of Year 2003	2003	BBC World Wheels Award 2003
Bajaj Pulsar 180 DTS-i BBC World Wheels Award for Best Two Wheeler between Rs 55,000 to Rs 70,000	2003	BBC World Wheels Award 2003
Bajaj Pulsar 150 DTS-i BBC World Wheels Award for Best Two Wheeler between Rs 45,000 to Rs 55,000	2003	BBC World Wheels Award 2003
Bajaj Boxer AT KTEC BBC World Wheels Award for Best Two Wheeler under Rs 30,000	2003	BBC World Wheels Award 2003
Bajaj Pulsar - Motorcycle Total Customer Satisfaction Study	2003	NFO Automotive
Bajaj Pulsar - Bike of the year	2003	ICICI Bank OVERDRIVE Awards 2003
Bajaj Pulsar - Most exciting bike of the year	2002	OVERDRIVE Awards
Bajaj Eliminator - Bike of the year	2002	OVERDRIVE Awards
Bajaj Eliminator - Most exciting bike of the year	2001	OVERDRIVE Awards

Introduction
TO
B.A.S MOTORS

INTRODUCTION TO B.A.S MOTORS

B.A.S (Bhatkal Auto Sales) motors is a registered Partnership from with Mohammed Ali Durga, M.M Damda and M.S. Mohtisham as its partners. B.A.S Motors was started on 2 April 1998. B.A.S is an authorized sales outlet of Supreme Motors; Mangalore which is dealing with products of Bajaj Auto Ltd, Is also an authorized dealer of spare parts of Bajaj Auto.

Working hours of BAS Motors is between 8.30 am. To 6.30 pm. Help line, breakdown service is available for 24 hrs within city limit.

Location: B.A.S is located in the heart of the Bhatkal Town i.e. Near Rangikatta N.H.17, where there is a lot flow of public.

BAS Motors goal is to forge a dependable long term partnership in terms of providing value added service to our discerning customers. To achieve this company constantly strives to raise the benchmark in the industry in the following areas:

- Customer driven service
- Value added business ethos
- Low cost service provider
- Strong financial performance

Customer driven services

We strive to build and sustain strong partnership with our customers, based on trust and confidence. We conduct ourselves as an extension of our customer's organization. We respond to our customers need with the speed, agility and "can do" attitude always delivering on our commitments. We demonstrate dedication to our customer's success by being flexible, easy to do business with and accountable.

Value driven business ethos

We believe our key comparative advantage is our people. We operate under a defined set of values. We are committed to developing skilled, innovative, and motivated employees, and sustaining a high performing culture, with maximum levels of employee involvement and empowerment. Our creativity, commitment, and passion for responsiveness allow us to thrive in an ever changing business environment.

Low cost service provider

We strive to recognize as the low cost service provider of service without sacrificing quality or on-time delivery. Our relentless passion for simplicity drives us to understand our true costs and to be the benchmark of efficiency and effectiveness in all our services.

Strong financial performance

We deliver strong financial performance by wisely managing our investment and working capital, aggressively controlling costs. Applying prudent risk management and through corporate governance we ensure that our revenue growth meets our financial return expectations.

B.A.S Motors have 5 main sections:

- Sale Section.
- Spare Parts Section.
- Service /Repairs Section.
- Accounts/finance section
-

Sale Section: Sale sections are the area where all the products of Bajaj Auto Ltd (BAL) are displayed. This rectangular area is covered with transparent Glasses. During sales, customers are to various products and their features

.

Spare Parts Section: It is a section where all kinds of BAL repair parts are kept for sales and for workshop purpose. At B.A.S spare parts are added Directs to the customer and also the workshop.

Service Section: In this section of the B.A.S Motors service is provided for All the BAL products. It is the section where fully automated machines are installed for carrying out service operation for the vehicle. There is a separate room called engine room for repairs of engines. This section includes a service adviser 2 head mechanic 3 mechanics, and 2 helper. Every day there are at least 20 to 30 vehicles for servicing purpose in the workshop of BAS Motors.

For the convenience and satisfaction of customers separate customer waiting room has been constructed with all facilities like T.V, News papers, Magazines, Journals etc.

Finance section: The BAS Motors provide finance to their customer. They have their own finance that is MS finance .BAS Motors also provide the BAFL (Bajaj auto finance LTD).They also have contact with various banks

Account section: In this the record of each an every transaction is recorded as per the guidelines given by the BAL. BAS Motors has fully computerized account system.

- Receiving of Incoming funds
- Either cash/Draft
- Book keeping/ Cash Book/ Sales Book/ Purchase Book
- Advertisement of incentives arrangement

BAS Motors Deals with following Bajaj two wheeler

PULSAR 150[KS]

PULSAR 150[ES]

PULSAR 180[ES]

DISCOVER [ES]

WAVE

C T 100 STD

CT 100 DLX

AVENGER [DTSI]

CHETAK [4S] SHIFT GEAR

Bajaj AVENGER DTS-i

Key features

- Longest front telescopic-140 mm travel suspension with rear 5 step adjustable shock absorbers.
- Dynamic cruisers look.
- Linear and smooth power delivery.
- Best illumination in any class.

BAJAJ
AVENGER DTS-i
Feel like God



Engine	
Type	4- stroke DTS-i
Displacement	180 CC
peak power	<u>16.5bhp/12.5kw@8000rpm</u>
max torque	15.22 NW
Suspension	
Front suspension	Telescopic longest stroke, 140 mm

Real suspension	Triple rate spring, 5 way adjustable, hydraulic shock absorbers, vertical travel 90mm
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Bajaj Pulsar

Key features

- Enhanced DTS-I engine
- Enhanced chassis
 - Enhanced look, stability, comfort
- Enhanced ride feel



Technical specification of Bajaj Pulsar

Engine	
Type	4 stroke, single cylinder
Displacement	178.60 cc ,143.90cc
peak power	15 BHP@800rpm
Suspension	
Front suspension	Telescopic trailing arms with coaxial hydraulic shock absorbers & coil spring, 5 step adjustable
Braking system	Hydraulic disc brake, Drum brake-130 m
Fuel	
Capacity	18 Liters
reserve	3 liters
Starting system	Electric ,kick start

Discover DTS-I

Key features

- Opt prism headlamp with twin pilot lamps housed in a jet canopy styled fairing with a smoke visor.
- World first exhaust TEC (torque expansion chambers) technology
- Discover first-in-class electric start
- Athletic, lean and muscular styling.
- Integrated new style tail lamp & fluid grab rail design.
- The design heart is the world first 125 cc DTSi engine which gives best in class power of 8.47 (11.51 ps) and delightful mileage.



WIND-125.

The 125 is the Bajaj auto's first challenger in the 125 cc segment. After the much loved K.B 125 (and still born power) was retired and the first four stroke in this segment to boot.

The new 125 is bang identical in congruity to the Hodibaba a.k.a caliber 115 but look closely and one will find that the front headlamp, fairs, tanks, seat, side panels are very distinct.

Key features

- Advanced sagity.
- Unmatched reliability.
- Futuristic design.
- Superior comfort



Technical specification of Bajaj wind 125

Engine	
Type	Single cylinder, four stroke, natural air cooled, gasoline engine
Displacement	124.6 cc

Max torque	9.8 NM at 7000 rpm
Ignition type	Digital ignition
Transmission type	5 speed, constant mesh type
Electrical system	
Head light	Multi-focal reflector type with halogen lamp & pilot lamp. Multi-focal reflector type with 5/10 w lamp Multi-focal reflector type with 5/10 w lamp 12 v,DC
Tail light	
Side indicator	
Horn	
Instrument & control	Instrument cluster, control switches, ignition switches, stop switches.
Fuel tank	
Fuel tank capacity	13 Ltr
Reserve capacity	2 Ltr

C.T 100



Technical specification of Bajaj C.T 100

Engine	
Type	4 stoke
Displacement	99.24 cc
Max power	8.2 bhp(6.03 kvv) @ 7500rpm
Ignition type	C.D.E
Transmission type	4 speed gear box
Electrical system	
System	12 v, AC+DC.
Head light	35/35 W
Horn	12V,DC
Suspension	
Front suspension	Telescopic
Rear suspension	Swing arm type with dual co-axial spring.
Fuel tank	
Fuel tank capacity	10.5 Ltr
Reserve capacity	2.2 Ltr

Bajaj wave

Key features

- Sleek aerodynamic design with dual tone color combination.
- DTSi engine with exhaust TEC.
- Light weight& low turning radius.
- More leg room.
- Straight arm seating posture.
- Low saddle height & narrow seat weight in front.
- Low pillion seat available, dual pillion footrest



Technical specification of Bajaj Wave DTSi

Engine	
Type	Single cylinder, four stroke.
Displacement	109.7 cc
Max power	8.0BHP @7000 RPM(5.88)
Max torque	0.9 kgm@ 5000 rpm
Electrical system	
System voltage	12,DC
Head lamp	12 v,35/35 w.
Suspension	
Front suspension	Leading link with coaxial shock absorber & spring.
Rear suspension	Single shock absorber& coaxial spring
Fuel tank	

Fuel tank capacity	5 Liters
Starting mechanism	Kick & electric start

Bajaj chetak



Technical specification of Bajaj chetak

Engine	
Type	4 stroke
Displacement	145.45 cc
Max power	7.5 hp at 5500 rpm
Transmission type	Rear wheel directly driven by engine through 4 speed constant mesh gear box .
Electrical system	
System	12 volts AC
Head lamp	35/35 W
Side indicator	10 w

Dimension	
L*W*H	170 mm*670 mm*1080 mm
Wheelbase	1230 mm
Ground clearance	145 mm
Kerb weight	101 kgs
Fuel tank	
Fuel tank capacity	6 liters
Reserve capacity	1.5 liters

SERVICE OFFERED

BAS Motors is a service industry. It provides quality service to their customer to keep long lasting relationship. The nature of services offered by unit are

- Sales
- Repairs
- Servicing
- Maintenance of Vehicle

Units undertake all kind of sales, service repairs and maintenance of Bajaj two wheeler. As an authorized dealer of, Bajaj BAS motors Provides one year warranty after sale service to all Bajaj vehicles on certain terms and conditions. It offer six free services to all Bajaj two wheeler on the following basic

Free services

Eligibility

First Service 500-750Kms or 365 days from date of purchase
whichever is earlier.

