TABLE OF CONTANTS

LIST OF TABLES

LIST OF GRAPHS

CHAPTER-1

INTRODUCTION

1. INTRODUCTION:

1.1 Introduction to the Study:

When viewed at the position almost all the companies in clusters are giving the customer more or less facilities at competitive prices. All the products are almost similar technically

and it is hard to differentiate their attributes. In such a market environment these companies have aptly adopted marketing strategies as their tool to carve in a handsome market share.
In the recent years the Indian market has changed rapidly. Globalization has served as a boon at least so to the consumers. The Indian consumer until now had a limited choice has been presented with a wide range of quality products. In the ongoing trend the section that advanced with surprising results was the automobile sector.

The automobile industry was already giving one of the highest turnovers. The customer now had wide variety of cars to choose from. All of the Indian auto giants joined the trend. Foreign companies came in with brilliant products for the Indian markets. When zeroed down the ultimate progress was seen in the small car segment.

In the recent years the Indian market has changed rapidly. Globalization has served as a boon at least so to the consumers. The Indian consumer until now had a limited choice has been presented with a wide range of quality products. In the ongoing trend the section that advanced with surprising results was the automobile sector. Vehicles people saw on the television screen are now flying on the Indian roads. The automobile industry was already giving one of the highest turnovers. The customer now had wide variety of cars to choose from. All of the Indian auto giants joined the trend. The automotive industry, especially the passenger car sector, saw a boom. The buoyancy of the sector was derived primarily from economic vibrancy, changes in government policies, increase in purchasing power (especially of the upper middle class), improvement in life-styles, and availability of car finance. Although the automobile sector in India has come a long way since its beginning in 1940's, the country does not rank well in many respects. For instance, the contribution of the automobile sector to industrial output, number of cars per person, automobile sector employment as a percentage of industrial employment. Also, the industry profile in India is very different from global profile.
Consider the example of steel. The quality of steel available in India makes original equipment manufacturers (OEMs) to import However, the major car manufacturers worldwide consider India a good potential market as they foresee a large future demand here. Two things that have stunted the Indian automobile industry in the past are low demand and lack of vision on the part of OEMs and policy makers. However, in the recent past, the regulatory environment has been liberalized, demand has picked up, and in such a

situation, global OEMs who enjoy scale economies both in terms of manufacturing and research and development (R&D), have entered the Indian market. This is likely to result in a big shift in the way business is conducted by supplier, assemblers and marketers.

The automobile industry is the world's biggest manufacturing industry and a powerful engine of economic growth. The passenger car industry is predominant in North America, Japan and Europe. The US has one of the largest markets in the world, with major including General Motors, Ford Motors and DaimlerChrysler selling record 17.3 million vehicles in 2000. Also, globalization and consolidation have impacted relationships between OEMs and suppliers. The aim of most suppliers is to become big enough to deal directly with the OEMs (either through organic growth or through M&As) or become suppliers to systems integrators who are increasingly gaining access to the OEMs. Besides, the structure of then industry is changing with the relationship between the OEMs and the dealers and the pricing of the OEMs undergoing a change.

When viewed at the position almost all the companies are giving the customer more or less facilities at competitive prices. All the products are almost similar technically and it is hard to differentiate their attributes. In such a market environment these companies have aptly adopted marketing strategies as their tool to carve in a handsome market share.

Each company has taken up particular aspect and has exploited it to convert the consumer into a buyer. Despite a head start, the automotive industry in India has not quite match up to the performance of its counterparts in other parts of the world. The all-pervasive regularatory atmosphere prevailing till recently has been one of the primary reasons for this situation.

Tata nano, the new model introduced by Tata motors hailed as the people's car, is an amazingly cheap car. Tata nano is indeed an affordable middle class family his/her ideas about owning and driving a car, will become a reality soon. The rise in petrol prices makes consumers around the world to look for a low cost car. Tata seems to capture this trend and is looking

The Market:

All the cars that have been launched in the small car segment are more or less same when considered on general basis. Some cars provide more facility while other covers up by brand image. The market is perfectly competitive. No company can be said to have monopoly. TATA was projected as the ultimate offering in Indian small car segment. It provided facilities that were never before offered by any other car. These features were as below:

- Power steering.
- Power windows.
- Audio systems.
- Air conditioner.
- Four gear.
- Internally operated dickey and a petrol filter cap.
- Tubeless tyres
- Adjustable steering
- Leather seats
- Alloy wheels
- Fog lamps

Seeing the success of the small car and growing market for higher segment cars, most of the foreign brands entered Indian market. Now in present market we can see a wide range of cars starting from the cheapest to the costliest, everyone have made car as a commodity of their status. Costlier the car more is the upliftment of the status.

1.2 BACKGROUND OF THE STUDY:

The automotive industry is one of the largest industries worldwide and in India as well. The automotive sector is a vital sector for any developed economy. It drives upstream industries like steel, iron, aluminum, rubber, plastics, glass and electronics, and downstream industries like advertising and marketing, transport and insurance. Usually, what is good for the automotive sector is beneficial for the economy as well.

The automotive industry can be divided into following sectors:

1. Small cars

2. Multi-Utility Vehicles (MUVs)
3. suv
4. Luxury cars
5. Two and Three Wheelers.
6. Commercial Vehicles-light Commercial Vehicles (LCVs) Medium and Heavy Commercial Vehicles (MCHVs).
7. Tractors.
8. Electrical and alternate fuel vehicle.

CHAPTER-2

RESEARCH DESIGN

2. RESEARCH DESIGN

This chapter briefly describes the design of the study, beginning from the title of the study and goes on to explain the objective, scope of the study, methodology, sampling, field work, analysis and finally the limitation of the study.

2.1 STATEMENT OF PROBLEM:

The automobile industry is still in its growth stage in India and it is in the prospects of growth because of new company entrants, the competition in the business has increased.

Therefore it is need for the companies to provide better services, by giving the consumers the best services. The research is conducted. This section mainly based on the study off the consumer perception towards tata nano.

2.2 SCOPE OF THE STUDY:

.This study is mainly concentrated to identifying the consumer perception about the Tata nano. After this study we came to know about the automobile industry in India and information about the small car.

With the study we can get some suggestions from customer for service improvements in terms of quality and what he/she is expecting from the small cars available and which are yet to be introduced and to understand what new features are being provided in the small cars segment in the automobile industry. In the study we can find out the levels of customer satisfaction .We can also identify the causes for customer dissatisfaction like looks, seating, accessories, interiors, spare parts and engine noise.

2.3 NEED FOR THE STUDY:

1) To find out what are the small cars available and which are yet to be introduced.
2) To understand different aspects of customers views and satisfactions.
3) To find out what new features are being provided in the small cars.

2.4 OBJECTIVE OF THE STUDY:

- To understand about the automobile industry in India.
- To identify small car segment India.
- To analyse perception of public towards the Tata nano in banglore city.
- To evaluate the positioning of the Tata nano in banglore city.

2.5 RESEARCH DESIGN:

Meaning of the research design:

Research design is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study, the methodology and the techniques to be adopted for achieving the objectives.

Nature of research design:

A research design is indispensable for a research project unlike the building plan, which is precise and specific. New aspects, new conditions and new relationships come to light when the study deepens.

A research is purely and simply the framework or plan for a study that guides the collection and analysis of the data. It is a blue print that is followed in completing a study.

- The study must be relevant to the problem.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this research firstly, exploratory research is done by the visiting the Maruti, Ford, Tata nano etc. showrooms to gather the preliminary data. Secondly, descriptive research is done through surveys to find the various aspects of customer satisfaction like sound clarity, service charges, service delivery, etc. Questionnaire is prepared to collect the primary data.

2.6 SAMPLE DESIGN:

Sampling may be defined as the selection of some part of an aggregate or totality, on the basis of which judgment about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by only examining only a part of it.

For the purpose of the study 100 samples are surveyed to collect the primary data.

The convenient sampling is used to select the representative sampling from the population, because researcher does not have consumers who are easily accessible.

2.7 SOURCES OF DATA

2.8.1PRIMARY DATA:

Primary data refers to data that is collected afresh and recorded for the first time. Primary data are those data i.e. collected by the researcher himself. It thus happens to be original in nature. The various methods of collecting primary data are performing surveys, census, through observation or through correct communication with respondents. But basic manner of primary data collection is survey method. The primary data for the study was collected through questionnaire and informal interviews with the company staff.

2.7.1SECONDARY DATA:

Secondary data refers to that which has already been collected by someone else. Secondary data for the study was collected from:

- Published literature
- Company published data and broachers
- Internet
- Commercial service
- Bookss

2.8 Definition of the population:

Out of the sample collected the break up of the sample size was on the following parameters.

- The respondents were taken from all the kinds of class i.e. upper class, upper middle class and middle classes. The respondents have been chosen on random basis.
- These respondents were the software engineers, businessman, government employees, etc.
- Some were students of engineering college and management colleges.
- Also the opinion of local people had been taken.
- The sample size consists of 100 respondents.

2.8.1 Sample size:

The sample size was determined on a judgmental basis. A total number of 100 respondents were included in the study of these most were software engineers of software companies, entrepreneurs and also the general public.

2.8.2 Sample Techniques Adopted:

As the Bangalore city is a metropolitan and its population is in millions and there are large number of sectors. The population universe in the city of Bangalore being vast in size, it was difficult to conduct 100% coverage of the study within the limited period. Hence the sample survey method is adopted for this study.

2.9 FIELD WORK:

The interview schedule was carefully decided and constructed upon and revised in consolation with experts in order to avoid collection of irrelevant data. The researcher directly approached the respondents. It took five minutes to administer each questionnaire.

2.10 PLAN OF ANALYSIS

The plan for analysis of the data was through the help of questionnaire, intract with the customers, then formulating the result throw pictorial representation of graph and charts, tables etc. And being divided in to following steps in meaningful way

- Tabulation of the questionnaire
- Use of percentage method to represent the tabulated data
- Presentation of the tables in numerical form
- Graphical representation of the whole data in terms of bar graphs to draw the inference from the data

2.11 LIMITATIONS OF THE STUDY:

- The sample size of customer is limited to 100 because of time and cost factor.
- The information collected may not be sufficient and reliable in terms of total market conditions in India as Bangalore represents only a small portion of the total national market.

- Though the personal interviews consider being the best method for surveying as it also reflects the body language, it sometimes become s difficult to get and retain interviewee, because of their busy schedule.
- Non-availability of the database regarding the users of various small cars led to more hit and trial experiments.
- The users of small cars are geographically wide spread and hence contacting them is time consuming.
- Most of the respondents belong to upper middle class or upper class. The approachability was one of the main constraints.

CHAPTER-3

PROFILE OF THE INDUSTRY

3.1 PROFILE OF THE INDUSTRY:

An Automobile is a self-propelled vehicle, which is used for the transportation of passengers and goods upon the ground. The progress of automobiles for transportation has always been associated with the progress of civilization and development of a country.

HISTORY:

Germany is the birthplace of automobiles. In 1769 a French engineer, captain Nicholas Cugnot built the first self-propelled vehicle. It was three-wheeler with a maximum speed if 3 mph. It was fitted with a steam engine. In 1802 Richard Trevitluck of England built the first practical steam automobile using the crankshaft for the first time.

In 1863 Lenoir of France built the automobile propelled by the gas engine. In 1876, Eienne Lenoir of Belgium invented the first practical internal combustion engine. In 1885 Daimler Benz employing four stroke petrol engines in Germany built the real automobile. In 1895 Henry Ford of America made his first famous car in corpora ting the main features of present day automobiles.

From 1900-1906 the production and sales of automobiles became the real business. In 1904 Simpson Company of Madras started to build the automobile bodies. In 1913 the total vehicles in India were only 4500 and in 1914 the total no of vehicles raise to 6000. In 1926, Ford motor company of India established there office in Bombay and sold the world famous “Ford-T” modern cars.

In 1898, the first motorcar appeared in India with taxicab in Bombay. In 1935, Sir M. Vishweshvaraya set up automobile industry in India, but the government did not approve this plan. In 1943, the Premier Automobiles Limited factory was setup at Bombay for manufacturing cars in India. In the year 1944, the Hindustan Motors Ltd. Factory was setup at Calcutta for manufacturing cars.

In India after the Independence Hindustan Motors Ltd, Calcutta and Premier Automobiles Ltd, Bombay came into existence and started manufacturing the Ambassador and Fiat cars. In 1948, Ashok Leyland Ltd, Madras started manufacturing the commercial vehicles. Later on Mahindra and Mahindra Ltd, Bombay started manufacturing jeeps. In 1954, Tata Engineering and Locomotives Company Ltd. Came into existence at Jamshedpur and started manufacturing commercial vehicles.

Evolution of automobile industry:

Initial years:

- Cars regarded as luxuries.
- Manufacturing was licensed, capacity expansion restricted.
- Import of cars was restricted to state trading corporation and foreign diplomats.
- High custom duty.
- Steep excise duties and sales taxes.
- Market dominated by just two players- Premier Automobiles Ltd. and Hindustan Motors Ltd.

1980s:

- Entry of Maruti Udyog Ltd.-better product at lower price enjoyed government support.
- Seller's market.
- Long waiting periods.
- Limited choice.
- Restriction on capacities.
- License requirements.
- High import duties.

- Auto finance became available but was limited to a few players.
- MUL captured a major market share, PAL and HML were able to maintain volumes but their market shares fell drastically.

1990s:

- Cars perceived as necessities.
- Still a sellers market.
- Long waiting periods continue.
- Development of the mid price and luxury segments.
- Increase in competition with the entry of foreign manufacturers especially after the mid 1990s.

