

A

Project Report on

Training undertaken at Karan Automobiles

Titled

**“Organization profile of Karan Automobiles and Product
knowledge of Hero Honda Motors limited”**

Submitted in partial fulfillment for the award of degree

Bachelor of Business Administration

University Of Rajasthan



Submitted to

Mr. Mukesh Ranga

Lecturer

B.B. A Deptt.

Submitted by

Purva Haksar

student of

B.B.A part III

2009-2010

Engineering College Bikaner

An autonomus institute of govt of Rajasthan

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Certificate from the guide

This is to certify that Ms. Purva Haksar of B.B.A third year has successfully completed her training from 5/05/2009 -30/6/2009 from karan automobiles On “ organization profile of karan automobiles and product knowledge of hero Honda motors limited “ bikaner ,rajasthan under my guidance.

Faculty guide

Mr.Mukesh Ranga

Lecturer

Deptt of management

PREFACE

The organization's environment is highly volatile with a number of strategic decisions being taken by the organization's people in the light of organizational goals, objectives and the dynamic external environment. This changing scenario and its practical implications on the business has made it essential for student undertaking Management Studies to get the practical exposure to the market besides the theoretical knowledge gained by him at the institute. Therefore the BBA curriculum has been so designed that every student undertakes project report at a reputed organization as researcher.

The report covers all the details of practical experiences, which has been observed during the working at this project report at Karan Automobiles, Bikaner. This Study is descriptive in nature and study was conducted with the help of schedule. The study was conducted on the behalf of "Organizational Profile" to find out the total effective strategy of Karan Automobiles, Bikaner.

The research study has been divided into 5 following chapters:-

- Deliberated on the introduction to the organization.
- The project profile including research methodology.
- The facts and findings done by the researchers.
- An effort on the part of the researchers to analyze and interpret the findings.
- Include conclusions suggestions to the company based on analysis and interpretations.

ACKNOWLEDGEMENT

Undertaking a project is never an easy job for a single person. It always involves help from other people, who are either reviewing your work or teaching about the things you never knew before.

For completion of any project with aplomb and expertise it is essential that teamwork is given utmost importance. In the completion of my project “organization profile of karan automobiles and product knowledge of hero honda motors limited, bikaner”. I had privilege of working with experienced professional people, for which I am grateful to the team of “**karan automobiles**” for giving me a conducive environment to work in, which ensured maximum productivity on my part.

I would like to extend my heartfelt thanks to Managing director, karan automobiles, for giving me an opportunity to work in karan automobiles as a forty five days trainee.

I would also like to thank my project guide Mr. Mukesh Ranga, and my Parents who have helped me in this project.

I must also thank the management of karan automobiles to provide excellent opportunity and environment to pull my project through. Cooperation of karan automobiles staff is also gratefully acknowledged.

EXECUTIVE SUMMARY

Karan Automobiles was established on 5th August, 2004. Karan Automobile's motto is to satisfy the customer. In this organization 50 members are working. It include 1 Director & 4 Managers. Project cost is 10 Lac. Product has 50% market shar. Products has great goodwill in the market. Organization's achievement was the sales at a day in 10 Nov 2004 in Rajsthan (210 Bikes).

Karan Automobiles has two type of methods of training procedure for employees:-

1. On the Job Training
2. Off the Job Training

Organization makes efforts for grievance handling. They check performances of employees and they give rewards for better performance.

Organization provide better services for vehicles. Spare parts are also available in the organization. Finance schemes are also available for customers.

Karan Automobiles organize a program named "Dealer Sales Process Management" for sales force.

Durability is the most important attribute for purchasing HHML products.