Second Services 2500-2800Kms or 365 days from date of purchase
whichever is earlier.

Third Services 5000-5500Kms or 365 days from date of purchase
whichever is earlier.

Fourth Services 7000-7500Kms or 365 days from date of purchase
whichever is earlier.

Fifth Services 9000-9500Kms or 365 days from date of purchase
whichever is earlier.

Sixth Services 11000-11250kms or 365 days from date of
purchase whichever is earlier.

Once the vehicle cross the limit of Kms/days as given above no further free services is offered. Unit now unit has provided warranty to many customers.

BAS Motors has covered many areas in and around in and around Bhatkal by its service, sale and repairs. As to name some of the areas they are shirur, Kumta, Hossaangadi, Murdeshwar, Manki, Mavenakatta and other local areas.

RATE CHART

Ex-Showroom rates of Bajaj two wheeler

WAVE	33690
CHETAK[4S] SHIFT GEAR	32790
CT 100 STD	31990
CT 100 DLX	34090
DISCOVER KS	41690

DISCOVER [ES]	44190
PULSAR 150[KS]	49990
PULSAR 150[ES]	54990
PULSAR 180[ES]	57890
AVENGER [DTSI]	59990

- The supply of motorcycles and spares are depends upon the availability and the time of receipt of approved order.
- Approved quantity will be supplied either in full or in part of according to stock position with in reasonable time period
- Rate excludes all taxes applicable
- Goods one's sold after approved cannot be taken back.
- Rates are subject to the changes.

COMPETITORS

The main Competitors of B.A.S Motors are:

- Bharath Motors (Hero Honda)
- Baba Auto agency (Escort's-Yamaha)
- Amar sales and service (Kinetic Engineering Ltd.)
- Jee Vottam auto mobiles (TVS-Suzuki)

Marketing concept states to be successful a firm must proved greater customer value and satisfaction then its competitors thus marketers must do more than simply adopt to the needs of target customers they also must gain strategies advantage by positioning their offering strongly against competitions offerings in the mind of customers.

No single competitive marketing strategy is best for all firms each firm should confirm its own size and industry position compared to those of its competitors to plan effective marketing strategies the firm needs to find out all it can about its competitors. An effective tool

to keep competitors away from customers' sight is by making service a surrogate for the product and track and solve the customer problems.

SALES PROMOTION

Sales promotion tools are used by most firms including manufacturers, distributors, retailers and trade associations; they are targeted towards the final buyer. It is a short-term incentive to encourage purchase or sale of a product, whereas advertising offers a reason to buy a product. Sales promotion offers a reason to buy now.

Sales promotion includes a wide variety of promotion tools designed to stimulate earlier or stronger market response. In using sales promotion, a firm must set objectives, select the right tools, develop the best program, pre-test and implement it and evaluate the results.

As sales promotion plays an important role in the total performance mix. The unit undertakes various sales promotion activities.

- Mass publicity through advertisement in local newspapers and magazines.
- Exchange offers by arranging exchanging meals.
- Monsoon mela.
- Mega serviced camps.
- Finance facilities.
- Test-drives
- Free service camps.
- Keeping customer data base.

ORGANISATIONAL BEHAVIOUR

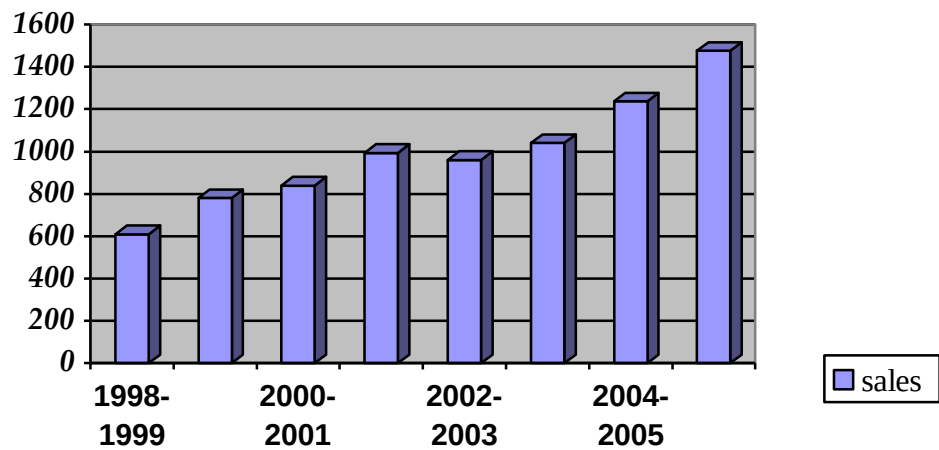
In a firm of any size, it is humanly impossible for an individual to do justice to the multitudinous and complex demand of managing and operating the business. Since management essentially implies taking work from others as per the plan, there will have to be a superior-subordinate relationship. Thereby, the former exercises his authority to the work done from the latter as per specific directives. All the management functions of planning, organizing, directing, controlling cannot be performed by an officer at the top.

In short, authority has to delegate a responsibility diversified in order to achieve optimum result.

PERFORMANCE OF BAS MOTORS

Being a unit sales and services of BAJAJ motorcycles & Scooters BAS Motors has achieved remarkable success.

year	1998-99	1999-00	2000-01	2000-01	2002-03	2003-04	2004-05
sales	610	780	839	994	960	1040	1237



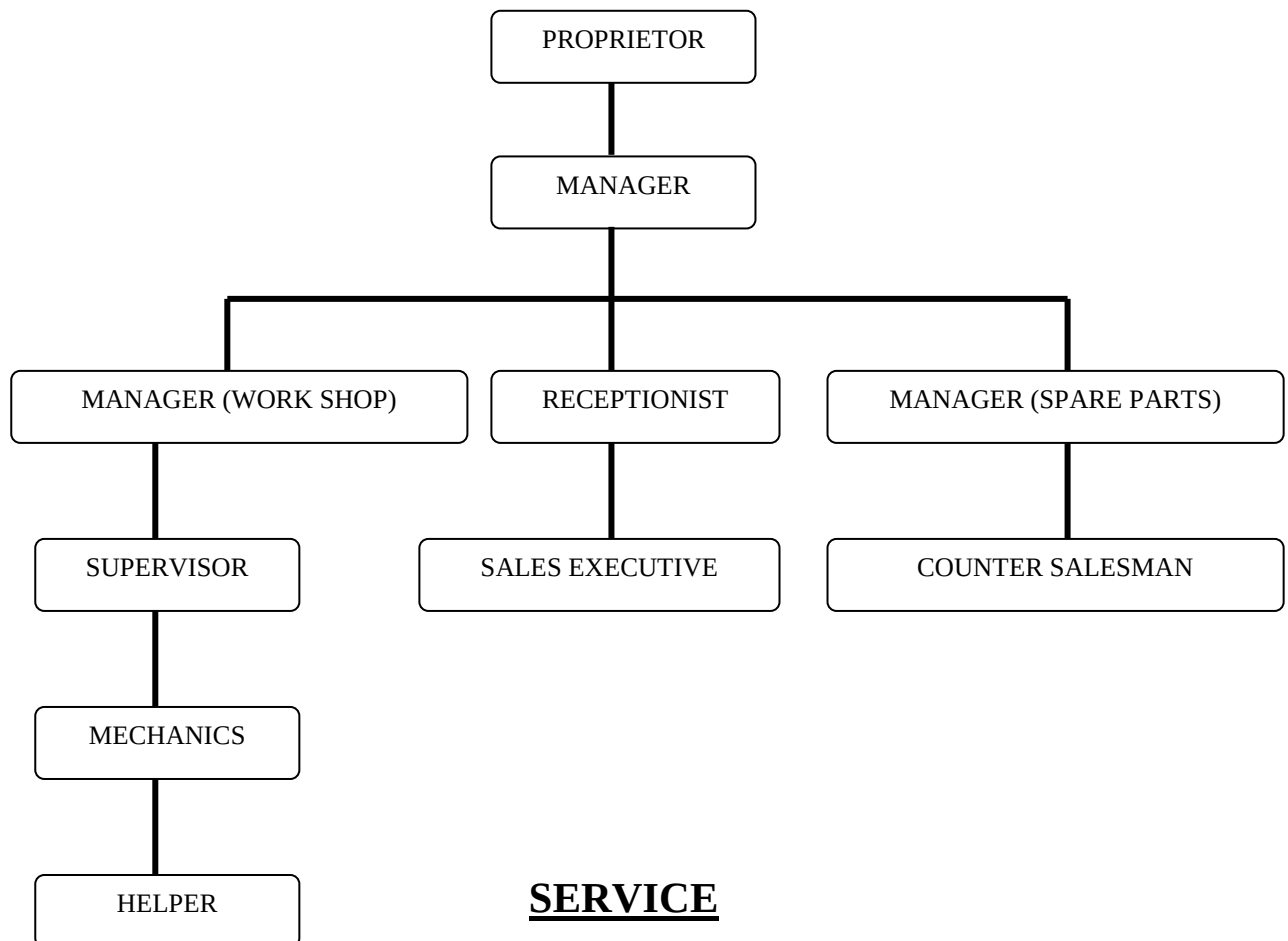
ORGANISATIONAL STRUCTURE OF BAS MOTORS

The Pattern of network of relations between the various Positions in a firm as well as between the people who hold their position is referred to as organizational chart.

A Chart is in diagrammatical form which shows the important aspects of an organization, including the major function and their respective relationship.

The top down chart of BAS motors, the major function are shown at top which subordinate function is successive lower positions.

Following is top down Cart showing of BAS Motors



- Customers handling
- Objective customer satisfaction
- Entry of Vehicles reported for services/repairs
- Preparation of job card
- Entry in job registered/history card
- Complains from the job card

- Endorse from the job card
- Investigation diagnosis – parts for – requirements if any
- Either repairs / replacement of parts
- Satisfaction note from customers

Strategy

Strategy is the plan an organization formulate to gain a sustainable advantage over the competition. Strategy is the art of devising and employing a system of activity that mobilizes all resources towards a valuable goal.

“Strategy is the determination of the basic long-term goals and objective of an enterprise and the adoption of the course of action and allocation of resources necessary for carrying out these goals”.

. The main strategy of B.A.S Motors is aimed a sustainable advantage over competition through best service at reasonable price. It is also trying to improve its position in the minds of the customers by attending complaints and solving their problem by compensating if the fault is found to be from the company side.