- Superior models and more choice.
- Auto finance booms-more players (foreign banks and NBFCs): better schemes.
- Removal of capacity restrictions.
- Decrease in custom and excise duties.

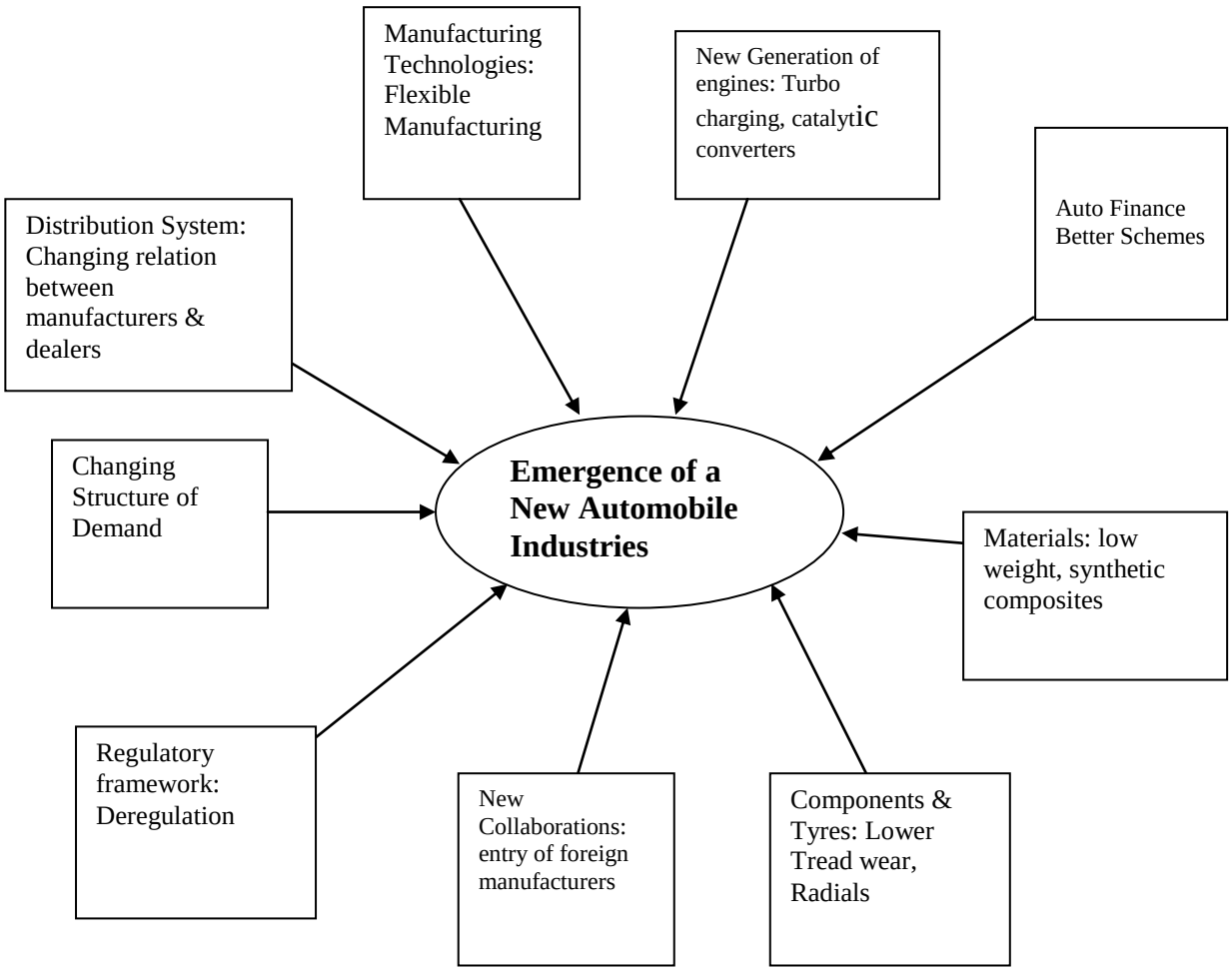


FIGURE SHOWING TRENDS IN AUTOMOBILE INDUSTRIES

THE BIRTH OF AUTOMOBILES:

Horses had dreams of them since time immemorial, but it was only in the 18th century that the first horseless carriage actually hit the roads. That's not to say that the idea never struck anyone. Seeds of the idea, in fact, originated long before the first contraption was rolled.
The history of the automobile actually began about 4,000 years ago when the first wheel was used for transportation in India. Several Italians recorded designs for wind-driven vehicles. The first was Guido da Vigevano in 1335. It was a windmill-type drive to gears and thus to wheels. Vaturio designed a similar vehicle that was also never built. Later Leonardo da Vinci designed clockwork-driven tricycle with tiller steering and a differential mechanism between the rear wheels.

First, Carl Benz invented the petrol engine in 1885 and a year later Daimler made a car driven by motor of his own design and the rest is history.
Daimler's engine proved to be a great success mainly because of its less weight that could deliver 1000 rpm and needed only very small and light vehicles to carry them.

France too had joined the motoring scenario by 1890 when two Frenchmen Pan hard and Levassor began producing vehicles powered by Daimler engine, and Daimler himself, possessed by the automobile spirit, went on adding new features to his engine.

He built the first V-Twin engine with a glowing platinum tube to explode the cylinder gas- the very earliest form of sparking plug. The engines were positioned under the seat in most of the Daimler as well as Benz cars. However, the French duo of Panhard and Levassor made a revolutionary contribution when they mounted the engine in the front of the car under a 'bonnet'.

The History of Electric Vehicles :

However, around 1900, electric land vehicles in America outsold all other types of cars. Then in the several years following 1900, sales of electric vehicles took a nosedive as a new type of vehicle came to dominate the consumer market.

Automobile industry in India:

Automobile industry in India is today poised for the big leap and this segment helps you to be ready for that.

History and development of Automobiles also marks the dynamism in technological growth men have achieved. From the days of horseless carriages to the modern-age self-guided automobiles that are designed meticulously using cutting-edge technology, we have certainly traveled too far. Go through this segment to know about the automobiles, their history, development phases, and in particular their relevance to India.

Automobile Industry in India is still in its infancy but growing rapidly. The opportunities in the automobile industry in India are attracting big names with the big purse and they are investing vigorously in infrastructure, design and development, and marketing. Automobile industry in India is today poised for the big leap and this segment helps you to be ready for that.

The Birth of the Car:

The birth of the car as we know it today occurred over a period of years. It was only in 1885 that the first real car rolled down on to the streets. The earlier attempts, though successful, were steam powered road-vehicles. Nicolas Cugnot built the first self-propelled car in 1769, which could attain speeds of upto 6 kms/hour. In 1771 he again designed another steam-driven engine, which ran so fast that it rammed into a wall, recording the world's first accident. In 1807 Francois Isaac de Rivaz designed the first internal combustion engine. He to develop the world's first vehicle to run on such an engine, one that used a mixture of hydrogen and oxygen to generate energy, subsequently used this.

This spawned the birth of a number of designs based on the internal combustion engine in the early nineteenth century with little or no degree of commercial success. In 1860 thereafter, Jean Joseph Etienne Lenoir built the first successful two-stroke gas driven engine. In 1862 he again built an experimental vehicle driven by his gas-engine, which ran

at a speed of 3 kms/hour. These cars became popular and by 1865 could be frequently espied on the roads.

The next major leap forward occurred in 1885 when the four-stroke engine was devised. Gottileb Damlier and Nicolas Otto worked together on the mission till they fell apart. Daimler created his own engines, which he used both for cars and for the first four-wheel horseless carriage. In the meanwhile, unknown to them, Karl Benz, was in the process of creating his own advanced tri-cycle, which proved to be the first true car. It was however left to Karl Benz and Gottlieb Damlier to produce the first vehicles powered by the internal combustion engine in 1885. It was then that the petrol engine was introduced, which made the car a practical and safe proposition. The cars in this period were more like the cars on our roads today. With cars came the era of speed.

The first ever land-speed record was established about 100 years back, in 1898. Count Gaston de Chasseloup-Laubat of France drove an electric car (in Acheres near Paris) at a speed of 39.24 miles per hour. This flagged off the era of 'wheels racing', which lasted till 1964, after which jet and rocket -propelled vehicles were allowed. Then onwards, it has been one big journey...on the roads.

With the invention of the wheel in 4000 BC, man's journey on the road of mechanized transport had begun. Since then he continually sought to devise an automated, labor saving machine to replace the horse. Innumerable attempts reached conclusion in the early 1760s with the building of the first steam driven tractor by a French Captain, Nicolas Jacob Cugnot.

First Indian to buy a car:

The first car was imported into Bombay in 1897 or '98 by a Mr. Forster of Greaves Cotton and Company. **Jamsetji Tata** was the first Indian in Bombay to own a car when he bought one in 1901.

THE GLOBAL CAR MARKET:

The auto industry is predominant in North America, Japan and Europe. The US has one of the largest market in the world, with 16 million light motor
vehicle sold in 1996, besides those exported. The major car manufacturers in the US are general Motors with a market share of 36% and Ford Motors with a 23% share. The second largest market for cars 9in the world is Western Europe. In terms of number of cars manufactured, India has a share of only 0.6% of the world's production.

Tata Nano is a rear- engined, four-passenger city car built by Tata Motors, aimed primarily at the Indian market. The car has a fuel efficiency of around 26 kilometres per litre on the highway and around 22 kilometres per litre in the city. It debuted at the 9th annual Auto Expo on January 10, 2008, at Pragati Maidan in New Delhi, India.The Nano had its commercial launch on March 23, 2009, and a booking period from April 9 to April 25, generating more than 200,000 bookings for the car.The cars started to be delivered to customers after July 17, 2009, with a starting price of Rs 100,000, This is cheaper than the Maruti 800, its main competitor and next cheapest Indian car priced at Rs 184,641 Tata had sought to produce the least expensive production car in the world — aiming for a starting price of Rs 100,000

In early 2008 the news magazine Newsweek identified the Nano as a part of a "new breed of 21st-century cars" that embody "a contrarian philosophy of smaller, lighter, cheaper" and portend a new era in inexpensive personal transportation — and potentially, "global gridlock". The Wall Street Journal confirmed a global trend toward small cars, which includes the Nano.

"Nano" means "small" in Gujarati, the language of the founders of the Tata Group. "Nano" from the SI prefix for one-billionth is derived from the Greek νᾶνος, meaning dwarf, and is sometimes used to mean "small" in colloquial English.
NanoThe introduction of the Nano received media attention due to its targeted low price. The Financial Times reported:"If ever there were a symbol of India's ambitions to become a modern nation, it would surely be the Nano, the tiny car with the even tinier price-tag. " The car is expected to boost the Indian economy, create entrepreneurial-opportunities across India, as well as expand the Indian car market by 65%. The car was envisioned by Ratan Tata, Chairman of the Tata Group and Tata Motors, who has described it as an eco-

friendly "people's car". Nano has been greatly appreciated by many sources and the media for its low-costand eco-friendly initiatives which include using compressed-air as fuel and an electric-version (E-Nano). Tata Group is expected to mass-manufacture the Nano, particularly the electric-version, and, besides selling them in India, to also export them worldwide.

Critics of the car have questioned its safety in India (where reportedly 90,000 people are killed in road-accidents every year and have also criticised the pollution that it would cause[(including criticism by Intergovernmental Panel on Climate Change chairman Rajendra Pachauri. However, Tata Motors has promised that it would definitely release Nano's eco-friendly models alongside the gasoline-model.[

The Nano was originally to have been manufactured at a new factory in Singur, West Bengal, but increasingly violent protests forced Tata to pull out October 2008. (See Singur factory pullout below.) Currently, Tata Motors is reportedly manufacturing Nano at its existing Pantnagar (Uttarakhand) plant and another plant has been proposed has also agreed to match all the incentives offered by West Bengal government.

Design

Rear
A Tata Nano in silverRatan Tata, the Chairman of Tata Motors, began development of the world's cheapest production car in 2003, inspired by the number of Indian families with two-wheeled rather than four-wheeled vehicles. The Nano's development has been tempered[clarification needed] by the company's success in producing the low cost 4 wheeled Ace truck in May 2005.

Contrary to speculation that the car might be a simple four-wheeled auto rickshaw, The Times of India reported the vehicle is "a properly designed and built car".The Chairman is reported to have said, "It is not a car with plastic curtains or no roof — it's a real car."

To achieve its design goals, Tata refined the manufacturing process, emphasized innovation and sought new design approaches from suppliers.The car was designed at Italy's Institute

of Development in Automotive Engineering — with Ratan Tata requesting certain changes, such as the elimination of one of two windscreen wipers. Many components of the Nano are made in Germany by Bosch, such as fuel injection, brake system, Value Motronic ECU, ABS and other technologies.

The Nano has 21% more interior space (albeit mostly as headroom, due to its tall stance) and an 8% smaller exterior compared to its closest rival, the Maruti 800. Tata offered the car in three versions: the basic Tata Nano Std; the CX; and the LX. The CX and LX versions each have air conditioning, power windows, and central locking. Tata has set its initial production target at 250,000 units per year.

Cost cutting features

The Nano's trunk does not open. Instead, the rear seats can be folded down to access the boot.

It has a single windscreen wiper instead of the usual pair.

It has no power steering.

The base model has only three lug nuts on the wheels instead of the usual four.

The base model has only one side view mirror.

Some use of plastic and glue in place of welded steel

Manually operated side windows

Air conditioning/heating not part of base model

Airbags not part of base model

Price

Tata initially targeted the vehicle as "the least expensive production car in the world"—aiming for a starting price of 100,000 rupees or approximately US$2000 (using exchange rate as of 22 March 2009 (2009 -03-22) 6 years ago,[when?] despite rapidly rising material prices at the time.