CERTIFICATE FROM THE GUIDE

CERTIFICATE FROM THE ORGANIZATION

PREFACE

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EXECUTIVE SUMMARY

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CHAPTER 1
OVERVIEW

INTRODUCTION

Name : Karan Automobiles

Registered office : Near Museum circle,
Jaipur Road, Bikaner
Rajasthan, India 334001

Telephone No. : 0151-2523401

Fax No. : 0151-2201332

e-mail ID : karan_automobiles@yahoo.com

Particulars of Business : Authorised Dealer of Hero Honda Motors
Ltd.

Date of commencement : 5th August 2004

Director : Mr. Ajay Saharan

Project Cost : 10 Lac

Vision

T o b e v a l u e d a s B i k a n e r ' s
l e a d i n g p r o v i d e r o f T w o -
W h e e l e r s o l u t i o n s .

Wanted position in our business:

- Number 1 in image and customer satisfaction
- Sustainable profitability above average.
- Number 1 in size and superior growth rate.

Mission

To create value for our customers.

We use our expertise to create demand for our products of superior quality, safety and environmental care for demanding customers in selected segments.

We work with energy, passion and respect for the individual.

Awards (Momentum) and Achievements

Achievement of the organization is “Maximum sale of 210 bikes in Rajasthan in a day at 10th November 2004.

Momentum:

- ❖ Prasar Bharti Momentum 2004, from Bhartiya Prasaran Nigam, Akashvani, Bikaner.
- ❖ West Rajasthan Sports Writer Union Momentum, 2005.
- ❖ Momentum of Sanvit Shooting Institution, form Manav Probadhan PraanyasShivmuth, Shivbari, Bikaner.

- ❖ Blinder Sports Union 2006, Bikaner.
- ❖ “*Ride The New Frontier*” from all India Dealer Conference- 2005.

CHAPTER 2

P R O F I L E S T U D Y

Title of Study:-

Study on “Organization Profile of Karan Automobiles and Product Knowledge of Hero Honda Motors Limited.”

Objective of Study:-

- To take the practical knowledge of Automobile Industry
- To take the practical knowledge of working procedure of an organization.
- For Products/Services knowledge.

Significance:-

- The Study is very important for us regarding to our BBA course.
- Through study we have implemented our Theoretical knowledge into the study.

Scope of Study:-

- It covers basically the area of Bikaner.
- It is also beneficial for BBA's for their industrial knowledge.

Study Methodology:-

- In this study we used primary data because the data were provided by the Organization.

Limitations:-

- We had scarcity of Time.
- We don't have much Technical knowledge.
- All the things we can't understand properly.