SYSTEM

A system means all the procedures, formal and informal, that make the organization go day-by-day, year-by-year. The organization is an open system organization because they interact with environment.

A system is a defined process, or set of process that links and orders activity to enable work to be done and goals to be achieved. System in simple words i e the formal & informal procedures including, compensation system management information system, & capital allocation system, that governs everyday activity

B.A.S Motors uses complete systemized processes in all fields like quality control system, performance measurements systems etc.The data pertained to various departments is kept in accordance with the standards set by BAJAJ Auto LTD. The company maintains a complete database of day-to-day operations and the data is stored in the system as a back up file for future reference .the union is planning to develop full-fledged software for handling database system.

- **Service**

In service they are following five steps for customer and they are

1. Customer appointment.
2. Receiving the vehicle.
3. Writing down the repair needs.
4. Monitoring the workflow.
5. Delivery of the vehicle.

- **Administration and human resource**

- a. **Human resource planning**

- Man power planning
 - Training and development
 - Performance appraisal
 - Suggestion and rework system

- b. **Employee relation**

- Communication
 - Motivation
 - Recruitment
 - Employee service
 - ✓ Compensation and benefits
 - ✓ Employee welfare
 - General administration

- Security
- **Finance and Account**
 - a. Finance**
 - Depositing and disposing of funds.
 - Cash payment
 - b. Accounts**
 - Internal audit
 - External audit(twice in a year 30 sep & 31 march)
- **Marketing**

BAS Motors follow pros marketing strategy for customer satisfaction.

 - a. sales**

Here the focus is showroom sales wherein unexpectedly customer walks in and also to those customers who visit for routine service. To see that customer are handled efficiently.
 - b. marketing**

To fulfill company's long term business objective appropriate marketing strategy are formulated and implemented. Also various routine sales activities are monitored through sales administrative group.
- **purchase**
 - a. purchasing & planning**
 - overall planning
 - cost planning

Style

One element of managers is how they choose to spend time, another aspect is symbolic behavior. This suggests a second attributes that is by no means confused to those at top. The style is a reflection of culture more than to change the organization or performance. The management of B.A.S Motors is employee oriented and they strongly believe in the “We” concept. The union receives continuous feedback from the workers and decides on the change in strategies. The management has a democratic style of functioning. Based on the personal observation the style of the organization can be defined as innovative, flexible & team oriented.

- Lean and flexible organization
- Development of team members.

- Free flow of communication.
- Fair administrative system.

Structure

The structure of the organization represents the hierarchy of the organization. It represents the reporting system of the organization. Thus organization structure is a pattern of relationships among various activities and positions from the structure of the organization we can have a clear picture of the responsibility of the personnel working in the organization. It refers the differentiation and integration of activities and authority, role and relationships in the organization. Hence organization structure is the basic framework within which the managers' decision-making behavior takes place.

Various Department Functions of B.A.S Motors

Finance/Account Department

Sales Department

Service Department

Spare parts department

Skill

The company as a whole is very much skilled with the availability of intellectual man power and resources. The company is capable of compete with all other competitors in the market.

In this frame work skill refers to the distinct capabilities or dominant attribute that distinguish a firm from other

Skills at BAS Motors

- **Friendly knowledgeable staff**

Although many firm claim to have a competitive advantages with their staff, high quality knowledgeable employee are especially important for customer focused operation.

- Minimum qualification for sales person
 - Graduate or diploma holder
 - Good communication skill
 - Good attitude
 - Ability to learn skill
- Suggestive development

They strongly believe in employee involvement for the progress and growth of the company. It encourages its employee to offer them valuable suggestion that lead to outstanding overall performance.

Staff

B.A.S Motors requires the service of a large number of Personnel .These personnel occupy the various positions created through the process of organizing. These personnel comprise of the staff of the B.A.S Motors. Each position of the B.A.S Motors makes certain specific contributions to achieve organizational objectives. Hence the person occupying the position should have sufficient ability to meet its requirements .Hence staffing is necessary to match job and the individuals.

Different departments carry out different functions and each personnel is assigned with different responsibility .The people in B.A.S Motors are very dedicated and work towards the improvement of the organization. The workers are highly skilled and dedicated employees based on their performance in various departments and identify the training needs. Shortlist the employees names and send them to various training programs to enhance their skills.

Chapter 2

Design of Study

Design of the study

Statement of the Problem:

“A study of the customer attitudes towards Bajaj two wheeler with special reference to the BAS Motors” This was the study undertaken to know the functioning of the BAS Motors as the dealers of Bajaj auto LTD. There are about 7 dealers in Bhatkal. BAS Motors happens to be the dealer of repute. Hence a study was undertaken at BAS Motors to establish the fact of their functioning.

Objectives of the Study:

- ⇒ To know about BAS Motors as a dealer of Bajaj Auto LTD and its performance.
- ⇒ To analyze the service offered by BAS Motors.
- ⇒ To know the performance of the Bajaj two wheelers in Bhatkal city.
- ⇒ To understand the advertisement effect of BAS Motors.
- ⇒ To ascertain future modification or preference of consumer in service of BAS Motors.
- ⇒ To find the degree of satisfaction of the existing customer.

Plan of Research:

The plan was to observe the functioning of BAS Motors and then focus on the facet of the administration in a different manner that is an established fact in administration. The researcher was also able to administer a questionnaire to find out the nuance of the business

.

Methodology of Data Collection

RESEARCH METHODOLOGY

Marketing research is a key to the evaluation of successful marketing strategies and programmes. It is an important tool to study buyer behavior, changes in consumer life style. Competition patterns, brand awareness and also to forecast changes. Marketing research is also used to study competition and analyze the competitor's product positioning and how to get competitive advantage. Now days marketing research is being used to help, create and enhance brand loyalty.

In the study undertaken the researcher put to use both primary data and secondary data, which was pursued from the questionnaire and the information provided by the BAS Motors. In fact, the primary data was collected through the questionnaire that was created by the M.D of BAS Motors who wanted to establish pertinent facts with the help of the Researcher, as the data that was to be collected would go into the functioning and supporting of the organization. The Secondary data was gathered from general books on Auto, besides the brochures that were present with BAS Motors. Some times the BAS Motors executives were reluctant to provide for the data, which they thought was confidential.

Sources of data

Keeping in view the objective of the study a convenience marketing research programs was adopted and the procedure for the study consist of following element.

- **primary sources:**
 - (b) Structured questionnaire
 - (c) Personal interview with customer of Bajaj two wheeler
- **secondary sources:**
 - (a) Magazines
 - (b) Internet Website
 - (c) Broachers
 - (d) Books

Tool of data collection:

The tool for data collection was tested questionnaire, which was used in B.A.S MOTORS. The questionnaire consisted 16 questions. A question on service rating was use to generate data that would help us to find out the various levels of services being offered by B.A.S MOTORS.

- Questionnaire method was the primary tool for data collection.
- Interviewing with different employees at various positions in the organization.
- Meeting with the company guide(external) assigned to me in in order to get the information
- Gather second hand information from the web site and the other souce.

Plan of analysis

Data collected has been analyzed and interpreted by using simple percentage method and finally data is presented in graph and chart.

Sampling

It is the process of learning about the population based on sample drawn from it. Thus in the sampling technique instead of every unit of the universe only a part of the universe is studied and the conclusion are drawn the basis for the entire universe. A sample is a sub-set of population units.

Sample size

A total of 200 respondents were surveyed to gather information to accomplish objective.

Sample unit

This particular survey was directed at only those respondent who where having Bajaj bike. The sample unit was so determined so that everyone in the population has equal or chance of being sample.

Limitations: - Every study has got certain limitations. This study was conducted to attain the concrete information and which would serve to focus on the objectives and adjudicate is such a way that the possibility of error is reduced to minimum and best results are achieved.

The following are limitations of the study:

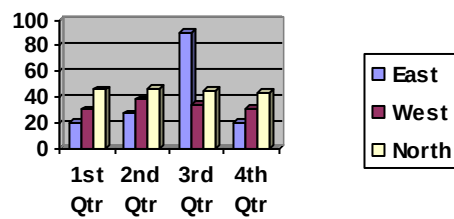
- The sample size was small so as to make concrete suggestion.
- The research is directly concerned with study of human preference and behavior and achieving absolute mathematical accuracy towards this is impossible.
- The time allotted was short for the study.
- Secondary data about the BAS MOTORS was rarely found, as not much has been written about the agency. In fact, the researcher had to depend on the discussions that were had with the manager

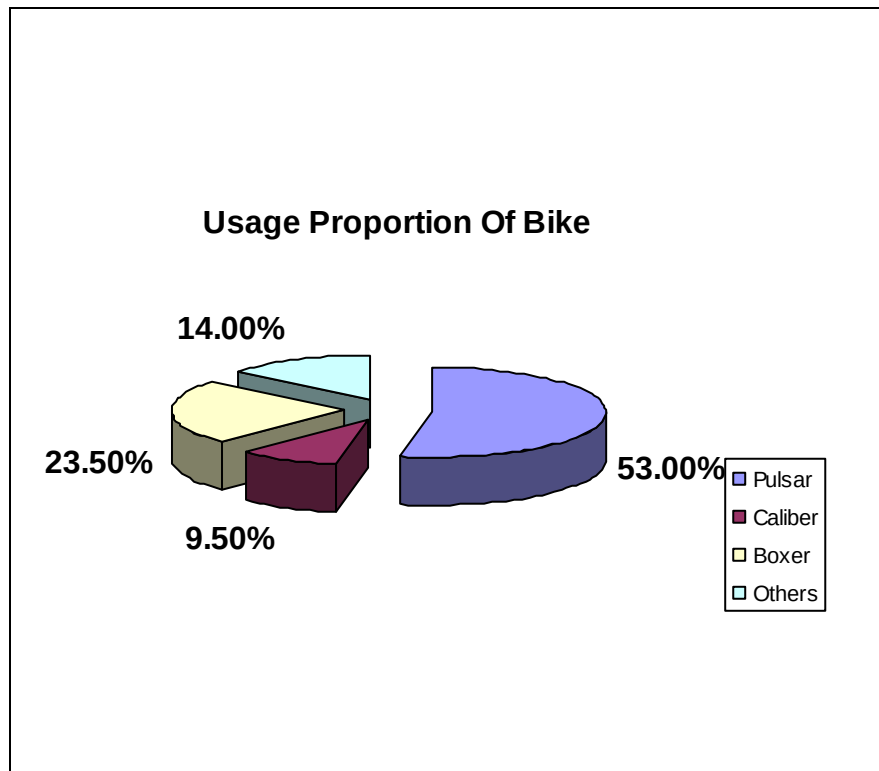
Chapter 3

Analysis & Interpretatio n

Table 1.1 Usage Proportions of Various Bikes

Sl. No.	Attributes	No. of Respondent	Percentage %
1	PULSAR	106	53
2	CALIBER	19	9.5
3	BOXER	47	23.5
4	OTHERS	28	14
	TOTAL	200	100