As of August 2008 material costs had risen from 13% to 23% over the car’s development,and Tata faced[citation needed] the choice of:introducing the car with an artificially low price through government subsidies and tax-breaks

forgoing profit on the car

using vertical-integration to artificially boost profits on cars at the expense of their materials industries[citation needed]

partially using inexpensive polymers or biodegradable plastics instead of a full metal-body raising the price of the car

Model versions

Base modelAt its launch the Nano was available in three trim levels

the basic Tata Nano Std priced at 123,000 Rupees has no extras;

the deluxe Tata Nano CX at 151,000 Rupees has air conditioning;

the luxury Tata Nano LX at 172,000 Rupees has air conditioning, power windows, fabric seats and central locking

the Nano Europa, European version of the Tata Nano has all of the above plus a larger body, bigger 3-cylinder engine, anti-lock braking system (ABS) and meets European crash standards and emission norms.

The base model will have fixed seats, except for the driver's, which will be adjustable,[clarification needed] while the deluxe and luxury models will get air conditioning and body coloured bumpers.

Technical specifications

The interiorAccording to Tata Motors, the Nano is a 35 PS (26 kW; 35 hp) car with a 624 cc rear engine and rear wheel drive, and has a fuel economy of 4.55 L/100 km (22 km/L, 51.7 mpg (US), 62 mpg (UK)) under city road conditions, and 3.85 L/100 km on highways (26 km/L, 61.1 mpg (US), 73.3 mpg (UK)). It is the first time a two-cylinder non-opposed petrol engine will be used in a car with a single balance shaft. Tata Motors has reportedly filed 34 patents related to the innovations in the design of Nano, with the powertrain accounting for over half of them.The project head, Girish Wagh has been credited with being one of the brains behind Nano's design.

Much has been made of Tata's patents pending for the Nano. Yet during a news conference at the New Delhi Auto Expo, Ratan Tata pointed out none of these is revolutionary or

represents earth-shaking technology. He said most relate to rather mundane items such as the two-cylinder engine's balance shaft, and how the gears were cut in the transmission.

Though the car has been appreciated by many sources, including Reuters due to "the way it has tweaked existing technologies to target an as-yet untapped segment of the market", yet it has been stated by the same sources that Nano is not quite "revolutionary in its technology", just low in price. Moreover, technologies which are expected of the new and yet-to-be-released car include a revolutionary compressed-air fuel system and an eco-friendly electric-version ,technologies on which Tata is reportedly already working, though no official incorporation-date for these technologies in the new car has been released.

According to Tata, the Nano complies with Bharat Stage-III (similar to Euro-III) and can also meet Euro-IV emission standards. Ratan Tata also said, 'The car has passed the full-frontal crash and the side impact crash'. Tata Nano passed the required 'homologation' tests with Pune-based Automotive Research Association of India (ARAI).This means that the car has met all the specified criteria for roadworthiness laid out by the government including emissions or noise & vibration and can now ply on Indian roads. Tata Nano managed to score 23.6 km per litre during its 'homologation' tests with ARAI. This makes Tata Nano the most fuel efficient car in India. Nano will be the first car in India to display the actual fuel mileage figures it recorded at ARAI's tests on its windshield. According to ARAI in the tests the Nano conformed to Euro IV emission standards which will come into effect in India in 2010, yet it was only homologated to the Euro III level.

Rear mounted engine

The use of a rear mounted engine to help maximize interior space makes the Nano similar to the original Fiat 500, another technically innovative "people's car". A concept vehicle similar in styling to the Nano, also with rear engined layout was proposed by the UK Rover Group in the 1990s to succeed the original Mini but was not put into production. Once the project was taken over by BMW, the new Mini was much larger and technically conservative. The independent, and now-defunct, MG Rover Group later based their Rover CityRover on the Tata Indica.

Tata is also reported to be contemplating offering a compressed air engine as an option.

Engine: 2 cylinder petrol with Bosch multi-point fuel injection (single injector) all aluminium 33 horsepower (25 kW) 624 cc (38 cu in)

Value Motronic engine management platform from Bosch

2 valves per cylinder overhead camshaft

Compression ratio: 9.5:1

bore × stroke: 73.5 mm (2.9 in) × 73.5 mm (2.9 in)

Power: 35 PS (26 kW; 35 hp) @ 5250 rpm

Torque: 48 N•m (35 ft•lbf) @ 3000 +/-500 rpm

Layout and Transmission Rear wheel drive

4-speed manual transmission

Steering mechanical rack and pinion w/o servo

Turning radius: 4 meter's

Performance Acceleration: 0-60 km/h (37 mph): 8 seconds

Maximum speed: 105 km/h (65 mph)

Fuel efficiency (overall): 23.6 kilometres per litre (4.24 litres per 100 kilometres (66.6 mpg-imp; 55.5 mpg-US))

Body and dimensions Seat belt: 4

Trunk capacity: 150 L (5.3 cu ft)

Suspension, Tires & Brakes Front brake: 180 mm drum

Rear brake: 180 mm drum

Front track: 1,325 mm (52.2 in)

Rear track: 1,315 mm (51.8 in)

Ground clearance: 180 mm (7.1 in)

Front suspension: McPherson strut with lower A arm

Rear suspension: Independent coil spring

12-inch wheels

Supplier Part/system

Texspin Clutch Bearings

Bosch Oxygen sensor, Gasoline injection system (diesel will follow), starter, alternator, brake system

Continental AG Gasoline fuel supply system, fuel level sensor

Caparo Inner structural panels

HSI AUTO Static sealing systems (Weather Strips)

Delphi Instrument cluster

Denso Windshield wiper system (single motor and arm)

FAG Kugelfischer Rear-wheel bearing

Ficosa Rear-view mirrors, interior mirrors, manual and CVT shifters, washer system

Freudenberg Engine sealing

GKN Driveshafts

INA Shifting elements

ITW Deltar Outside and inside door handles

Johnson Controls Seating

Mahle Camshafts, spin-on oil filters, fuel filters and air cleaners

Saint-Gobain Glass

TRW Brake system

Ceekay Daikin/Valeo Clutch sets

Vibracoustic Engine mounts

Visteon Air induction system

ZF Friedrichshafen AG Chassis components, including tie rods

Behr HVAC for the luxury version

Dürr Lean Paint Shop

Tata Nano Europa,

A website has reported that the Tata Nano might be made available with a 690 cc diesel engine by September 2010.Tata motors have not confirmed this yet have hinted that a diesel version will be introduced in the future. "As of now the Diesel variant is not offered. It will be offered only in Petrol now"

Compressed-air engine

Tata Motors is working with a French firm on using compressed air as an energy source. The company has tied up with Moteur Development International (MDI) for this purpose.

Electric drivetrain or electric-version

Tata is also believed to be making an electric version of the Nano, called the E-Nano (reportedly with attached or side by solar panels as well)

Hybrid

Leftlanenews reported that "a hybrid version [of Tata Nano] is also likely, although it is not yet known whether the electric motor will be paired with a gasoline or diesel version."

Nano Europa

Tata Motors unveiled a version of the Nano mini-car called the Nano Europa at the 2009 Geneva Motor Show. The car will be coming to mainland Europe and the UKand will have a number of improvements over the standard Nano. The Nano Europa has an increased wheelbase, a new 3-cylinder engine and improved interiors and exteriors. The Nano Europa will be more expensive, heavier, and less fuel economical than the standard Nano with prices said to be around the US$ 6000 mark. The Nano Europa was heavily modified to meet EU safety and emission standards.

Tata Nano EV

In 2010, at Geneva Motor Show, Tata unveiled the EV-version car uses super-polymer lithium-ion batteries and has a range of 80 miles, which might well turn out to be the "world's cheapest electric car"which is more eco-friendly and has many enthusiasts and media for its support. It's supposed to be as cheap as the conventional gasoline version. Tata is making the Nano compliant with export market regulations and plans to export such a car worldwide, particularly to the UK and the rest of continental Europe,Us and Australia.

The Economic Times reported that the "electric Nano" "would still make good sense for economic, clean and green personal mobility in countries around the world." According to the Hamburg-based newspaper, Auto Bild, the E-Nano would be built in cooperation with the Norwegian electric car specialist, Miljøbil Grenland AS.

Expectations

According to one report, India as well as some European nations, have great expectations from the Nano and are keenly awaiting it, especially the electric version of the Nano, making it in all probability the "world's cheapest electric car" officially on record.The car

itself is expected to boost the Indian Economy as well as expand the Indian car market by 65%, according to rating agency CRISIL.

The Nano, already in production, has already been listed in the Guinness Book of World Records as the world's cheapest car.

India's leading automotive portal Carwale.com is testing the Tata Nano for 7,000 kms across the Golden Quadrilateral project. The principal sponsor of the event - Gulf Oil is also testing its range of Engine and Gearbox Oil on this run.

Potential effect on Indian economy
The Economic Times quotes

" Tata Nano's launch could expand the Indian car market by 65%, according to rating agency CRISIL. The low price makes the car affordable for families with incomes of Rs 1 lakh [100,000] per annum, the agency said. The increase in the market is expected to push up car sales by 20% over the previous year. "The unveiling of Tata Nano, the cheapest car in the world, triggers an important event in the car market. Based on the statement by company officials, CRISIL Research estimates the consumer price of the car at around Rs 1.3 lakh. This brings down the cost of ownership of an entry level car in India by 30%," the company said in a report.
"

Comparison to the Model T
Many have compared the Nano with Henry Ford's Model T launched exactly 100 years earlier, in 1908. While the Model T initially cost $850 (equivalent to $20,091 today), Ford refined the assembly line process and by the 1920s, the price of Ford's Model T had fallen to $290 (equivalent to $3,191 today),[88] comparable to the release price of the Nano at US$2,171 as of October 2009.

Livemint said:

“ Ford Motor Co. is rich because Henry Ford used the assembly-line to produce the Model T in 1908. Ratan Tata is a late entrepreneur, making the Nano in 2008.

India is 100 years behind. But we are waking up to the possibility of catching up. I just hope our planners wake up soon.
”

Times of India also compared the Nano to the Model T:

“ This raises the question: How have the Tatas accomplished such a task? Pursuing this question a fascinating story unfolds that reminds one of Henry Ford's Model T that was built exactly one hundred years ago (September 1908). Ford wanted to make a car for the multitude, not for the elite, with the best material and the best design that the technology of his time could devise, and he wanted to make it, above all, at a price that was affordable. This is the example that Ratan Tata has followed with determination. When he announced the price of his car in an interview to the Financial Times during the Geneva Motor Show, his colleagues were 'aghast', but he had set his goal.
” The Nano is alleged to have severely affected the used car market in India, as many Indians opt to wait for the Nano's release rather than buying used cars, such as the Maruti 800 (a rebadged Suzuki Alto), which is considered as the Nano's nearest competitor. Sales of new Maruti 800s have dropped by 20%, and used ones by 30% following the unveiling of the Nano. As one automotive journalist summarises; “People are asking themselves—and us—why they should pay, say, 250,000 Rupees for a Maruti Alto, when they can wait and get a brand new Nano for less in a few months’ time, a car that is actually bigger”.

Post Sales Issues

In March 2010 a Tata Nano caught fire when driven from dealership to the home of its owner Satish Sawant. Tata Motors responded regarding the fire.

"The incident in Mumbai does not require a recall because it is a stray one-off incident due to a problem in that particular unit,” wrote Debasis Ray, the head of corporate communications at Tata, in an e-mail message. “We are trying to understand what may

have caused it. There are close to 30,000 Tata Nanos on the road now and increasing. There are no design or manufacturing lacunae in the cars.“

This case is currently under investigation, Tata Motors have not ruled out the possibility of sabotage.

There have been three cases where Nano's steering wheel assembly catching fire, which was attributed to a faulty electrical switch in the steering column. Tata Motors has since replaced the OEM supplying the fire retardant material as well as the steering column assembly in the sold vehicles.

Competitors

Rival car makers including Bajaj Auto, Fiat, General Motors, Ford Motor, Hyundai and Toyota Motor have all expressed interest in building small cars in India that are affordable to more middle-class consumers in emerging markets. The bulk of demand there is for small cars because people are much more sensitive to fuel prices.

Honda and Toyota are leading the way on so called cleaner gasoline-electric hybrids, and some environmentalists argue getting prices down on these technologies is where efforts should be concentrated. Inexpensive and eco-friendly electric-cars like Tara Tiny (which has an engine producing 4 hp compared to Nano's 33 hp), Oreva Super (both reportedly even cheaper than Tata Nano) and REVA pose even more significant danger to Nano.