CHAPTER 3

DEALER

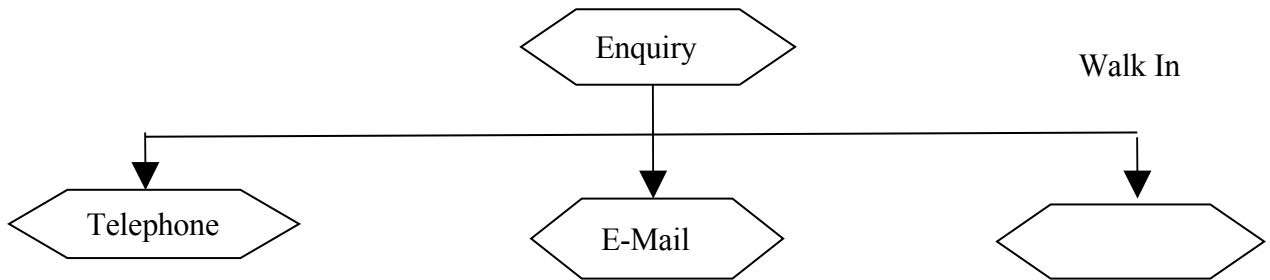
SALES

PROCESS MANAGEMENT

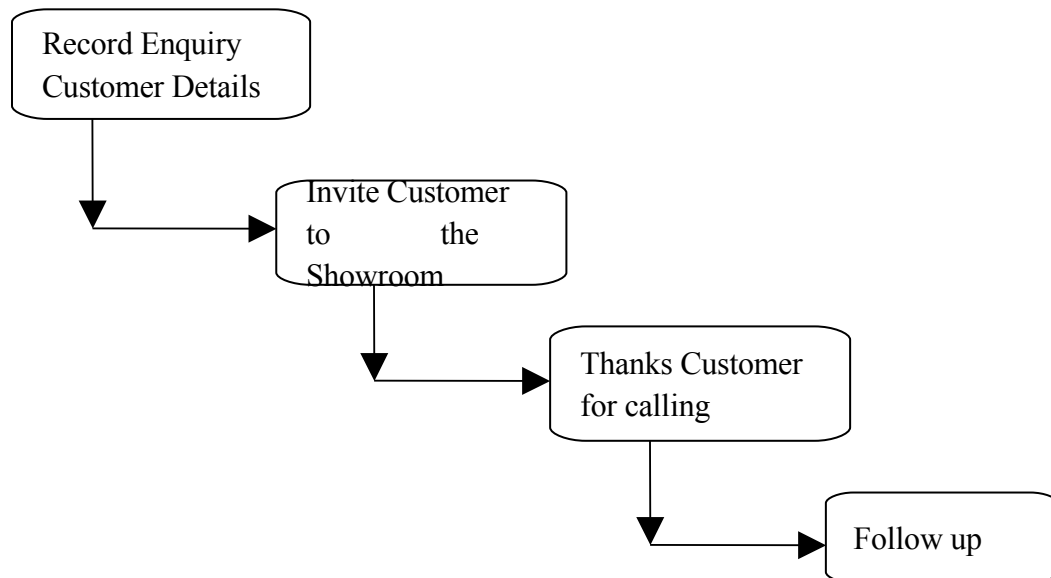
The Sales Process

- Pre Sales
- Sales
- Post Sales

Pre- Sales Process



Tele Enquiries

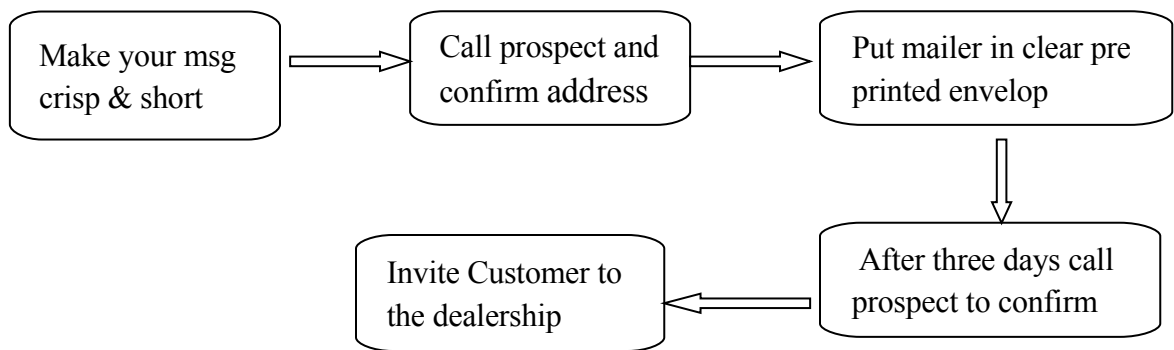


Prerequisites

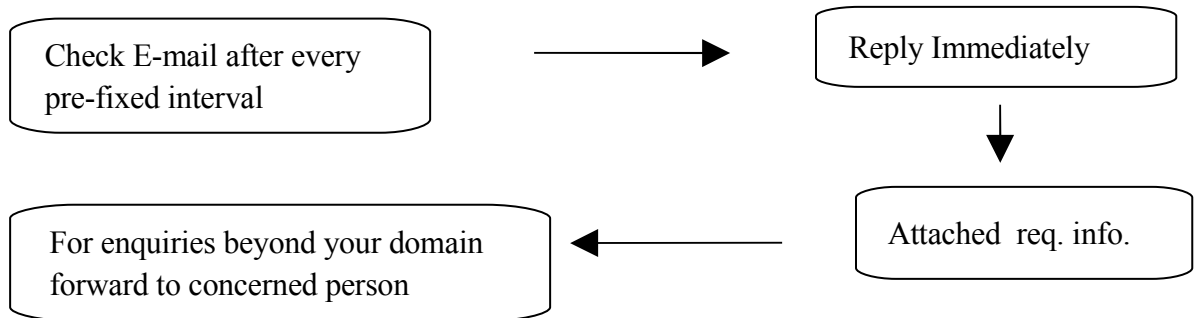
- Generate and Sustain Cust's. need.

- Be precise.
- Invite Cust. to the showroom.