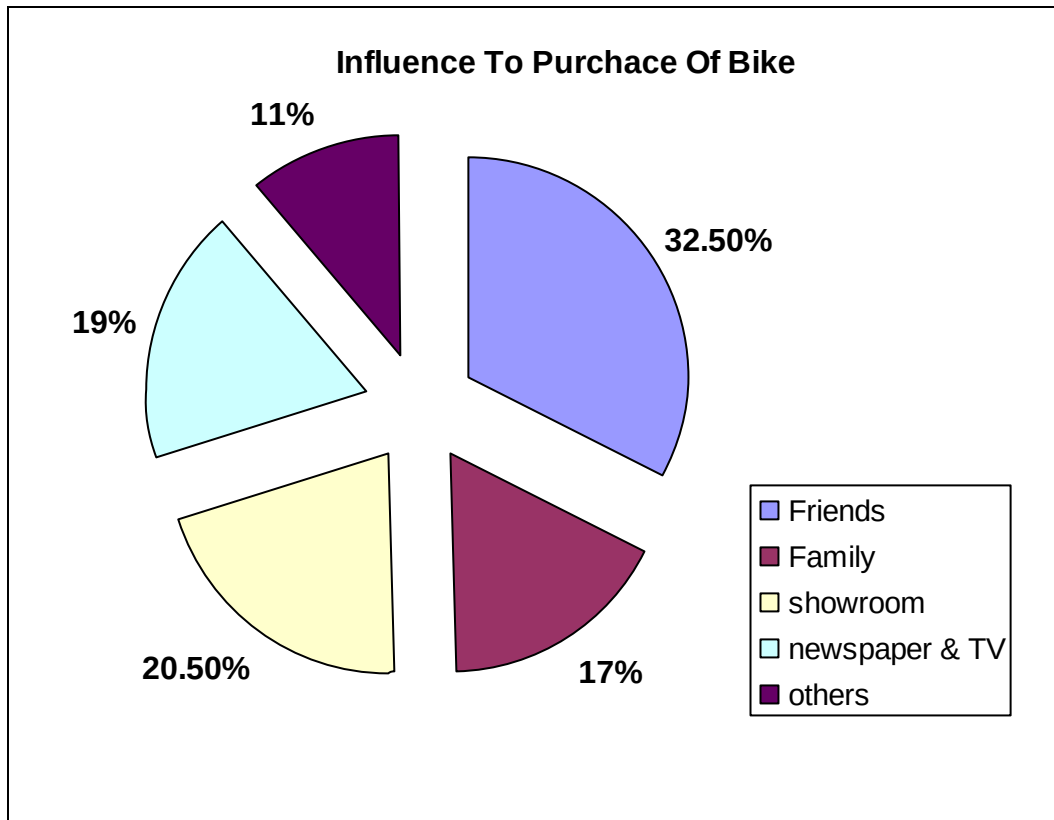
Graph 1.1 Usage Proportions of Various Bikes

INTERPRETATION: In the study it is found that out of 200 people, As for as usage proportion of different Bajaj bikes is concerned, majority of the customer use pulsar(53%)and this are majority college student and the bachelors . The user of boxer are 23.5% .they are mostly low income people who want a good mileage bike the caliber user are 19.5%.in others the bike contain CT 100 , discover, which are 14%.

Table 1.2 Influences to Purchase of Bike

Sl. No.	Attributes	No. of Respondent	Percentage %
1	Friends	65	32.5
2	Family	34	17
3	Show room	41	20.5
4	Newspaper & T.V	38	19
5	OTHERS	22	11
	TOTAL	200	100

Graph 1.2 Influences to Purchase of Bike

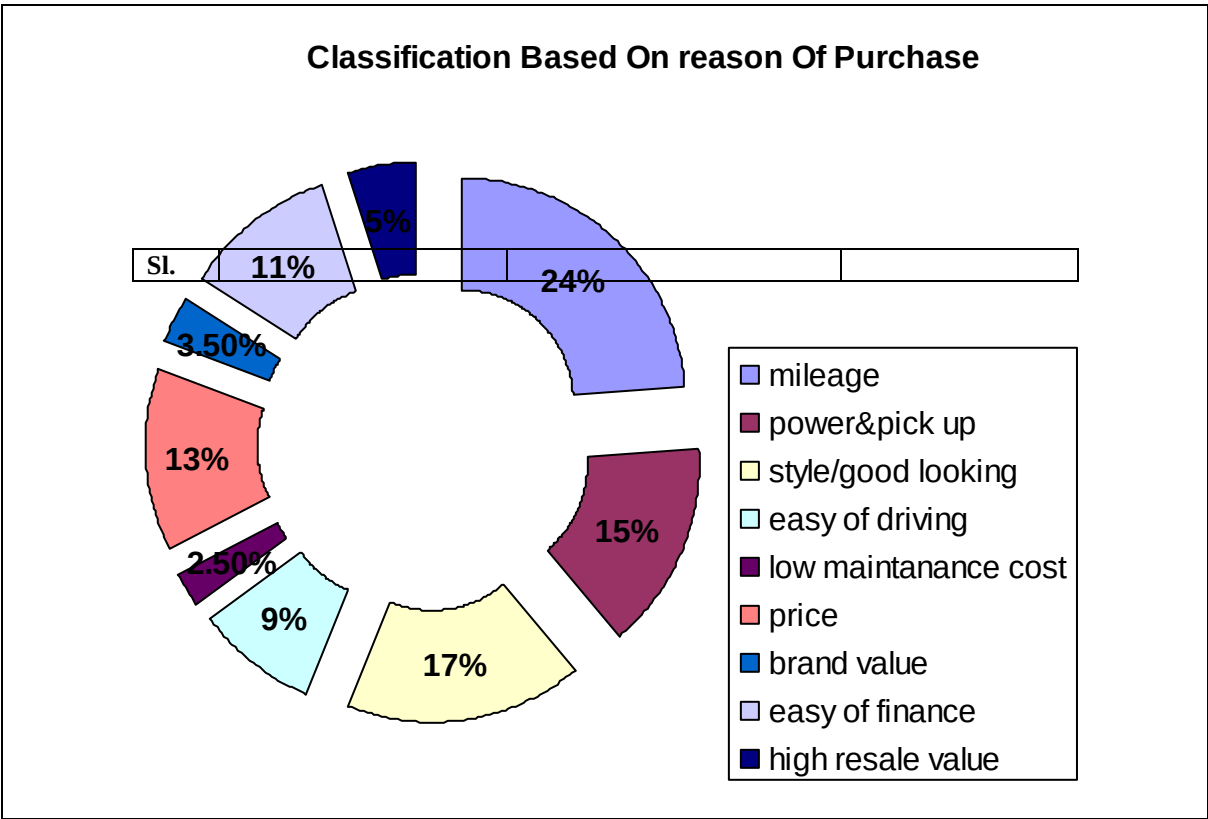


INTERPRETATION: It was found that in the influencing the person to buy the bike the friends were dominant.i.e 32.5%.the showroom influence was 20.5 % ,the influence of family is 17%,the newspaper and TV influence is 19%.in others contain the own decision etc

Table1.3 Classification Based On Reason for Purchased (Three Reasons)

Sl. No.	Reasons	No of Respondent	Percentage
1	Mileage	144	24
2	Power and pick up	90	15
3	Style/good looking	102	17
4	Easy of driving	54	9
5	Low maintenance cost	15	2.5
6	price	78	13
7	Brand image	21	3.5
8	Easy availability of finnce	66	11
9	High resale value	30	5
	Total	600(200*3)	100

Graph.1.3 Classification based on Reason for Purchased (Three reasons)

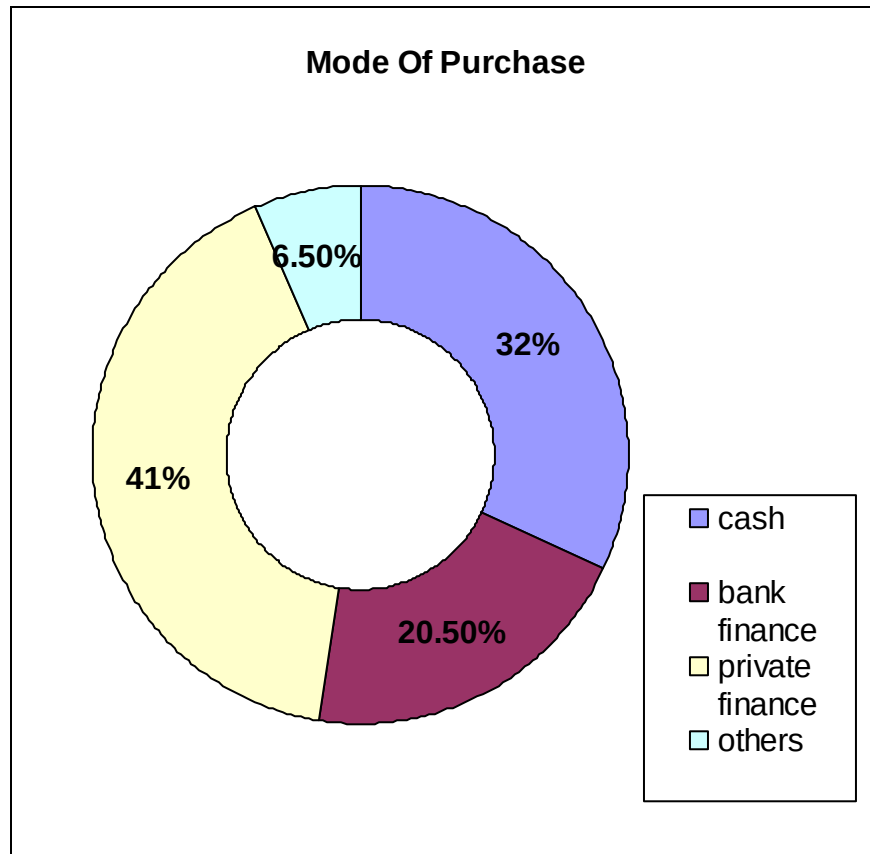


INTERPRETATION: It was found out that the most important reason for the purchase is mileage i.e. 24% .the most of the people were the user of Boxer, CT 100 and caliber. The next follows style and good looking and power and pick up. The most of the respondent were the pulsar user. The next follows the price, easy availability of finance, brand image high resale value low maintenance cost