Awards

Tata Nano won the Indian Car of the Year 2010 award at Business Standard Motoring Awards 2010

Tata Nano won the 'car of the year' of Bloomberg UTV- Autocar awards

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4. ANALYSIS AND INTERRETATION:

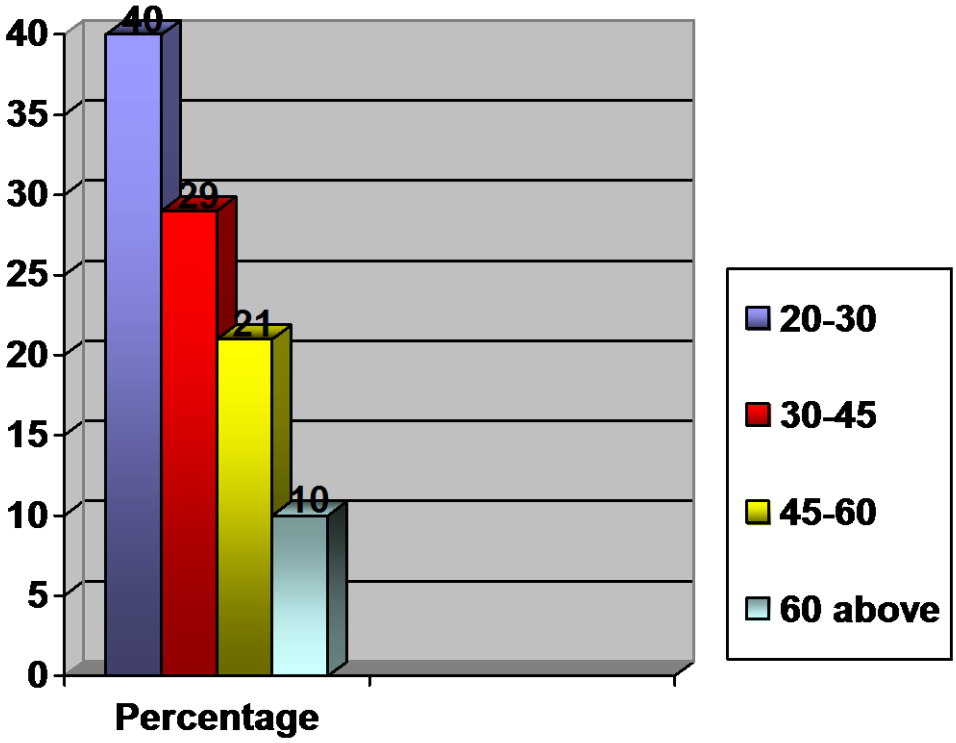
4.1 INTRODUCTION TO ANALYSIS:

After tabulating, the data must be analyzed; researcher often uses statistical interpretation, which concentrates on what is average or what deviates from an average. Statistical interpretation, shows how widely the response vary and how they are distributed in relation to the variable, being measured, statistical market rely on estimates of expected errors or deviation from the two values of population. The analysis and interpretation of data may lead the researcher to accept or reject the hypothesis being selected.

01. Table showing "the age group of respondents"

Years	**No. of respondents**	**Percentage**
20-30	40	40
30-45	29	29
45-60	21	21
60 above	10	10
Total	100	100

01 .Graph showing "the age group of respondents"



Observation:

This table shows that majority of respondents belong to the age group between 30-45 i.e. 29% 10% are of the age group 60 above, 21%are of the age group between 45-60 and the rest 40%are of the age group between 20-30.

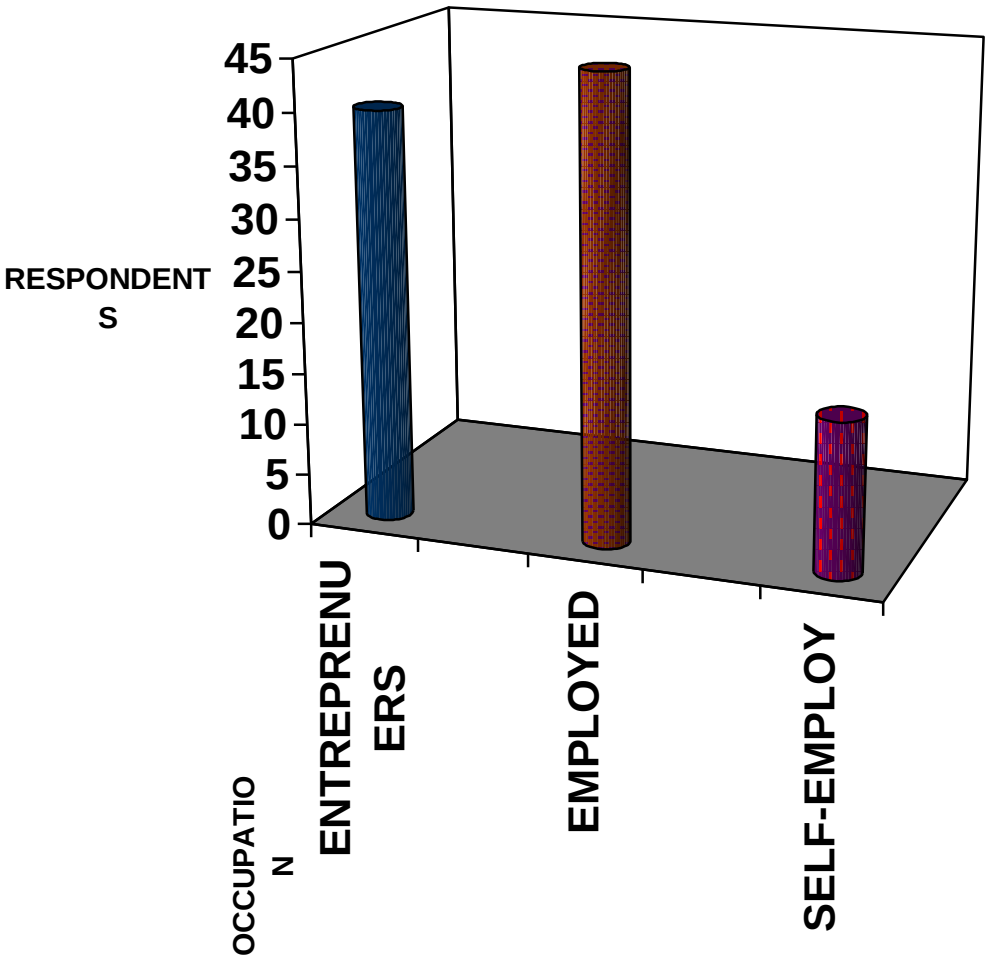
Inference:

We can infer from the above table that the majority of respondent stands in the age group of 20-30.

Table showing "the occupation of the respondents"

Occupation	**No. of respondents**	**Percentage**
Entrepreneur's	40	40
Employees	45	45
Self-employed	15	15
Total	100	100

Graph showing "the occupation of the respondents"



Observation:

Majority of respondents were employeesi.e.45%, 40% were entrepreneurs and the rest 15% were self –employed

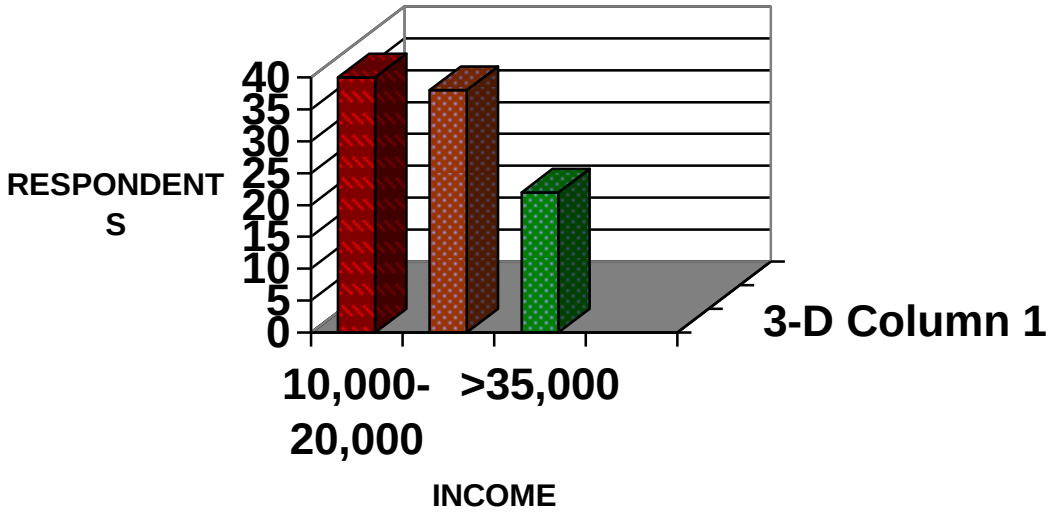
Inference:

The majority of the respondents were the employees, so more of the prefeance was given to these type respondents.

03.Table showing "the income level of the respondents"

Income	No. of respondents	Percentage
10,000-20,000	40	40
20,000-35,000	38	38
35,000 Above	22	22
Total	100	100

03. Graph showing "the income level of the respondents"



Observation:

Majority of respondent's lies in the income level 10,000-20,000 i.e. 40%, 38% between 20,000-35,000 and the rest 22% lies above 35,000.

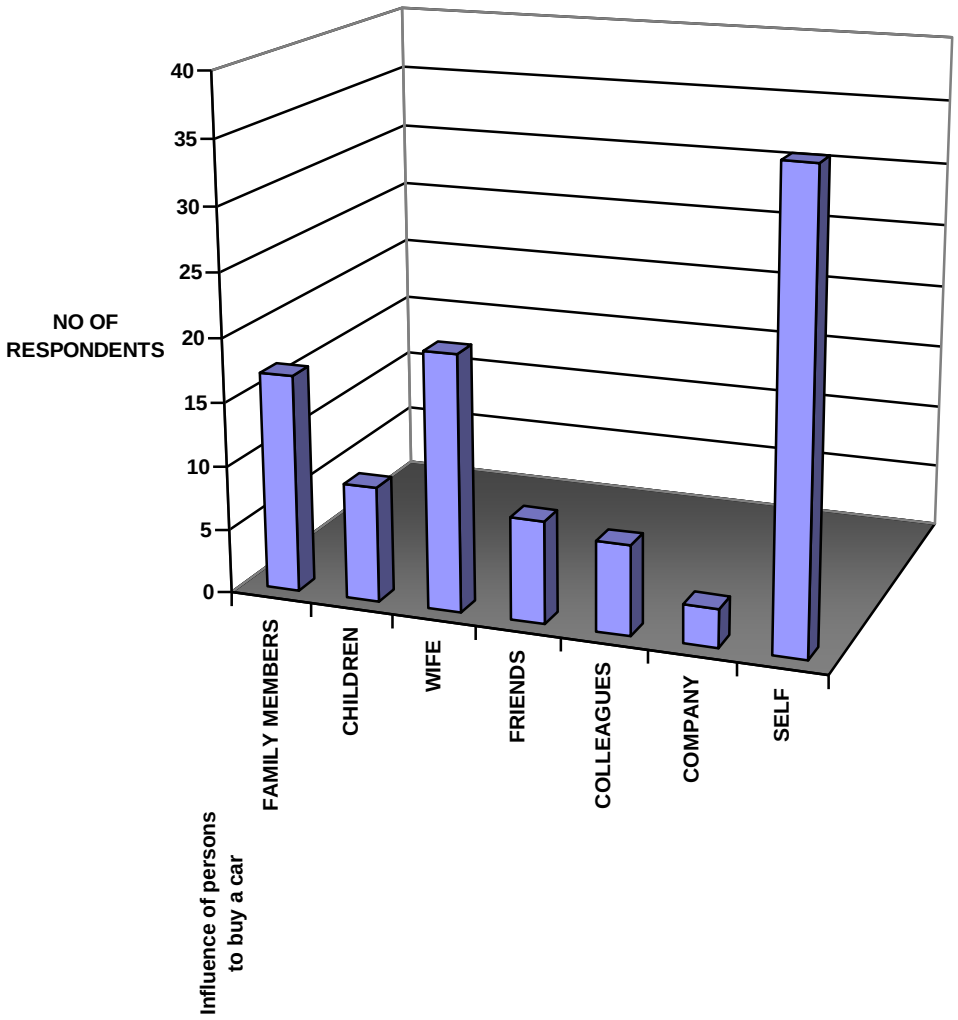
Inference:

Since the major portion of income level is between ten to twenty thousand rest of the income level respondents has given less preference compared to the above. Since my target segment was mid-sized respondents.

04. Table showing "the influence of persons to buy a car"

Influence of persons to buy a car	No. of respondents	Percentage
Family members	17	17
Children	9	9
Wife	20	20
Friends	8	8
Colleagues	7	7
Company	3	3
Self	36	36
Total	100	100

04. Graph showing "the influence of persons to buy a CAR



Observation:

Majority of the respondents were influenced by self to by a car i.e. 35%, 22.5% were influenced by their wife's, 5.5% were influenced by their children's, 6.5% were

influenced by colleagues,8% by friends , 16.5%wre were influenced by family members and the rest 3% were influenced by the company.

