

# **“IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR AND BRAND AWARENESS OF TWO WHEELER”**

**Project report submitted to the University of Mysore in partial fulfilment of the  
requirements of 4<sup>th</sup> Semester MBA Degree examination 2023.**

**By**

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**Under the Guidance of**

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**2023**

**UNIVERSITY OF MYSORE**

**B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES**

**UNIVERSITY OF MYSORE, MANASAGANGOTRI**

**MYSURU-570 006**

**GUIDANCE CERTIFICATE**

The project report titled “**IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR AND BRAND AWARENESS OF TWO WHEELER**” is prepared by **KOUSHIK N URS** under my guidance. This report is submitted to University of Mysore in partial fulfillment of the requirement of IV semester MBA degree examination- 2023.

**Date:** 22/08/23

**Place:** Mysore

  
**Prof. S J MANJUNATH**

**PROJECT GUIDE**

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**CHAIRMAN CERTIFICATE**

This is to certify that **KOUSHIK N URS (P01ZZ21M0036)**, student of IV semester MBA course in this institute has prepared the project report titled **“IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR AND BRAND AWARENESS OF TWO WHEELER”** in partial fulfilment of the requirement MBA degree examination-2023

**Date:**

**Place: Mysore**

  
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