Table1.4 Mode of purchase

No.	Attributes	No of Respondent	Percentage
1	cash	64	32
2	Bank finance	41	20.5
3	Private finance	82	41
4	others	13	6.5
	Total	200	100

Graph1.4 Mode of purchase



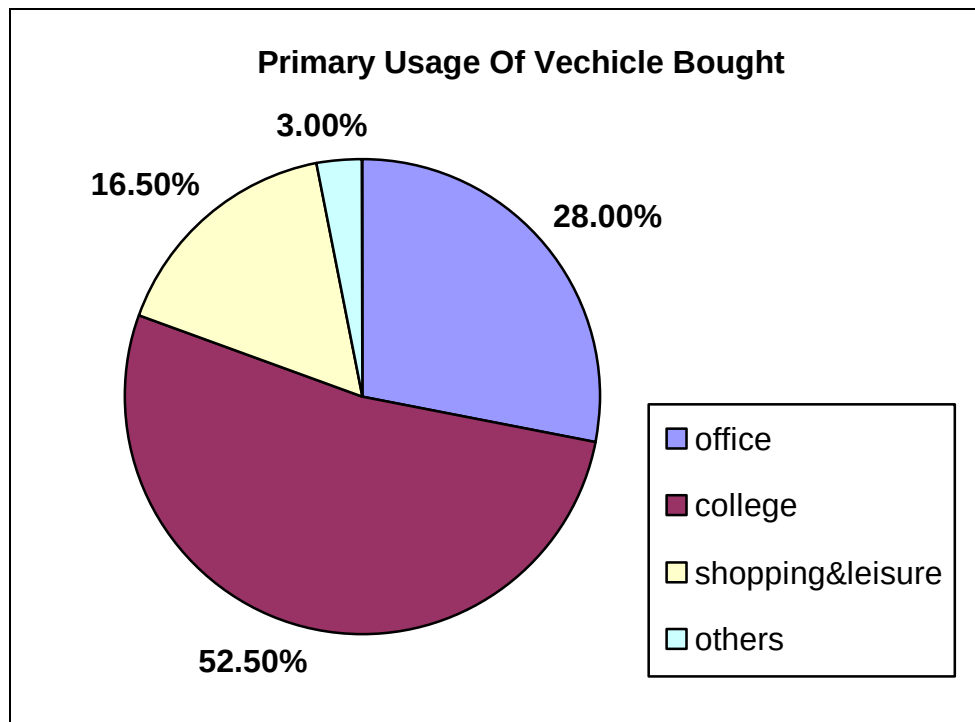
INTERPRETATION: It was found that the mode of purchase of the bikes were mostly through the private finance, because it is cheap compare through the bank finance and the BAS Motors have their own finance (M's finance). The mode of purchase of bike by cash was 32% followed by bank 32% and others 6.5% which include employers finance, loan from friends.

Table 1.5 Primary Usage of Vehicle Bought

:

Sl. No.	Attributes	No of Respondent	Percentage
1	office	56	28
2	college	105	52.5
3	Shopping and leisure activities	33	16.5
4	others	06	03
	Total	200	100

Graph 1.5 Primary Usage of Vehicle Bought



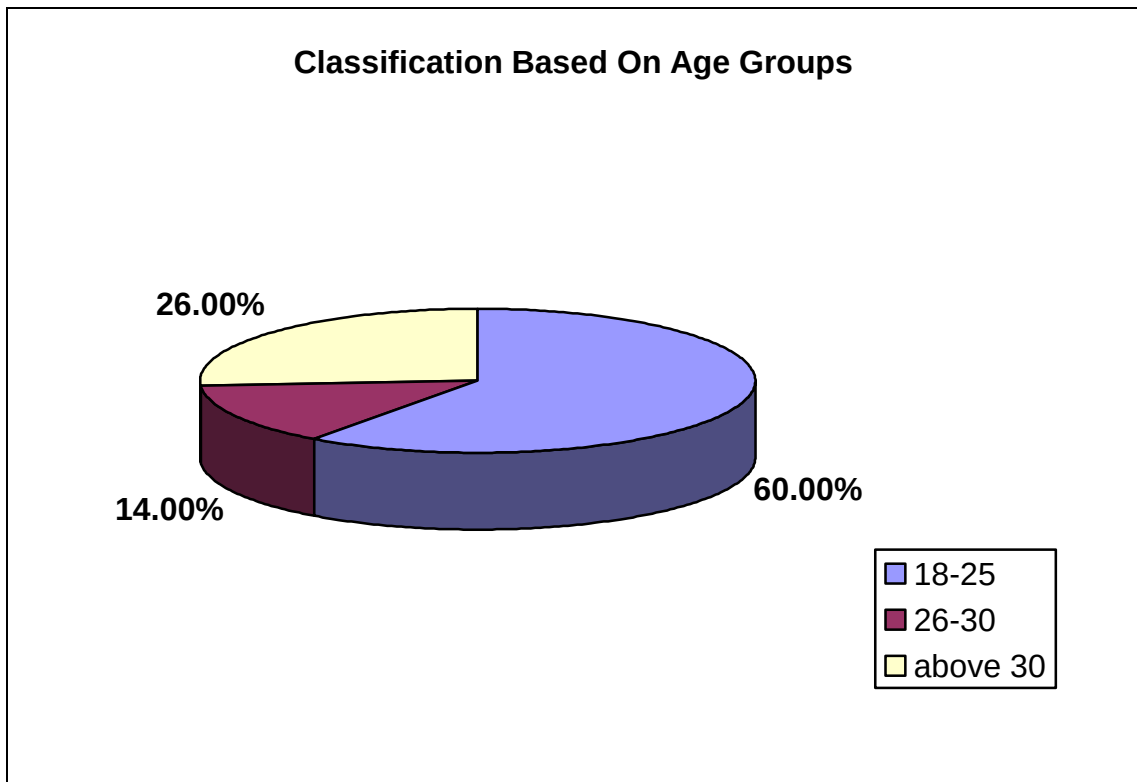
INTERPRETATION: According to the survey conducted the primary usage the bike bought was for the college purpose i.e.52.5%and this are mostly the pulsar. The 28%of them bought for the office purpose followed by shopping and leisure purpose and others 16.5% and 3% simultaneously .In others specify like dropping the children, for employee convenience

Table 1.6 Classifications Based On age Group

SL.NO	Age Group (Years)	No of Respondent	Percentage
1	18-25	120	60
2	26-30	28	14
3	Above 30	52	26
	Total	200	100

Graph1.6 Classifications Based On age Group

INTERPRETATION: In the study conducted it is found out that the majority (60%) was



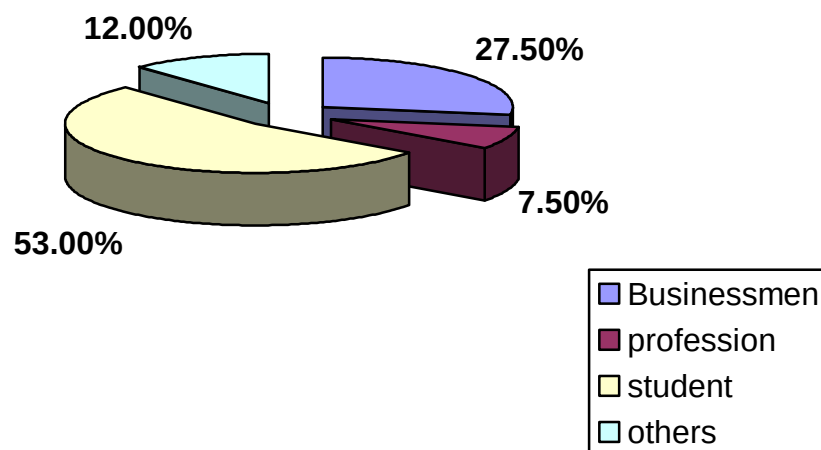
at the age group of 18-25, and most of them have pulsar. This show that the youngster has more no of bikes and this is increasing day by day. The 14% of them were at the age group of 26-30 and 26% of them were at the age above 30.

Table 1.7 Classifications Based On Occupation

SL.NO	Occupation	No of Responde	Percentage
1	Businessman	55	27.5
2	Profession	15	7.5
2	Student	106	53
3	OTHERS	24	12
	Total	200	100

Graph1.7 Classifications Based On Occupation

Classification Based On Occupation



INTERPRETATION: According to the survey conducted it was found out that the majority of the respondent occupation was student (i.e.53%) and 27.5% were the businessman followed by others & profession i.e.12% & 7.5% simultaneously. In others specified was employee, labors:

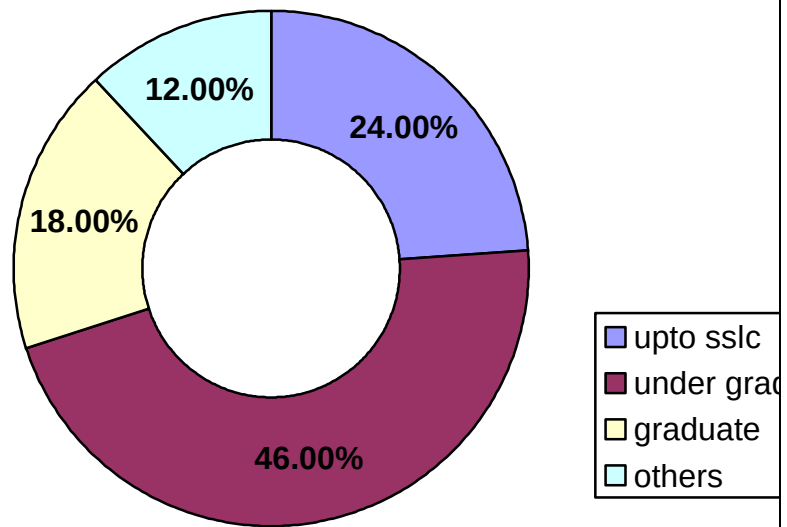
Sl. No.	Qualification	No. Respondent	Percentage
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Table 1.8 Classifications Based On Education