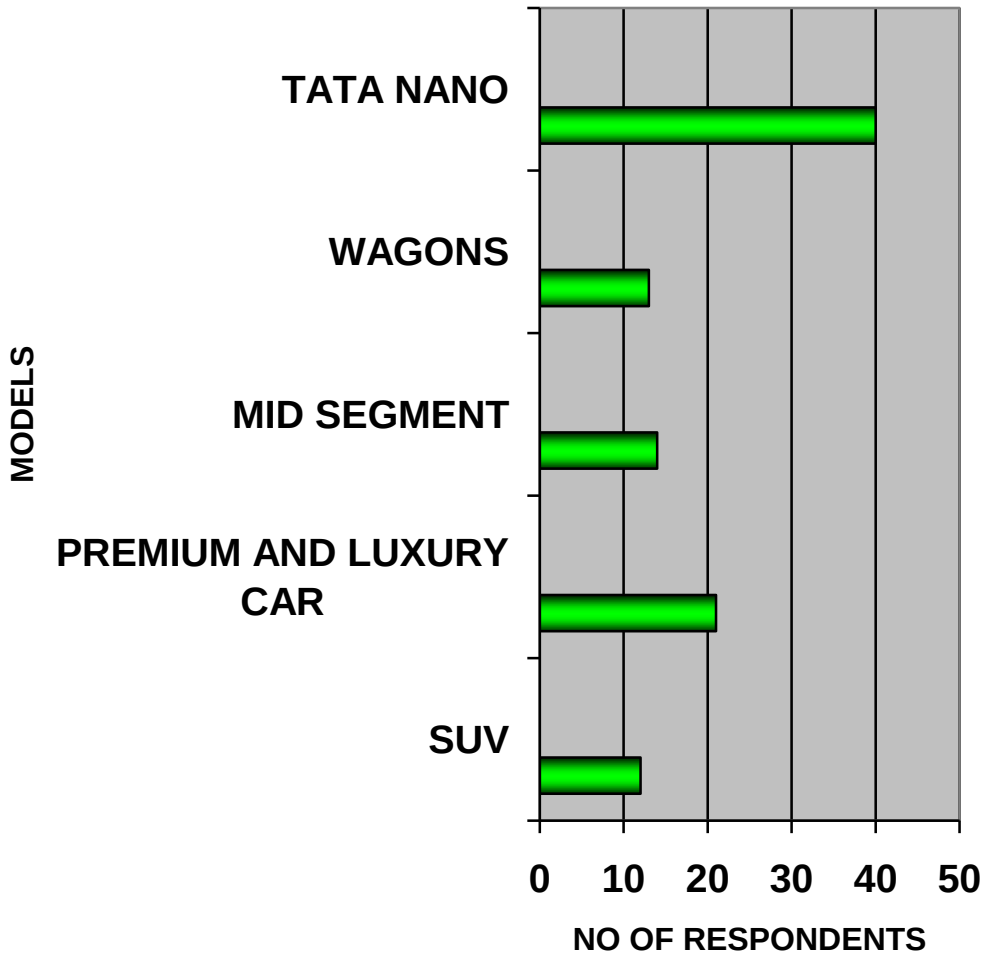
Inference:

Here in this context an individual is influence by him self to opt for a small car. Hence forth a marketer should try to convince an individual rather than convincing the other member. The next individual from where a person influence is her wife or other personal member of his family.

05. Table showing "the segment of cars preferred"

Segment of cars preferred	No. of respondents	Percentage
SUV	12	12
Wagons	13	13
Mid Segment car	14	14
Premium & Luxury car	21	21
Tata nano	40	40
Total	100	100

05. Graph showing "the segment of cars preferred"



Observation:

Majority of the respondents prefer Tata nano i.e. 40%, 14% prefer mid segment, 12% prefer SUV segment, 13% prefer wagons, 14% prefer mid segment cars and21% prefer luxury cars.

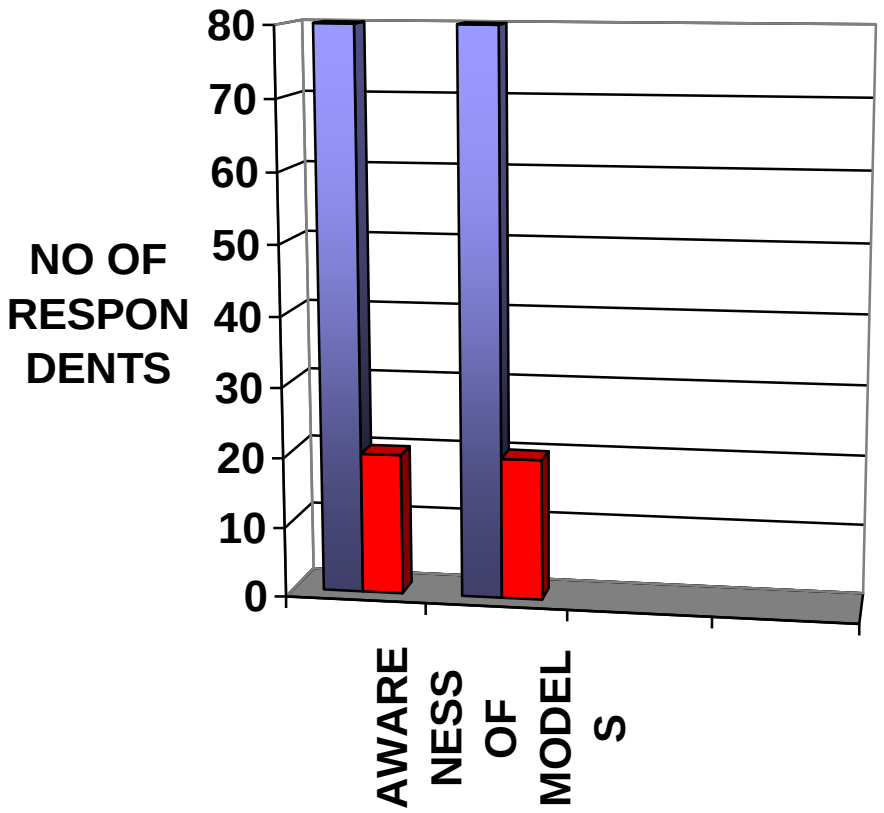
Inference:

From this we can infer that majority of the respondents prefer s (tata nano) in Bangalore since due to the traffic situations. Here in Bangalore a marketer can improve the present feature and the performance of the small cars.

06. Table showing "the awareness about different type of small cars models"

Awareness about different type of Small car models	**No. of respondents**	**Percentage**
Yes	80	80
No	20	20
Total	100	100

06. Graph showing "the awareness about different type of small cars models"



Observation:

80% of the respondents were aware of the different type of small cars models and 20% were not aware.

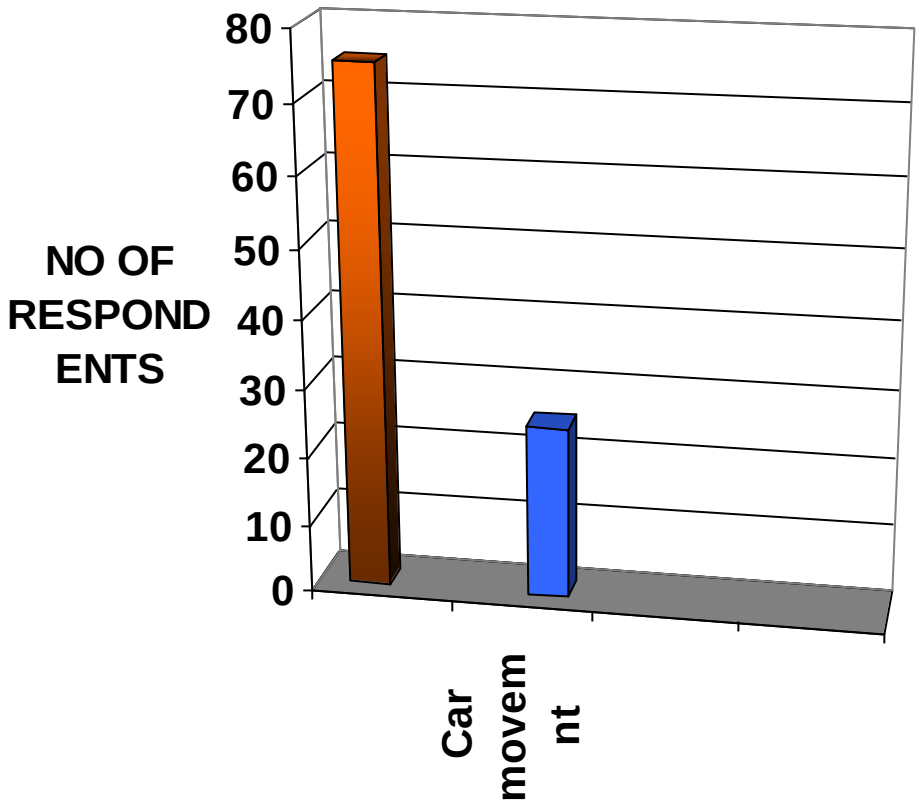
Inference:

From the above table we can infer that majority of the respondents are aware of the different cars in the Bangalore market. So marketer should work on the other niche markets.

07. Table showing "Car movement in the traffic"

Car Movement in Bangalore traffic	No. of respondents	Percentage
Yes	75	75
No	25	25
Total	100	100

07. Graph showing "Car movement in the traffic"



Observation:

From the above table 75% of the total respondents say yes, that small car make easy movement in the Bangalore traffic. But rest of the 35% will not find easy movement in the busy traffic.

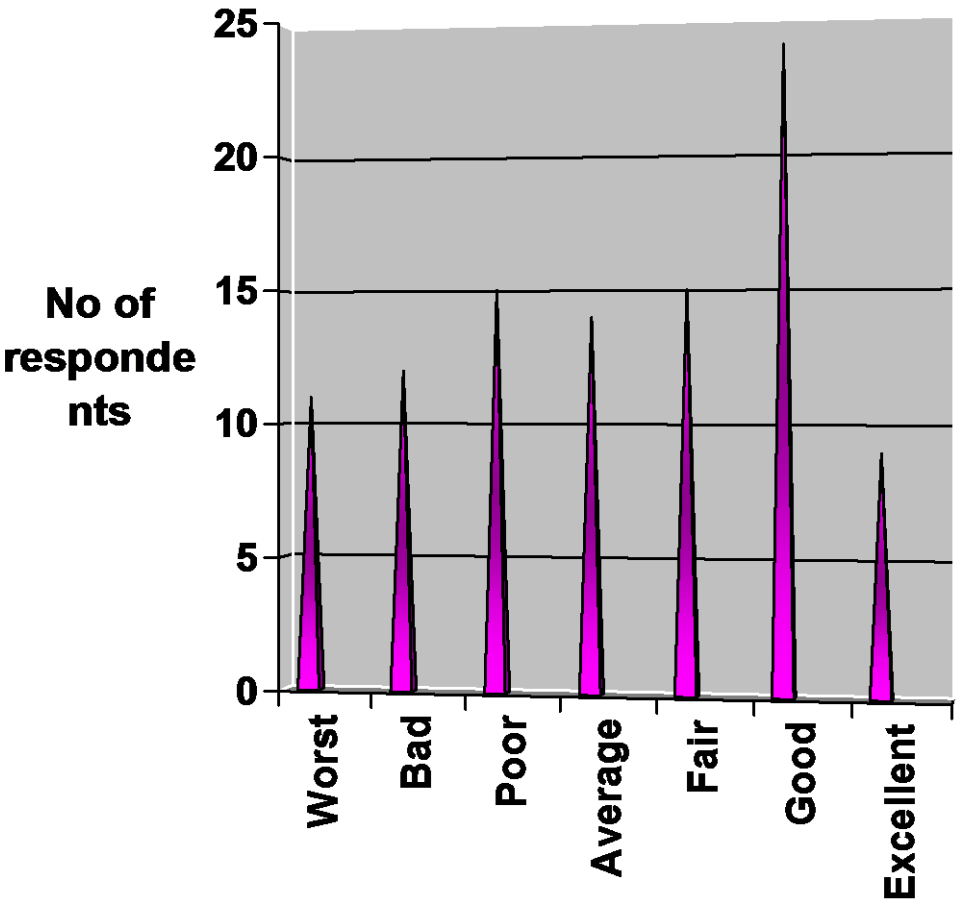
Inference:

Since the majority of the respondent find it very easy driving in the Bangalore traffic it is better that a marketer shall market the products in the places where there is more traffic congestion.

08. Table showing "the level of riding comfort that the suspension system gives"

Level of riding comfort that the suspension system gives	No. of respondents	Percentage
Worst	11	11
Bad	12	12
Poor	15	15
Average	14	14
Fair	15	15
Good	24	24
Excellent	09	9
Total	100	100

08. Graph showing "the level of riding comfort that the suspension system gives"



Level of riding comfort that the suspension system gives

Observation:

24% of the respondents found the level of comfort that the suspension system gives good performance, 9% excellent, 15% fair, 14% average,15% poor, 12% bad and 11% worst.