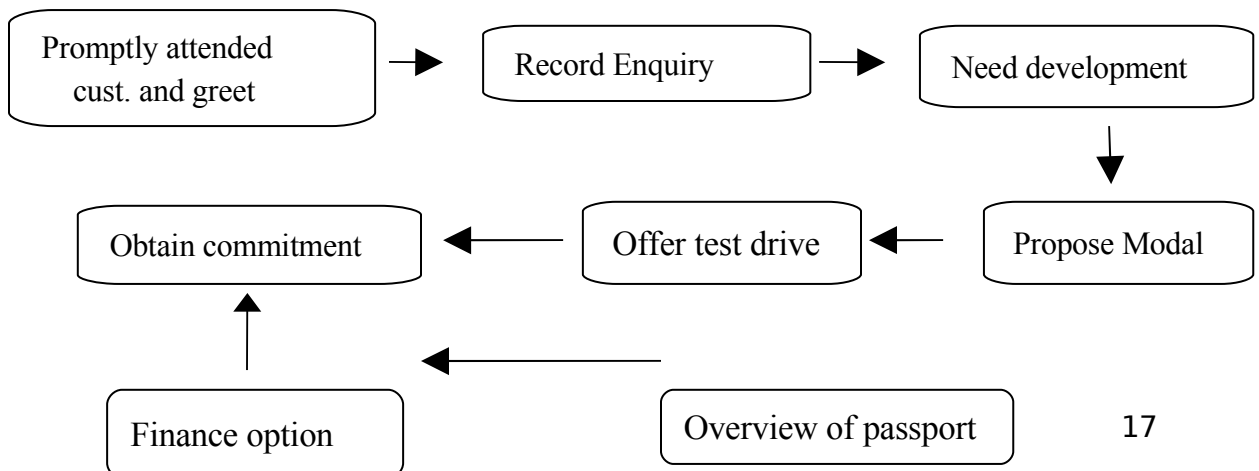
MAIL



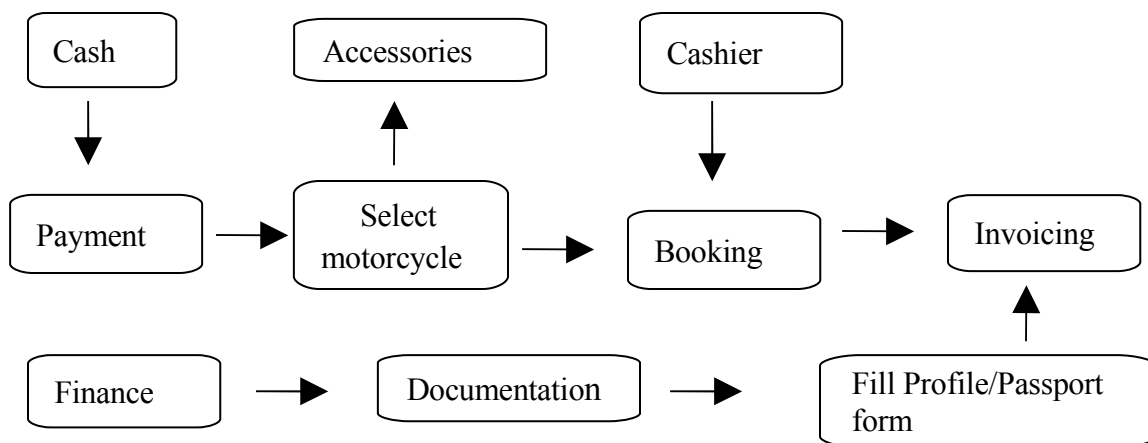