1	UPTO SSLC	48	24
2	UNDER GRADUATE	92	46
3	GRADUATE	36	18
4	OTHER	24	12
	Total	200	100

Graph1.8 Classification Based On Education

Classification Based On Education

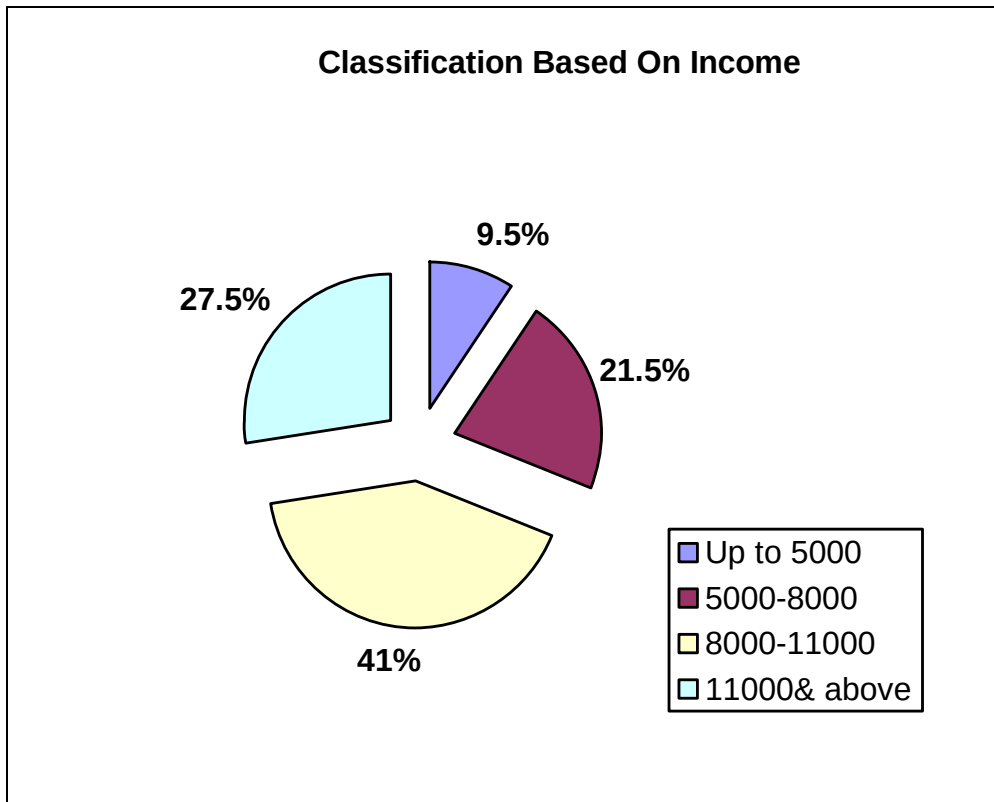


INTERPRETATION: In the study it was find out that the respondent were undergraduate (ie.46%).the 24% of them who have completed up to SSLC .Graduate were 18% and others specified were 12% which include below SSLC.

Table 1.9 Classifications Based On Monthly Income

Sl. No.	Attributes	No. of Respondent	Percentage
1	Up to 5000	19	9.5
2	5000-8000	43	21.5
3	8000-11000	83	41
4	11000 & above	55	27.5
	Total	200	100

Graph 1.9 Classifications Based On Monthly Income



INTERPRETATION: According to the survey conducted it was found out that the majority of the respondent monthly income was 8000-11000(i.e.41%).27.5% of the respondent have the salary above 11000,21.5% have 5000-8000 and 9.5% up to 5000

Sl. No.	Attributes	No. Respondent	Percentage
1	Excellent	29	14.5
2	Good	57	28.5
3	Satisfactory	93	46.5
4	Unsatisfactory	21	10.5

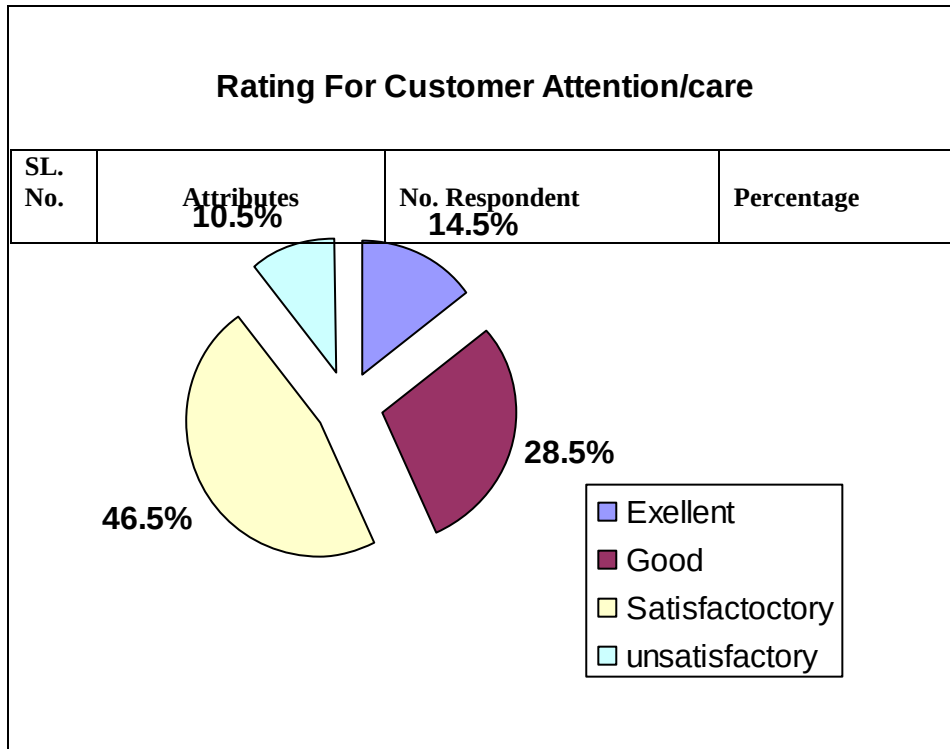
Table 2.0 Rating for Customer Attention/care

	Total	200	100
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Graph 2.2 Rating for customer Attention/care

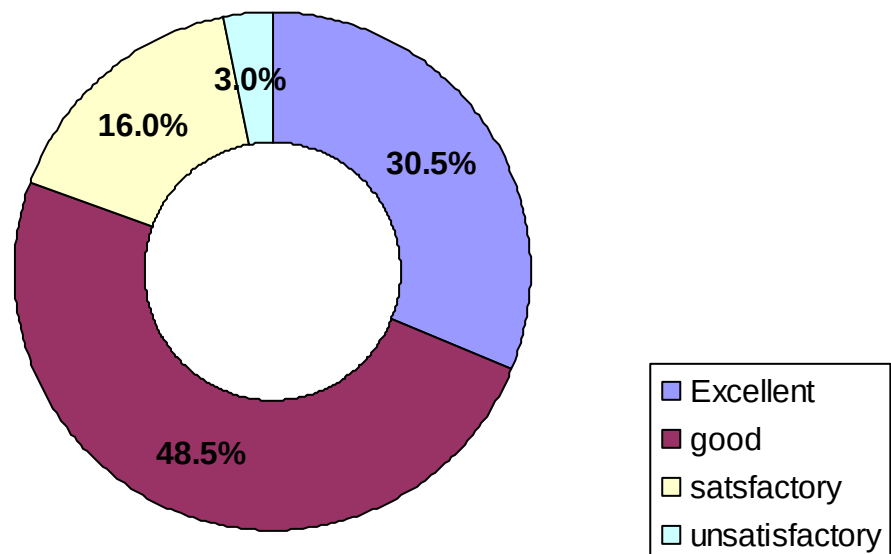
INTERPRETATION: The study conducted showed 14.5% consider BAS Motors customer attention/care as excellent, about 28.5% it as good, 46.5% as satisfactory and rest 10.5% was unsatisfactory

Table 2.1 Rating for General Service



1	Excellent	61	30.5
2	Good	97	48.5
3	Satisfactory	32	16
4	Unsatisfactory	6	03
Total		200	100

Rating For Genral Service



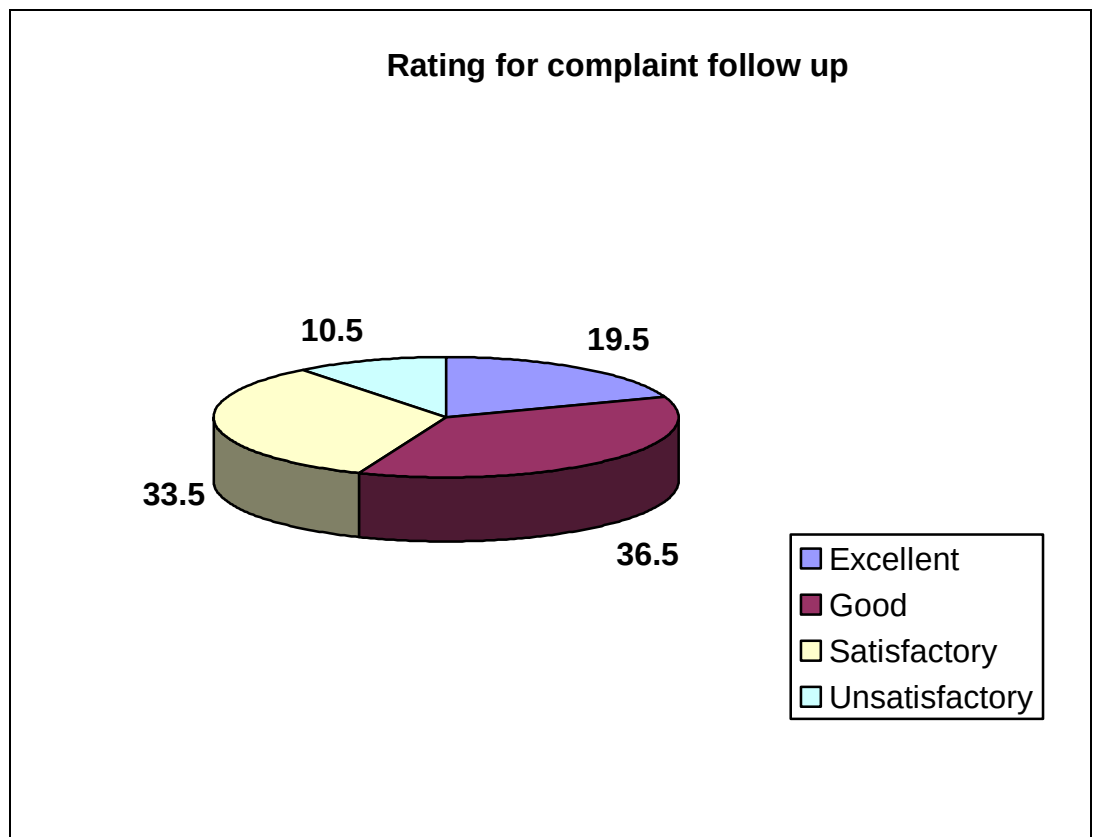
Graph 2.1 Rating for General Service

INTERPRETATION: Out of sample size of 200 respondent, the rating given for the general service are as follows .around 48.5%of them found good ,30.5% excellent and rest 16% & 3% were find it satisfactory & unsatisfactory. The unsatisfied customer were not happy with the service charges