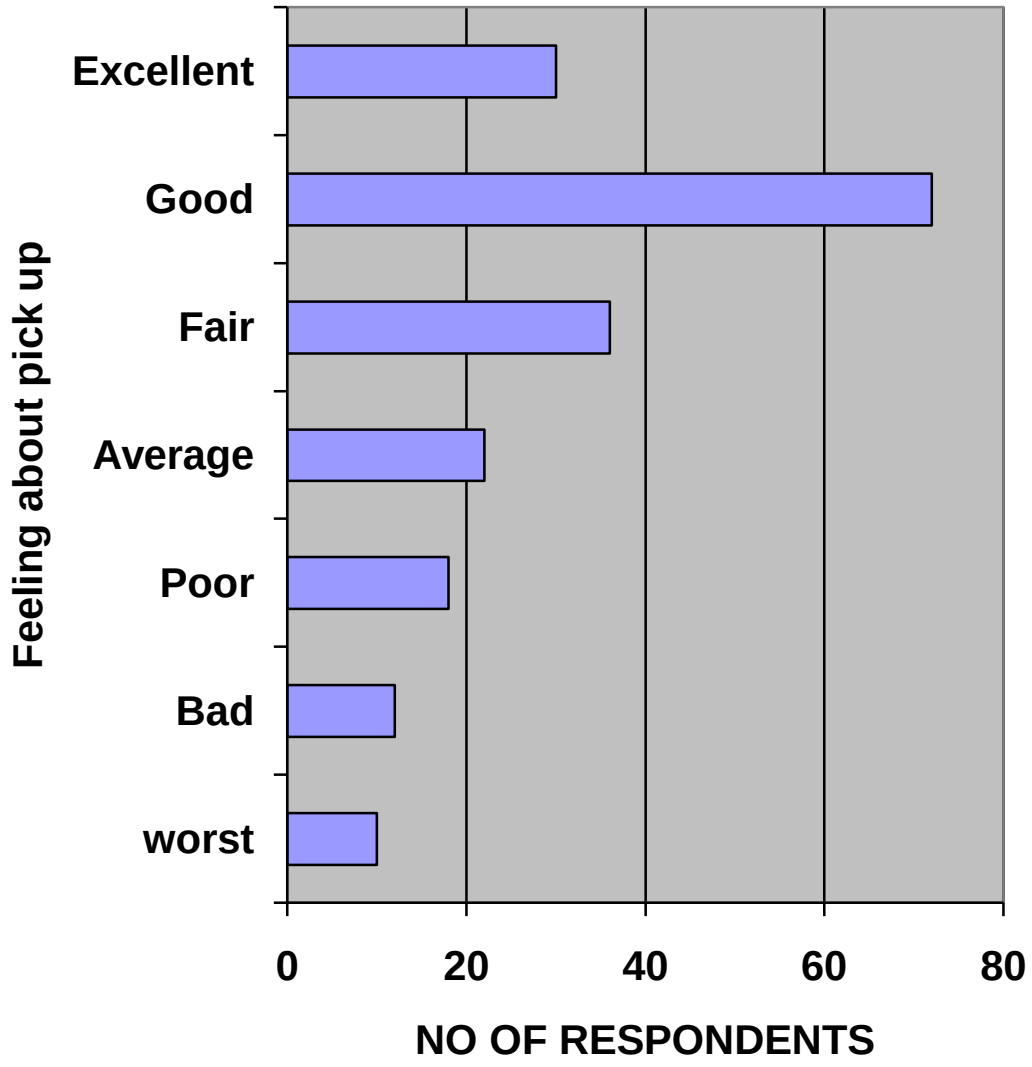
Inference:

Since the comfort level of the suspension is good. This is because in Bangalore the roads find number of pot holes. So the preference for the longevity of the suspension should be taken into consideration

09. Table showing "the feeling about pick up"

Feeling about pick up	No. of respondents	Percentage
Worst	05	5
Bad	06	6
Poor	09	9
Average	11	11
Fair	18	18
Good	36	36
Excellent	15	15
Total	100	100

09. Graph showing "the feeling about pick up"



Observation:

36% of the respondents feel that the pick up is good , 18% fair, 11% average, 9% poor , 15% excellent,6% bad and 5% worst.

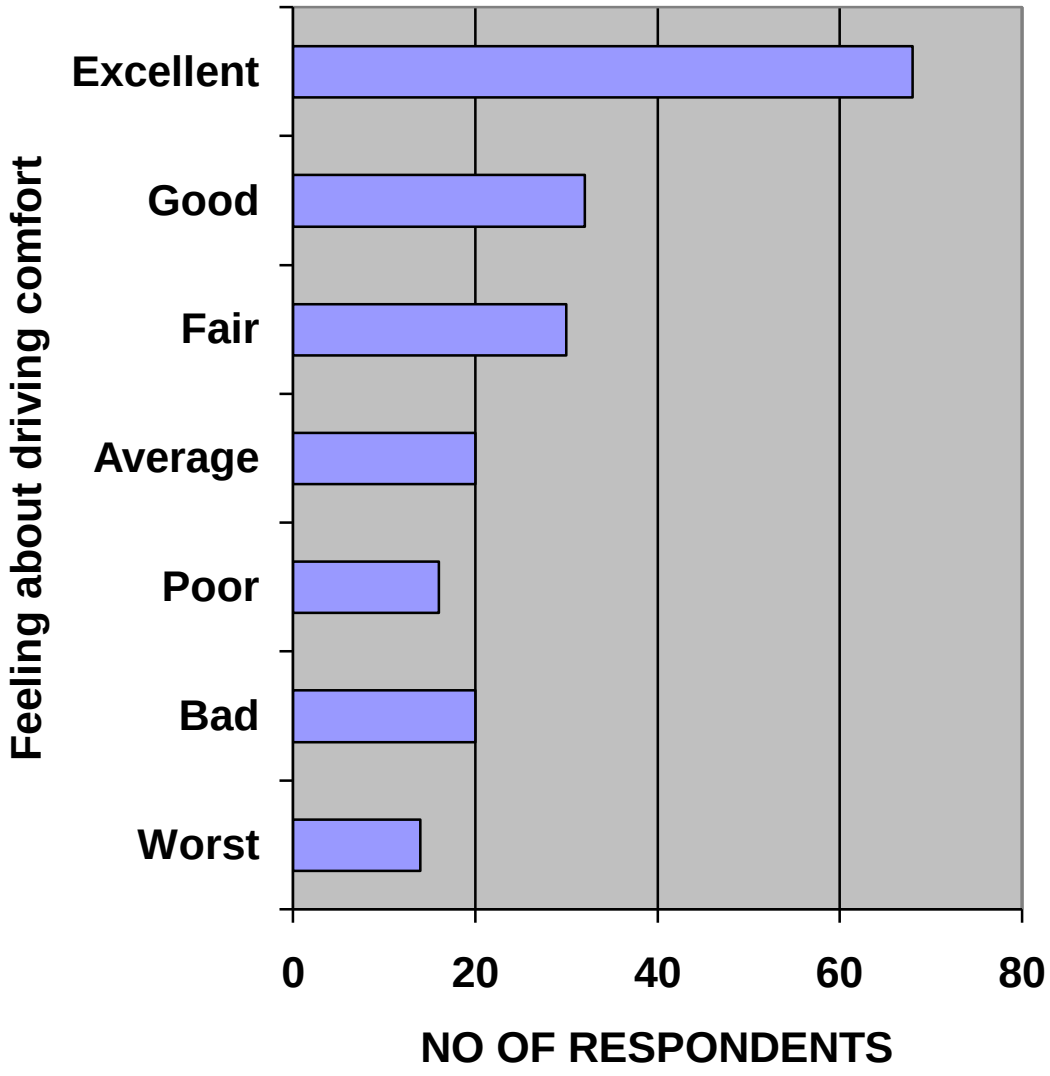
Inference:

The north of the Bangalore needs some efficiency in the pick up since we find lots of ups and downs in these areas, than to the west of the Bangalore here moderate pick up is enough.

10. Table showing "the feeling about driving comfort"

Feeling about driving comfort	No. of respondents	Percentage
Worst	07	7
Bad	10	10
Poor	08	8
Average	10	10
Fair	15	15
Good	16	16
Excellent	34	34
Total	100	100

10. Graph showing "the feeling about driving comfort"



Observation:

34% of the respondents feel that the driving comfort is excellent, 16% good, 15% fair, 10% average, 8%poor, 10% bad and 7% worst.

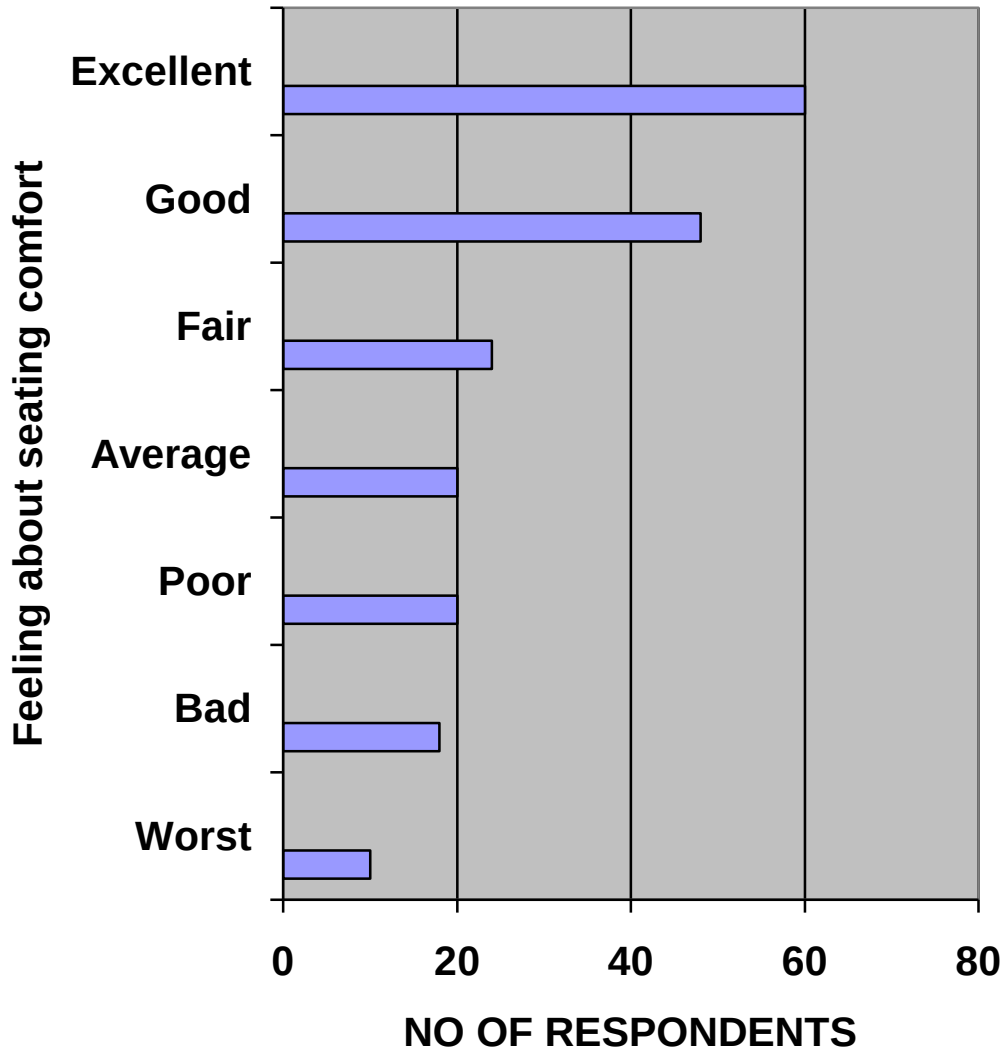
Inference:

The majority of the respondents feels that the driving comfort in the small cars is excellent. And the rest of the respondents are fluctuating comfort.

11. Table showing "the feeling about seating comfort"

Feeling about seating comfort	No. of respondents	Percentage
Worst	05	5
Bad	09	9
Poor	10	10
Average	10	10
Fair	12	12
Good	24	24
Excellent	30	30
Total	100	100

11. Graph showing "the feeling about seating comfort"



Observation:

30% of the respondents feel that the seating comfort excellent , 24% good, 12% fair, 10% average, 10% poor, 9% bad and 5% worst.

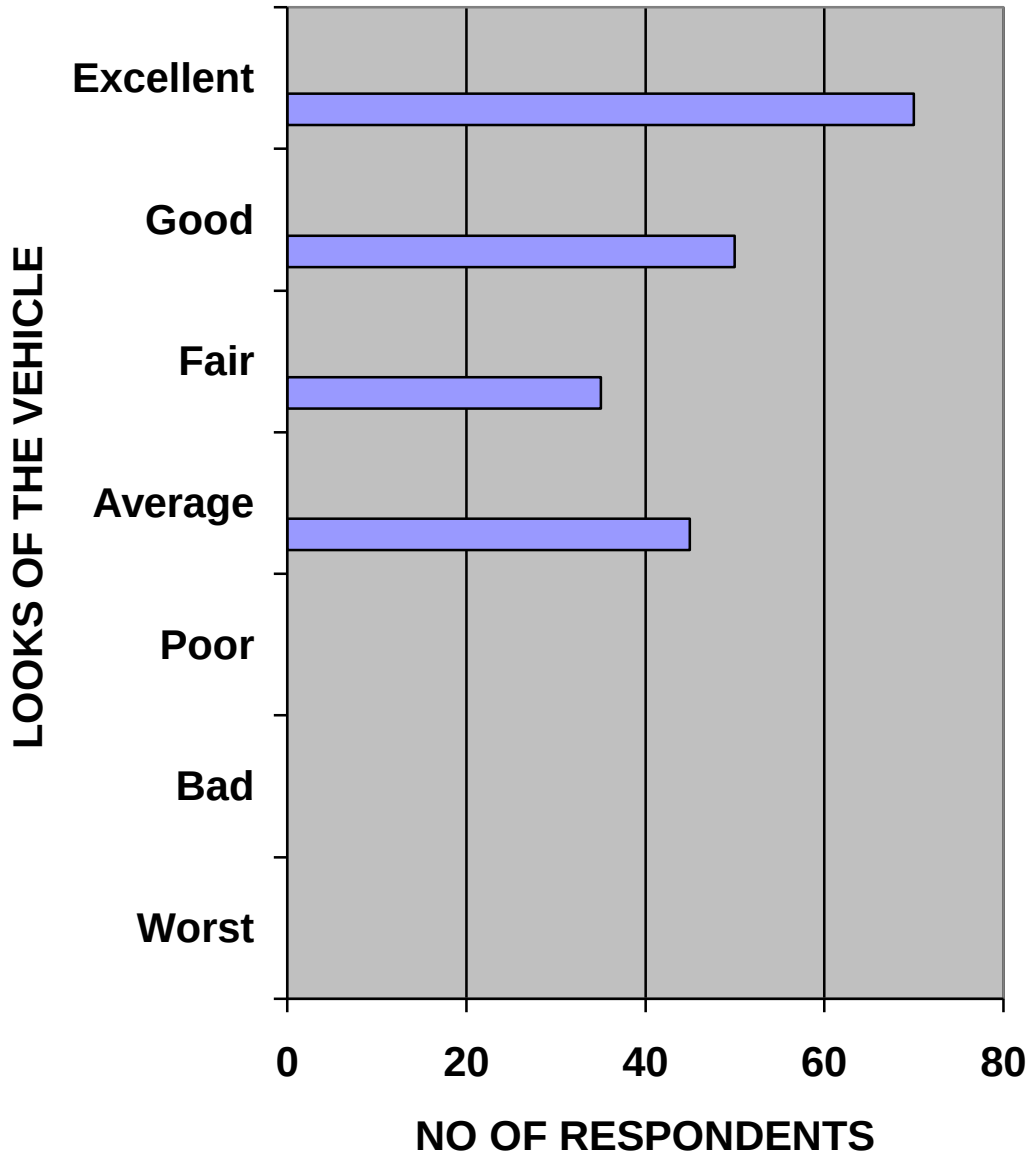
Inference:

Majority of the people who have the minimum height of 5.8 to 6 inch may don't have any problem with the seating, but above that height may not find room for there legs.