E- MAIL



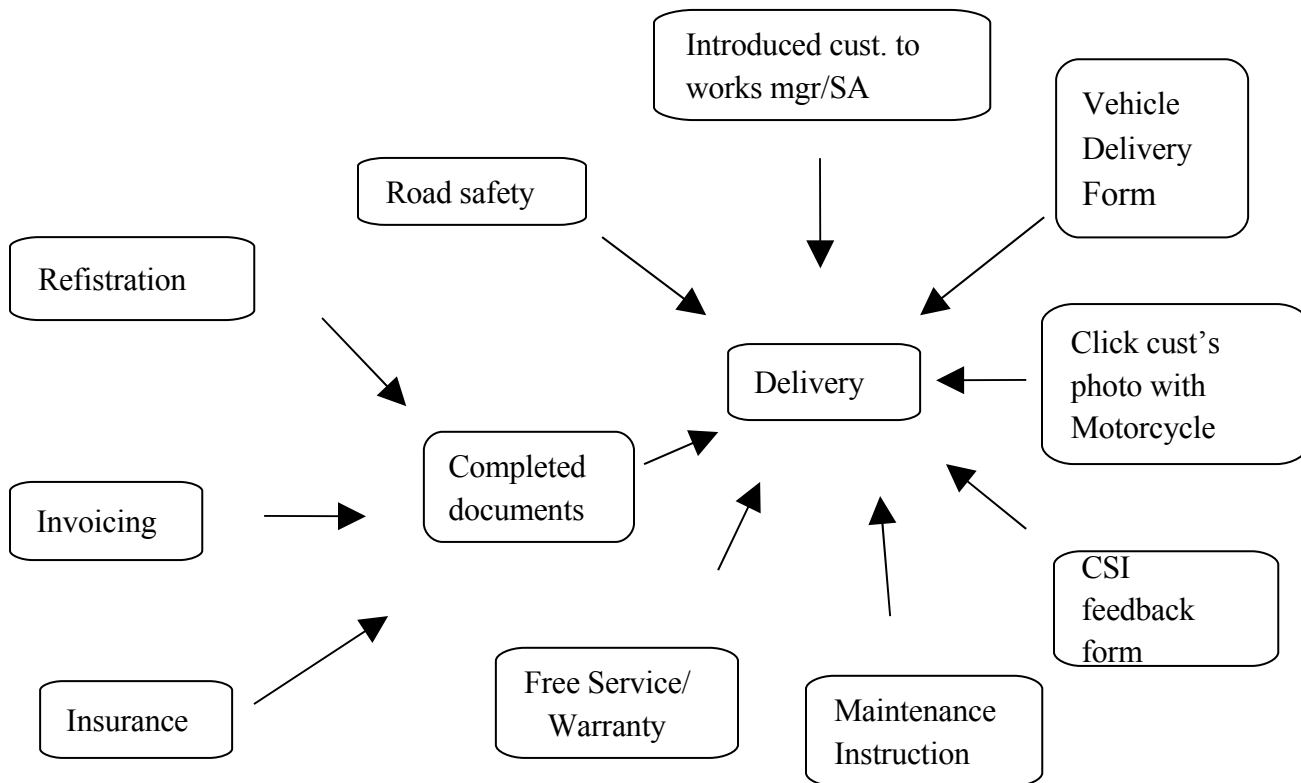