Table 2.2 Rating for complaints follow up

Sl. No.	Attributes	No. Respondent	Percentage
1	Excellent	39	19.5
2	Good	73	36.5
3	Satisfactory	67	33.5
4	Unsatisfactory	21	10.5
	Total	200	100

Graph 2.2 Rating for complaints follow up



INTERPRETATION: Out of the 200 sample size the ratings given for the complaint follow up of BAS Motors are: 19.5% rate it as excellent, another 36.5% as good the rest 33.5% and 10.5% rate it as satisfactory and unsatisfactory respectively.

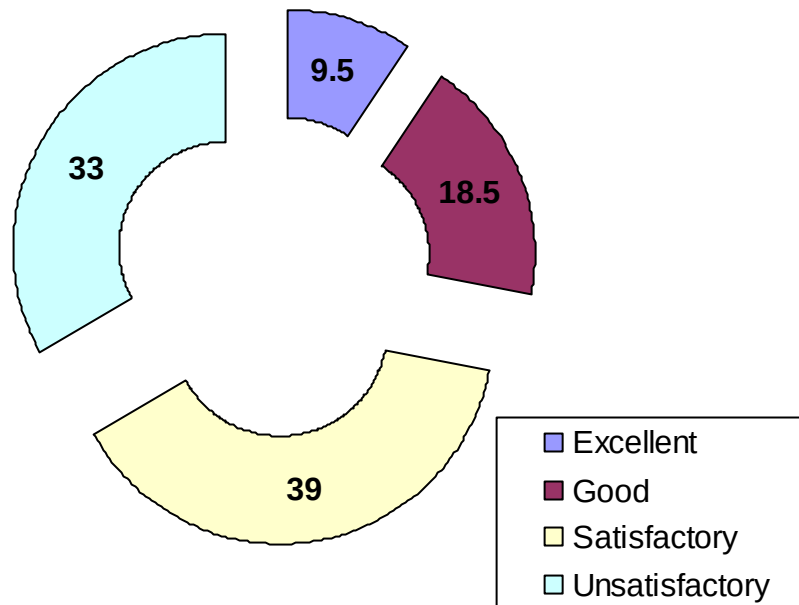
Sl. No.	Attributes	No. Respondent	Percentage
1	Excellent	19	9.5
2	Good	37	18.5
3	Satisfactory	78	39

Table 2.3 Rating for delivery at time

4	Unsatisfactory	66	33
	Total	200	100

Graph 2.3 Rating for delivery at time

Rating For Delivery At Time



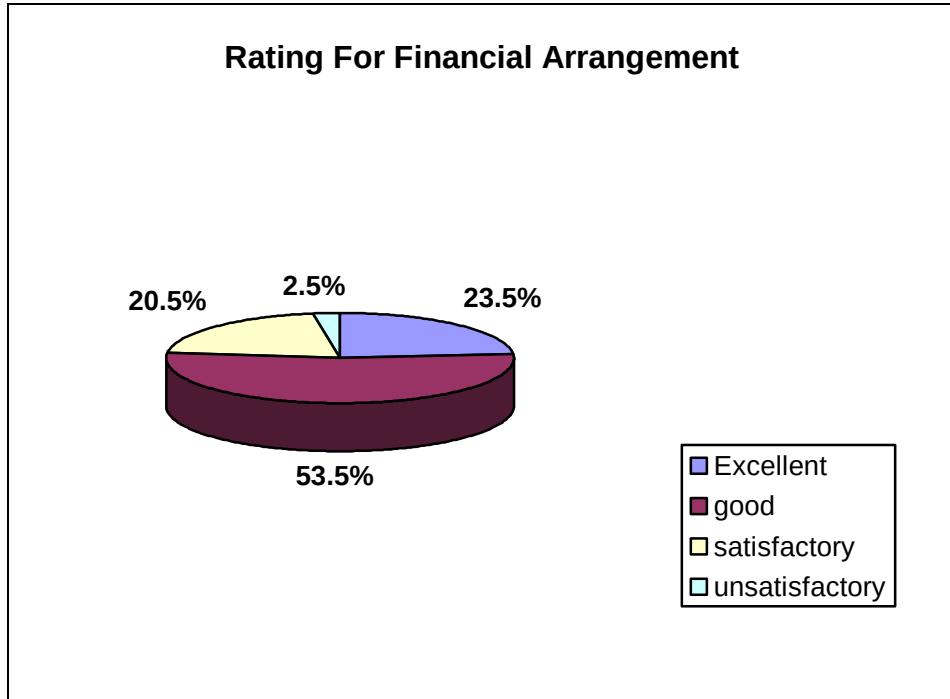
INTERPRETATION: Out of the 200 sample size the ratings given for the delivery of bike at time of BAS Motors are: 9.5% rate it as excellent, another 18.5.5% as good the rest 39% and 33% rate it as satisfactory and unsatisfactory respectively.

Sl. No.	Attributes	No. Respondent	Percentage
1	Excellent	47	23.5

Table 2.4 Rating for financial arrangement

2	Good	107	53.5
3	Satisfactory	41	20.5
4	Unsatisfactory	5	2.5
	Total	200	100

Graph 2.4 Rating for Financial Arrangement



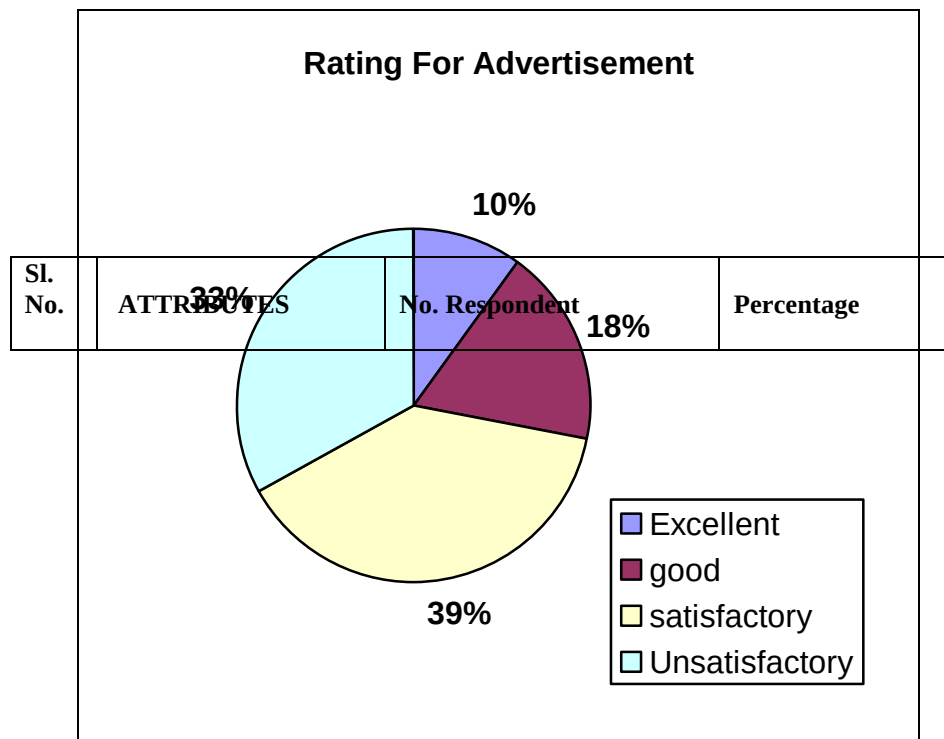
INTERPRETATION: It is found that the ratings given for the financial arrangement for the customer are: 23.5% excellent, 53.5% good, 20.5% satisfactory and the rest 2.5% say it's unsatisfactory

Sl. No.	Attributes	No. Respondent	Percentage
1	Excellent	20	10

Table 2.5 Rating for Advertisement

2	Good	36	18
3	Satisfactory	78	39
4	Unsatisfactory	66	33
	Total	200	100

Graph 2.5 Rating for Advertisement

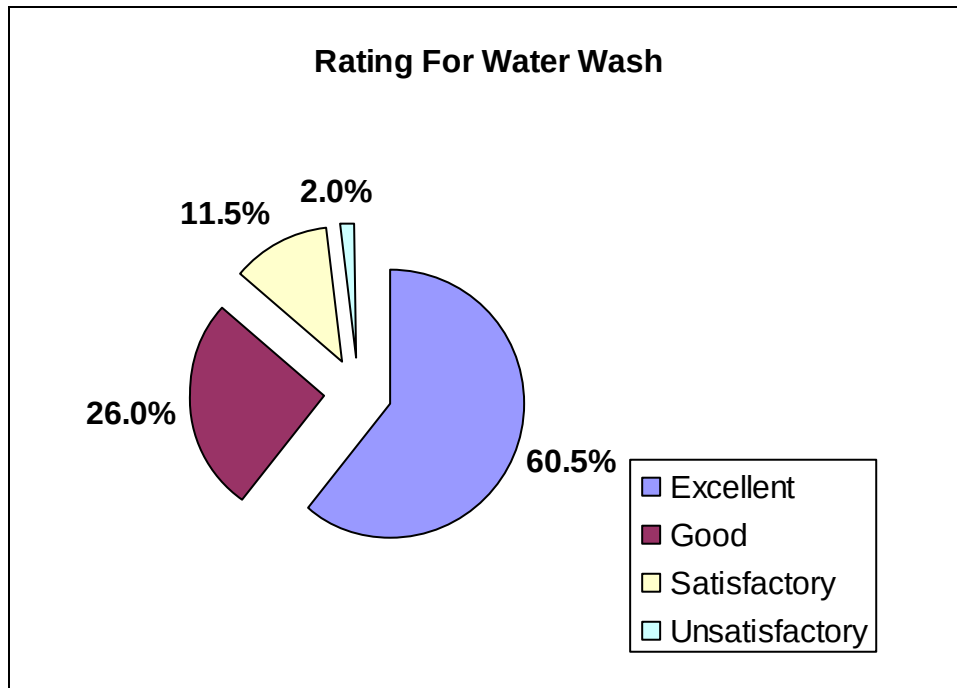


INTERPRETATION: It is found that the ratings given for the advertisement are: 10% excellent, 18% good, 39% satisfactory and the rest 33% say it's unsatisfactory.