12. Table showing "look OF TATA NANO''

LOOKS OF THE VEHICLE	No. of respondents	Percentage
Worst	0	0
Bad	0	0
Poor	0	0
Average	23	23
Fair	17	17
Good	25	25
Excellent	35	35
Total	100	100

12. Graph showing "the looks of the TATA NANO"



Observation:

35% of the respondents feel that the out look is excellent, 25% is good, 17% fair, 23% average.

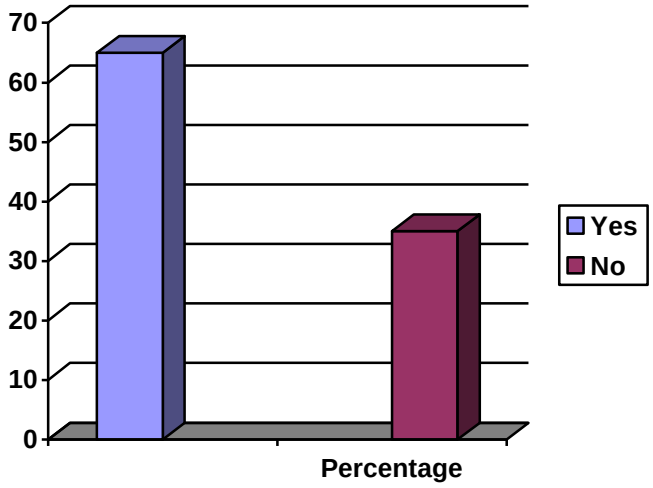
Inference:

The major respondent find the looks of the cars are excellent, but the rest don't find so much looks in the tata nano, since they find looks only in premium luxury cars rather than in small cars.

13. Table showing "the fuel efficiency "

Fuel efficiency	No. of respondents	Percentage
Yes	65	65
No	35	35
Total	100	100

13. Graph showing "the fuel efficiency"



Observation:

Here in this table we can observe that 65% of the respondent are satisfied with fuel efficiency of the tata nano they own. And reaming 35% are not satisfied with the fuel efficiency

Inference:

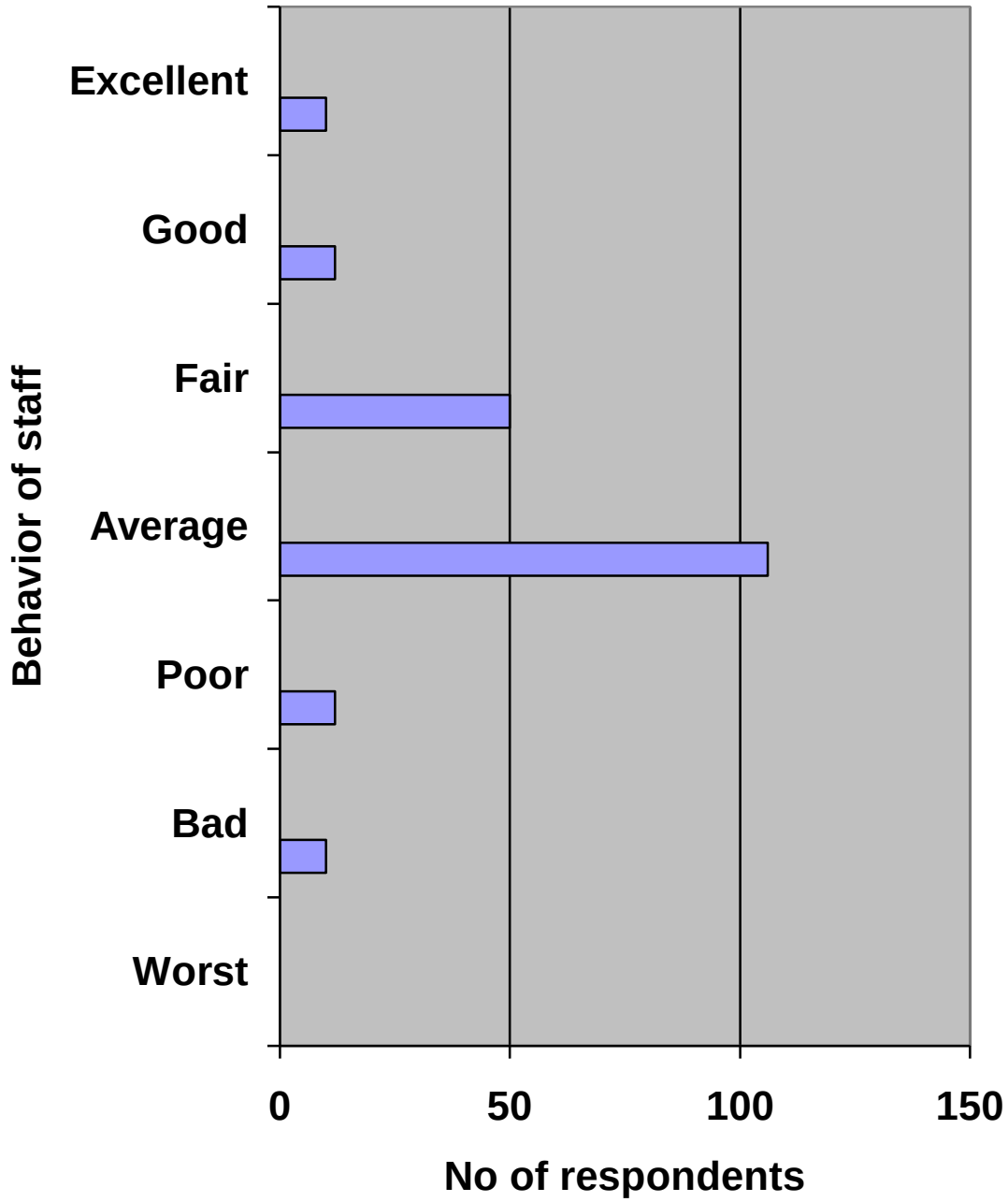
The majority of the respondent find majority of the respondent whose income is more than 20-35000 and 35000 are satisfied with fuel effiency.

14. Table showing "the rating car dealer with respect to behavior of staff"

Behavior of staff	No. of respondents	Percentage

Worst	0	0
Bad	05	5
Poor	06	6
Average	53	53
Fair	25	25
Good	06	6
Excellent	05	5
Total	100	100

14. Graph showing "the rating car dealer with respect to behavior of staff"



Observation:

53% of the respondents rated the car dealer with respect to behavior of staff as average, 25% fair, 5% good, 5% excellent, 6% poor and 5% bad.

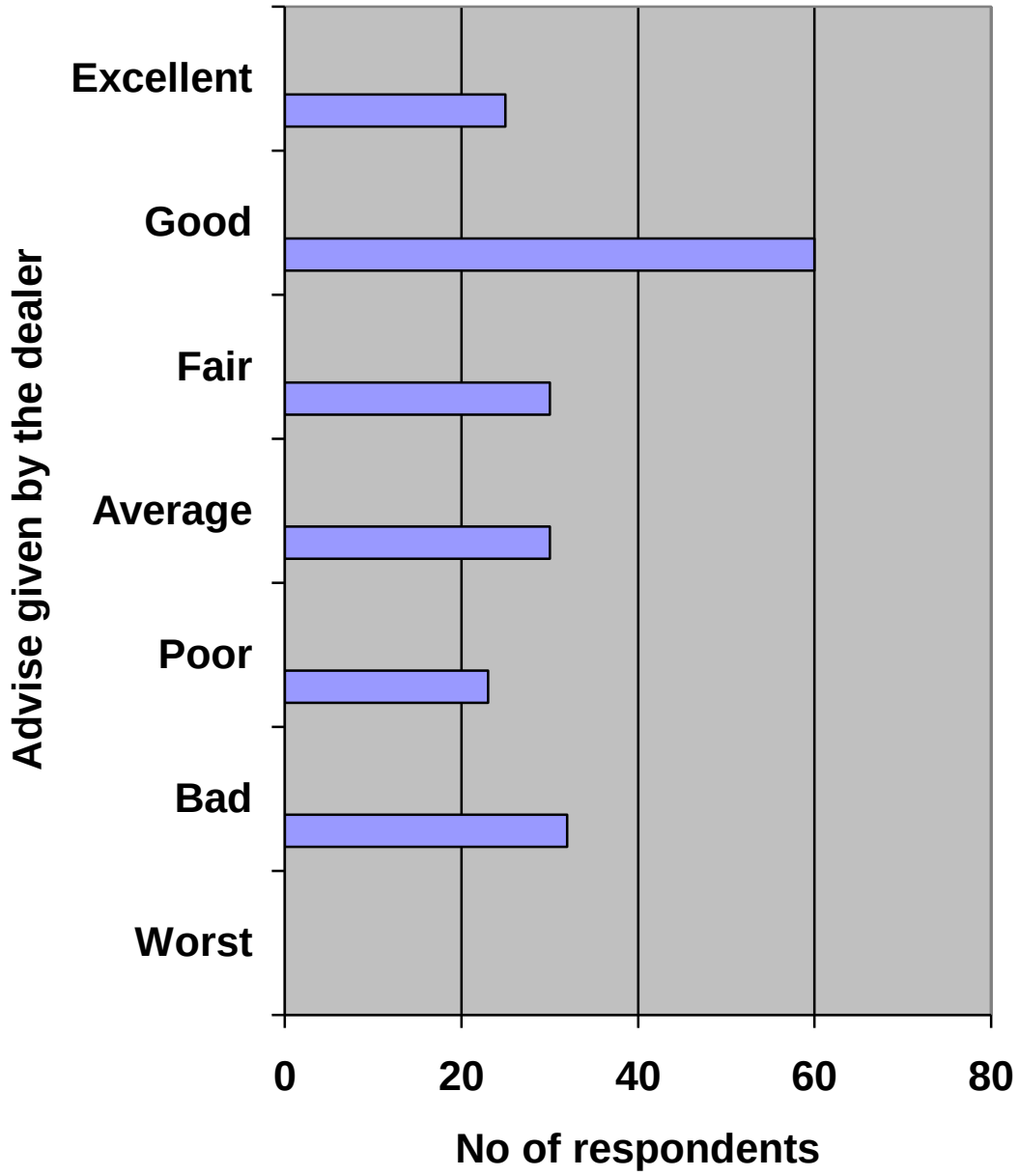
Inference:

the majority of the respondent find it that the services provided by the dealer of the small cars is average, the marketer should concentrate in developing the dealers moral with respect to treating the consumers and train them with regard to the behavior on the consumers.

15. Table showing "the rating of car dealer with respect to advise during purchasing the car''

Advise given by the dealer	No. of respondents	Percentage
Worst	0	0
Bad	16	16
Poor	11	11
Average	15	15
Fair	15	15
Good	30	30
Excellent	13	13
Total	100	100

15. Graph showing "the rating car dealer with respect to the advice of vehicle"



Observation:

30% of the respondents rated the car dealer with respect to advise of vehicle during delivery as good, 15% fair, 15% average,13% excellent,11% poor and 16% bad.