Table 2.6 Rating for Water wash

1	Excellent	121	60.5
2	Good	52	26
3	Satisfactory	23	11.5
4	Unsatisfactory	04	02
	Total	200	100

Graph 2.6 Rating for Water wash



INTERPRETATION: Majority respondents 60.5% rated excellent for its water wash whereas 26% say good and the other 11.5% say satisfactory, the rest 2% find it unsatisfactory

FINDINGS

This project has been done with the sample size of 200 respondents. It is understood that in analyzing the whole structure functioning & management of Bajaj auto LTD (BAS MOTORS) is not possible to get a very accurate result. But the efforts are made to get the promising result.

1. In the study it is found that out of 200 people, as far as usage proportion of different Bajaj bikes is concerned, majority of the customer use pulsar and this are majority college student and the bachelors. The user of boxer are mostly low income people who want a good mileage bike
2. It was found that in the influencing the person to buy the bike. The friends were dominant.i.e 32.5%.the showroom influence was 20.5 %, the influence of family is 17%, the newspaper and TV influence is 19%.In others contain the own decision etc.
3. It was found out that the most important reason for the purchase is mileage i.e. 24%.The most of the people were the user of Boxer, CT 100 and caliber. The next follows style and good looking and power and pick up. The most of the respondent were the pulsar user. The next follows the price, easy availability of finance, brand image high resale value low maintenance cost
4. It was found that the mode of purchase of the bikes were mostly through the private finance, because it is cheap compare through the bank finance and the BAS Motors have their own finance (M's finance).The mode of purchase of bike by cash was 32% followed by bank 32% and others 6.5% which include employers finance, loan from friends.
5. According to the survey conducted the primary usage the bike bought was for the college purpose and this are mostly the pulsar. The 28% of them bought for the office purpose followed by shopping and leisure purpose and others 16.5% and 3% simultaneously .In others specify like dropping the children, for employee convenience etc.

6. In the study conducted it is found out that the majority (60%) was at the age group of 18-25, and most of them have pulsar. This show that the youngster has more no of bikes and this is increasing day by day. The 14% of them were at the age group of 26-30 and 26% of them were at the age above 30.
7. According to the survey conducted it was found out that the majority of the respondent occupation was student (i.e.53%) and 27.5% were the businessman followed by others & profession i.e. 12% &7.5% simultaneously. In others specified was employee, labors.
8. In the study it was find out that the respondent were undergraduate (ie.46%).the 24% of them who have completed up to SSLC .Graduate were 18% and others specified were 12% which include below SSLC.
9. According to the survey conducted it was found out that the majority of the respondent monthly income was 8000-11000(i.e.41%).27.5% of the respondent have the salary above 11000, 21.5% have 5000-8000 and 9.5% up to 5000
10. The study conducted showed 14.5% consider BAS Motors customer attention/care as excellent, about 28.5%it as good, 46.5% as satisfactory and rest 10.5% was unsatisfactory.
11. Out of sample size of 200 respondents, the rating given for the general service is as follows. Around 48.5%of them found good ,30.5% excellent and rest 16% & 3% were find it satisfactory & unsatisfactory. The unsatisfied customer were not happy with the service charges
12. Out of the 200 sample size the ratings given for the complaint follow up of BAS Motors are: 19.5% rate it as excellent, another 36.5% as good the rest 33.5% and 10.5% rate it as satisfactory and unsatisfactory respectively.
13. Out of the 200 sample size the ratings given for the delivery of bike at time of BAS Motors are: 9.5%rate it as excellent, another 18.5.5%as good the rest 39% and 33% rate it as satisfactory and unsatisfactory respectively.
14. It is found that the ratings given for the financial arrangement for the customer are: 23.5% excellent, 53.5% good, 20.5% satisfactory and the rest 2.5% say it's unsatisfactory.
15. The advertisement of BAS Motors is not so effective.
16. Majority respondents 60.5% rated excellent for its water wash whereas 26% say good and the other 11.5% say satisfactory, the rest 2% find it unsatisfactory

Chapter 6

Conclusions

& Suggestions

CONCLUSION

It was one of the best academic experience that not only enrich the knowledge about the real life market situation but also got an excellent opportunity to apply the various concept learnt during the academic section . This project has brought into the light various issues that crop up during the first sale and offering service subsequently to the customer which are very important for the success of the overall performance of the firm. Though it may look trivial, if accumulated and not handled prudently, they may damage the company's market position severely.

The BAS Motors is the only dealer for BAL product in Bhatkal. It is dealing in with all BAL products. BAS Motors have really strived hard to keep their customer satisfied and as a result are able to attract more and more new customers. BAS Motors has setup automated workshop and appointed skilled mechanics in their workshop.

The BAS Motors have been able to provide the customers high class service and quality spares at a reasonable price. Whenever a new product is introduced BAS Motors make use of its sales-promotion scheme in order to boost up the sale of that and to make that product popular in Bhatkal. Providing valuable service and to see their customers satisfied have been their main motto. .

Unfortunately, the company is losing a large number of its employees to its rivals. The basic reason being that claimed though there is sufficient recognition there is no parity on remuneration. The company needs to take look into its pay structure and organize it such that the right person does the right job and gets the right remuneration. Further the company should institute an appropriate performance appraisal system in the company.

To retain its employees BAS Motors could adopt one or more of the following tools to motivate its employees to perform better.

- Best employee of the month
- Gift vouchers
- Time off
- Flexi hours
- Certificate
- Trips for employee

It could also look into the option of introducing a reward system to acknowledge service achievements of employees can be combinations of cash & non-cash rewards. Competitive pay systems should be in accordance with the organizational goals. Some non – cash reward or recognition programme.

The study and the findings may prove the broad guidelines to improve the present marketing practice, customer handling and service activity. The satisfied customers bring more business to the firm and hence no stone should be kept unturned to ensure that the customers are not only satisfied but also delighted.

SUGGESTIONS

- In order to maintain everlasting and long relationship with its customer, BAS Motors has to provide better quality of service and provide them with quality product and spares at reasonable price. It has to utilize its sales promotion scheme effectively whenever applicable.
- BAS Motors should practice quality recruitment policy, such that, good personnel join the company
- Good services needs to be recognized & appreciated with better incentives.
- Some of the customer felt a pinch of long waiting time and hence it is suggested that a simple & systematic system may be designed to take care of waiting customer.
- Quite a few customers felt that after sales service is poor charges for rendering service is high. It is recommended that service pricing strategy may be reexamined and may be made attractive to the existing customers.
- Majority of the respondent have a few complaints like long waiting period, poor service response, uncomfortable showroom ambiance, inadequate parking space, insufficient fuel quantity supply on first day of delivery etc. Though these may look trivial from buyer point of view they are important and they may damage the reputation of the company. Hence it is strongly suggest that a detail survey may be conducted to find out all such minor issues that lead customer dissatisfaction and based on the survey and feedback .suitable corrective action which may be taken without delay.

The various findings and outcome of the project study is of pure academic nature and hence it is reasonable to advice that before implementing the above mention suggestion/recommendation a detailed review may be done to establish practicality of the implementation of the same.

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QUESTIONNAIRE

mohammed Imran
M.B.A 4 SEM
Al Ameen institute of management
studies
BANGLORE

As per the academic curriculum, I am doing my project work on “consumer attitude towards BAJAJ Bikes with special reference to B.A.S MOTORS” in Bhatkal city

Could you please spare few min of your valuable time in answering the following question.
INSTRUCTION: Please tick () where appropriate

1. NAME:
2. ADD:
3. PHONE NO
4. VHECIAL NO:
5. WHICH BIKE OF BAJAJ COMPANY DO YOU OWN?
- [] Pulsar [] Caliber
- [] Boxer [] Other
6. WHO INFLUENCE TO PURCHASE THIS BIKE?
- [] Friends [] Family [] show room
- [] News paper [] T.V [] OTHER SPECIFY-----
7. PLEASE TICK () THE 3 IMPORTANT REASON FOR CHOOSING THIS VEHICLE?
- [] mileage [] power & pick up [] style/good looking
- [] ease of driving [] low maintenance cost [] price
- [] brand image [] easy availability of finance [] high resale value
8. WHAT IS THE MODE OF PURCHASE?
- [] cash [] bank finance [] private finance
- [] employers finance [] other specify-----
9. PRIMARY USAGE OF VEHICLE BOUGHT?
- [] office [] college
- [] shopping & leisure activities [] other specify
10. FEW PERSONAL QUESTIONS?
- A. AGE GROUPS
- [] 18-25 [] 26 -30
- [] above 30
- B OCCUPATION
- [] profession [] Businessman
- [] student [] other specify
- C. EDUCATION
- [] UPTO SSLC [] UNDER GRADUATE

☐ GRADUATE ☐ OTHER Specify

D. HOUSE HOLD MONTHLY INCOME

☐ Up to 5000 ☐ 5000-8000
☐ 8000-11000 ☐ 11000 & above

11. How would you rate the following? (Tick the appropriate box)

ATTRIBUTES	EXCELLENT	GOOD	SATISFACTORY	UNSATISFACTORY
CUSTOMER ATTENTION/CARE				
GENERAL SERVICE				
COMPLAINTS FOLLOW UP				
DELIVERY AT TIME				
FINANCIAL ARRANGEMENT				
ADVERTISEMENT				
WATER WASH				

14. YOUR SUGGESTION TO BAJAJ/ B.A.S MOTORS.

THANK YOU