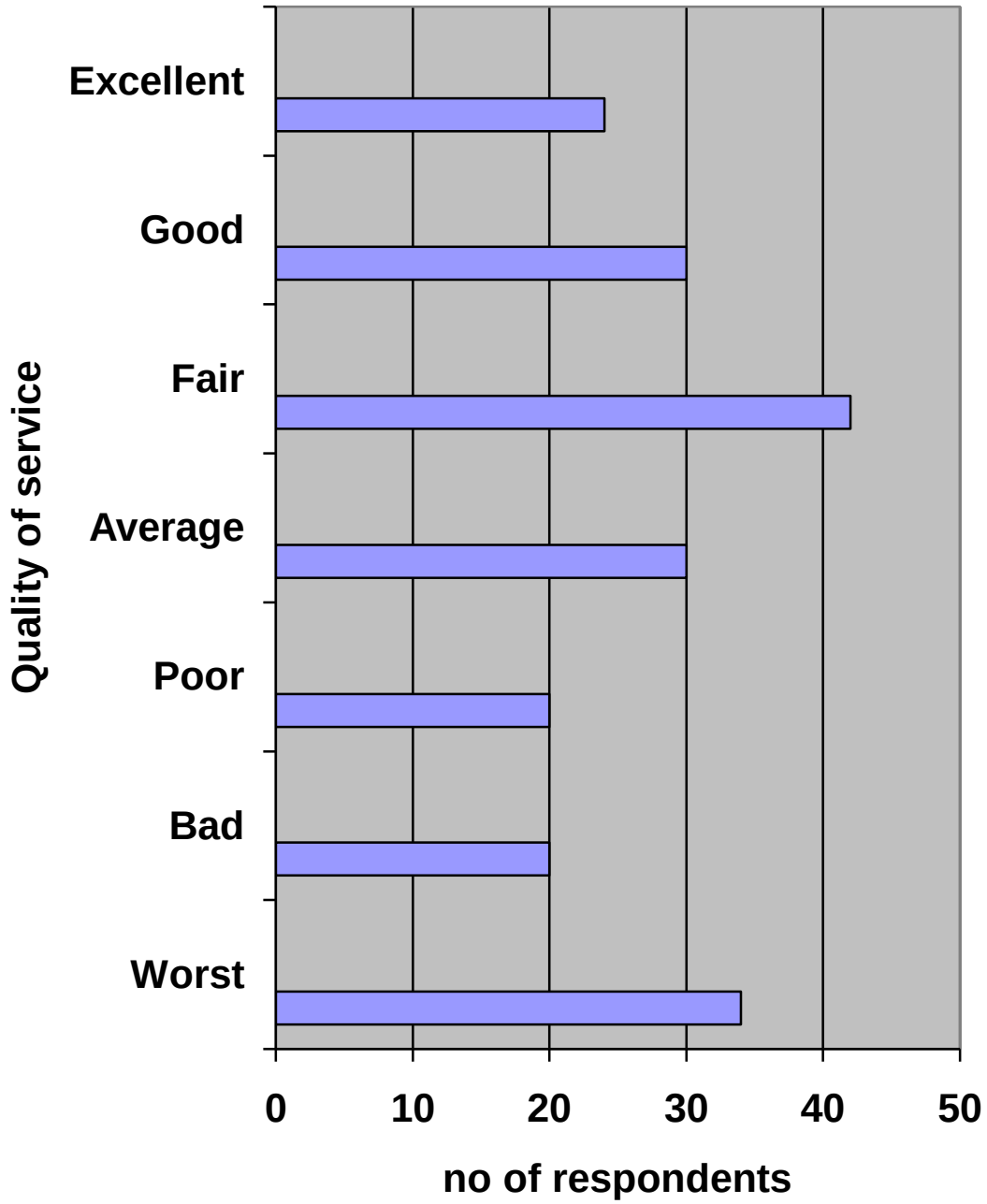
Inference:

The majority of the respondent feels that the dealer is well advising with regard to the purchase of the feasible car for a particular individual. But the rest don't find the same, since they may feel that the dealer might have lack of knowledge.

16. Table showing "the rating car dealer with respect to quality of service"

Quality of service	No. of respondents	Percentage
Worst	17	17
Bad	10	10
Poor	10	10
Average	15	15
Fair	21	21
Good	15	15
Excellent	12	12
Total	100	100

16. Graph showing "the rating car dealer with respect to quality of service"



Observation:

21% of the respondents rated the car dealer with respect to quality of service as fair, 17% worst, 15% average, 15% good, 12% excellent, 10% bad and10% poor.

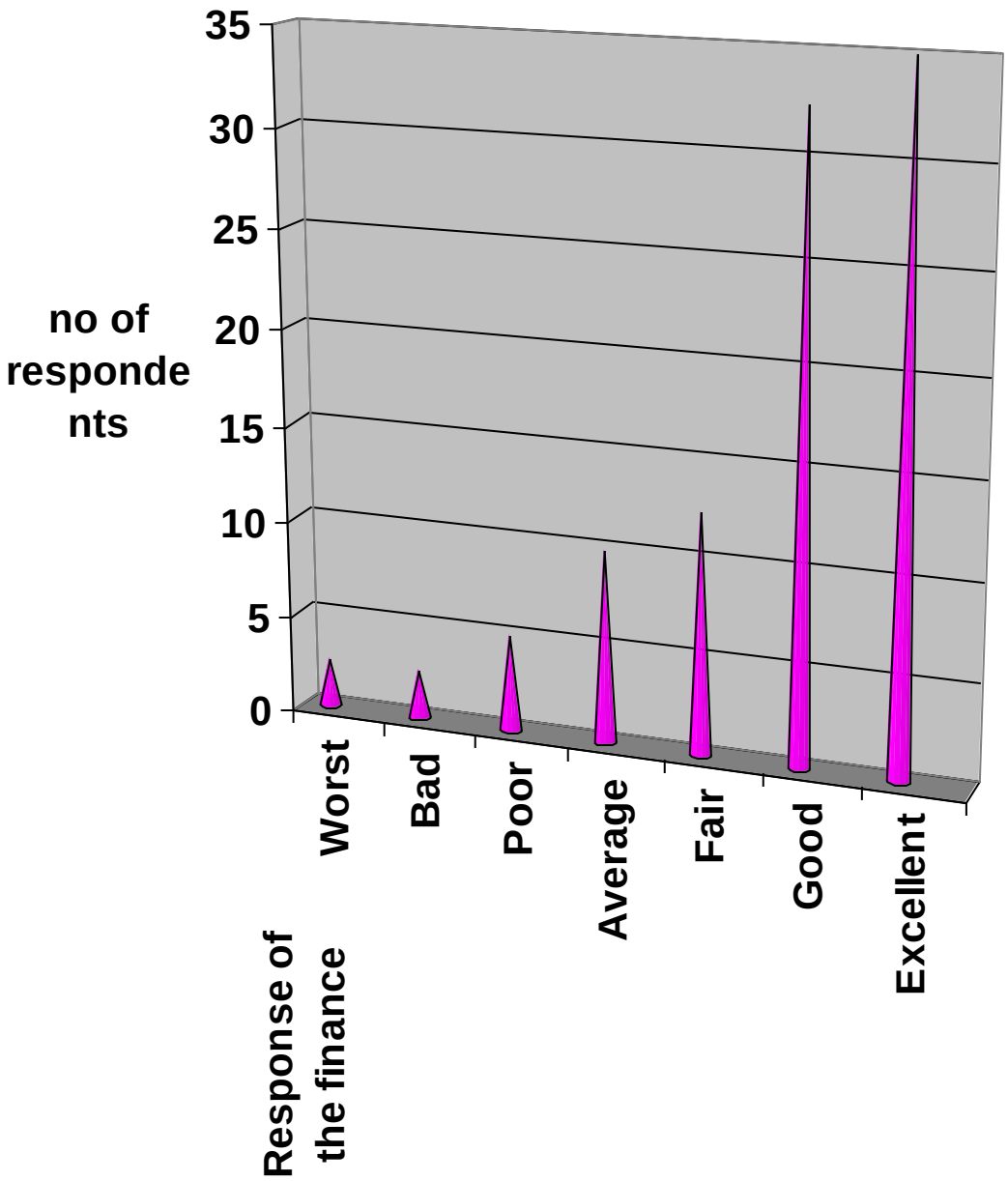
Inference:

Majority of the respondent rated high with respect to the service provided by the dealer, more and more services should be provided to attract the new customers. This is possible only proper training by the manufactures.

17. Table showing "the rating car dealer with respect to response of arranging finance"

Response of the finance	No. of respondents	Percentage
Worst	2	2
Bad	3	3
Poor	05	5
Average	10	10
Fair	14	14
Good	31	31
Excellent	35	35
Total	100	100

17. Graph showing "the rating car dealer with respect to response of arranging finance"


35
30
25
20
15
10
5
0
no of respondents
Worst
Bad
Poor
Average
Fair
Good
Excellent
Response of the finance

Inference:

There is a need to maximize cash transaction rather credit since it may leads to default of non-payment and there by loss to the company.

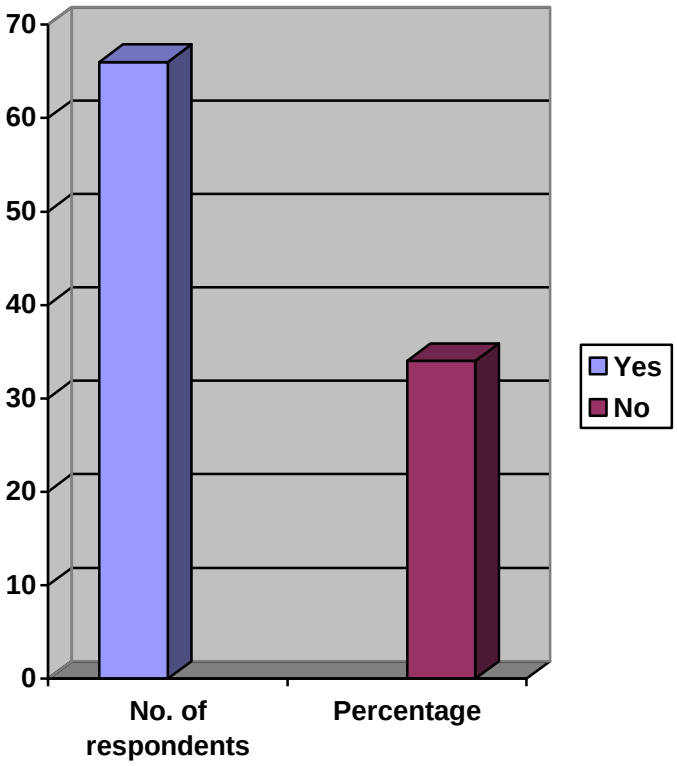
Observation:

35% of the respondents rated the car dealer with respect to response of arranging finance as excellent, 31% good, 14% fair, 10% average, 5% poor, 3% worst and 2 % bad.

18. Table showing “the design of the tata nano ”

Design of the car	No. of respondents	Percentage
Yes	66	66
No	34	34
Total	100	100

18. Graph showing “the design of the tata nano ”



Observation:

Here in this graph we can see that 66% of the respondent are satisfied with the design of the small in Bangalore city where the remaining 34% are not satisfied with design of the car.

Inference:

Since from the above graph and table we can infer that the companies which are in good design strategy can come up with new designs and more sophistication.

CHAPTER-5

SUMMARY OF FINDINGS, SUGGESTION AND CONCULSION

5.1 SUMMARY OF FINDINGS

The following matters were found while conducting the survey;

- The maximum numbers of respondents were interested to own a premium and sports cars.

- The maximum number of respondent was really interested in owing a super bike or a normal bike to move around the Bangalore city traffic.

- The respondent needs to zip around the city, but due to traffic congestion.

- The major respondent have there two wheeler and willing to ride their two wheeler than four wheelers.

- The respondents willing to have premium and luxury cars like Mercedes, civic, lexuxs, etc.

- The respondents feel that small cars are not fit for long drive.

- The maximum numbers of respondents who are adventure don't feel to take small the likely to opt, SUVs than small cars.
- It was found that maximum number of the respondent need own SUV's , especially the imported one like land cursor, Lexus CX-1, and the new model of Volvo.

5.2SUGGEGESTIONS & RECOMMENDATIONS:

Tata nano

Being small, these can be driven around with ease and being powerful, offers both breath-taking acceleration and high top speeds. These cars are most suited for the buyer who wants good power and performance in a small package.

- **Spaciousness**: The space for the people sitting at the rear seat should be increased as it is not comfortable at present and also the space for the luggage has to be increased as many of them used it for the long drive

- **Height adjustable driver's seat**: the driver's seat is not adjustable and comfortable and they would like this option to be included in the car, this could not only ease the drive but also add comfort to all height drivers.

- Respondents had the concerns of increasing the power.

- Small car segment have very limited number of authorized service stations which causes lot of inconvenience to the consumers so its highly recommended that small car providers should increase the number of service stations.

- Most of the small cars don't have a roof AC, it's a recommendation that roof AC should be implemented to the rear seat.

CONCLUSION

Choosing a car can be quite a tough task, especially if you make an uninformed decision and realize that another car is better than yours. So take your time, and do the market research. Get feedback from existing owners. Read up reviews on

popular motoring magazines. With the correct information and your finest choice, nothing stands between you and your dream car.

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- www.autoint.com
- www.indiacars.com
- www.tatanano.com

ANNEXURE

I am ANOOPVICTOR.M. MBA (IV SEM) AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES, conducting a survey on the CONSUMER PERCEPTION TOWARDS TATA NANO, I would be obliged if you could fill the following to the best of your knowledge.

QUESTIONNAIRE

Name:

Age:

Occupation:

Monthly income: 10-20,000 ( ) 20-35,000 ( ) 35,000 plus ( )

1) Which small car do you own?

2) Who influences to make a decision to buy a car?

Family members	( )	Friends	( )
Colleagues	( )	Company	( )
Self	( )	Children	( )
Wife	( )		

3) Is small cars make ease in traffic?

Yes ( )

No ( )

4) Do you know about the different types of small cars models in the market?

Yes ( )

No ( )

5) Which alternative car segment would you prefer?

Tata Nano	( )
The luxury car segment	( )
SUV car	( )

6) Are you satisfied by fuel efficiency?

Yes ( ) No ( )

7) Are you satisfied with the design of small cars in the market?

Yes ( )

No ( )

10) What level of riding comfort does your suspension system gives you?

1 2 3 4 5 6 7

11) How do you feel about?

Pick up	1	2	3	4	5	6	7
Driving comfort	1	2	3	4	5	6	7
Seating comfort	1	2	3	4	5	6	7

12) What do you feel about the pick up in small car segment?

1 2 3 4 5 6 7

13) Please rate your car dealer under the following aspects:

Behavior of staff	1	2	3	4	5	6	7
advise during purchase of vehicle	1	2	3	4	5	6	7
Customer handling	1	2	3	4	5	6	7
Quality of service	1	2	3	4	5	6	7
Response with reference of arranging finance	1	2	3	4	5	6	7

14) What additional features would you like to be improved/provided in the small cars?

a) b) c)

15) Are you satisfied with small car models?

Please specify the reason……..

16) What is the comfort level in a small car model?

0-40	( )
40-80	( )
80-100	( )

17) Are you aware of different finance schemes available in small car segment?

Please specify……..

18) Do you have any suggestions regarding improvement of product or quality of service?

_____

_____

_____

Thank you

Date