WALK IN



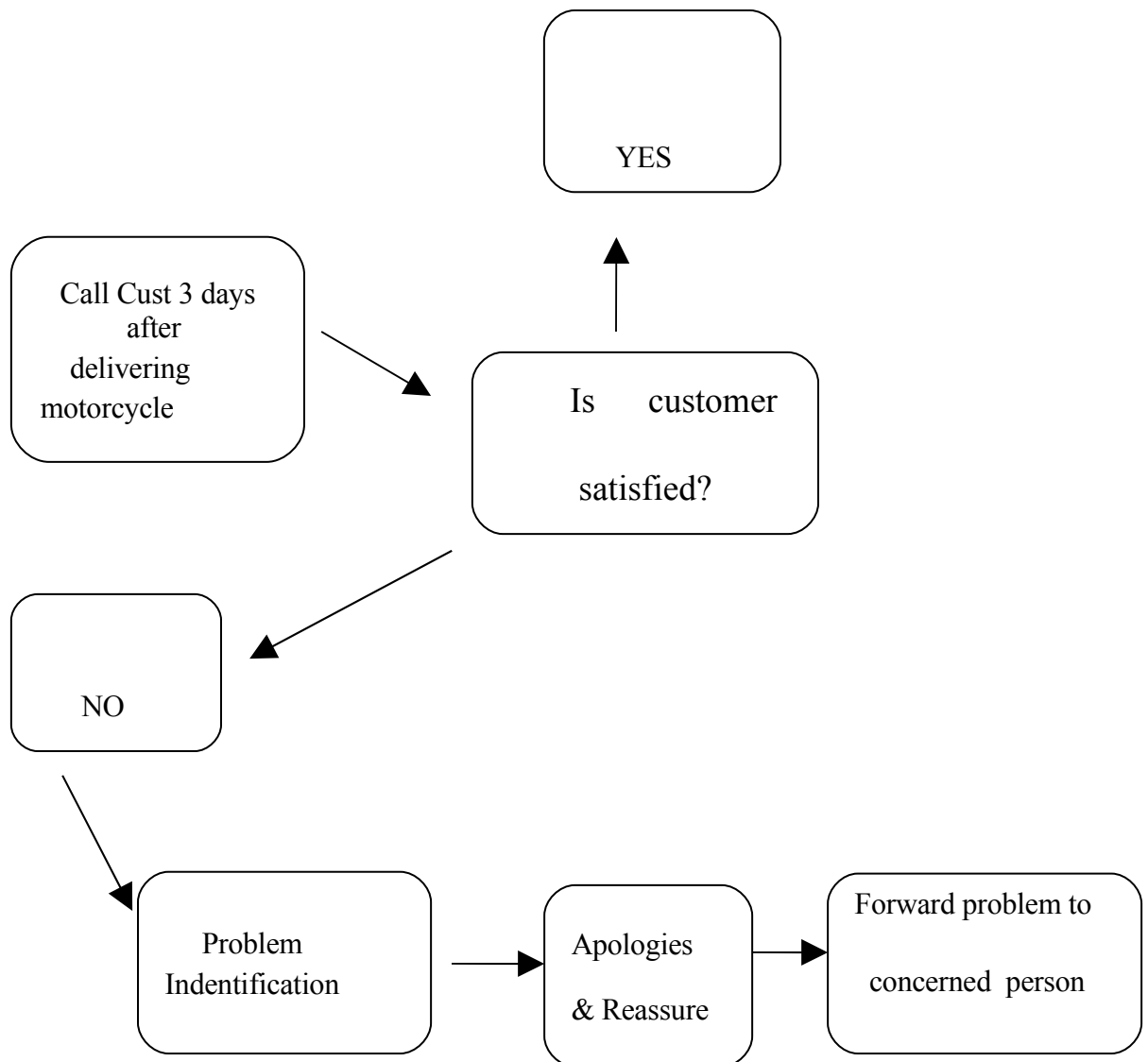
Sales Process



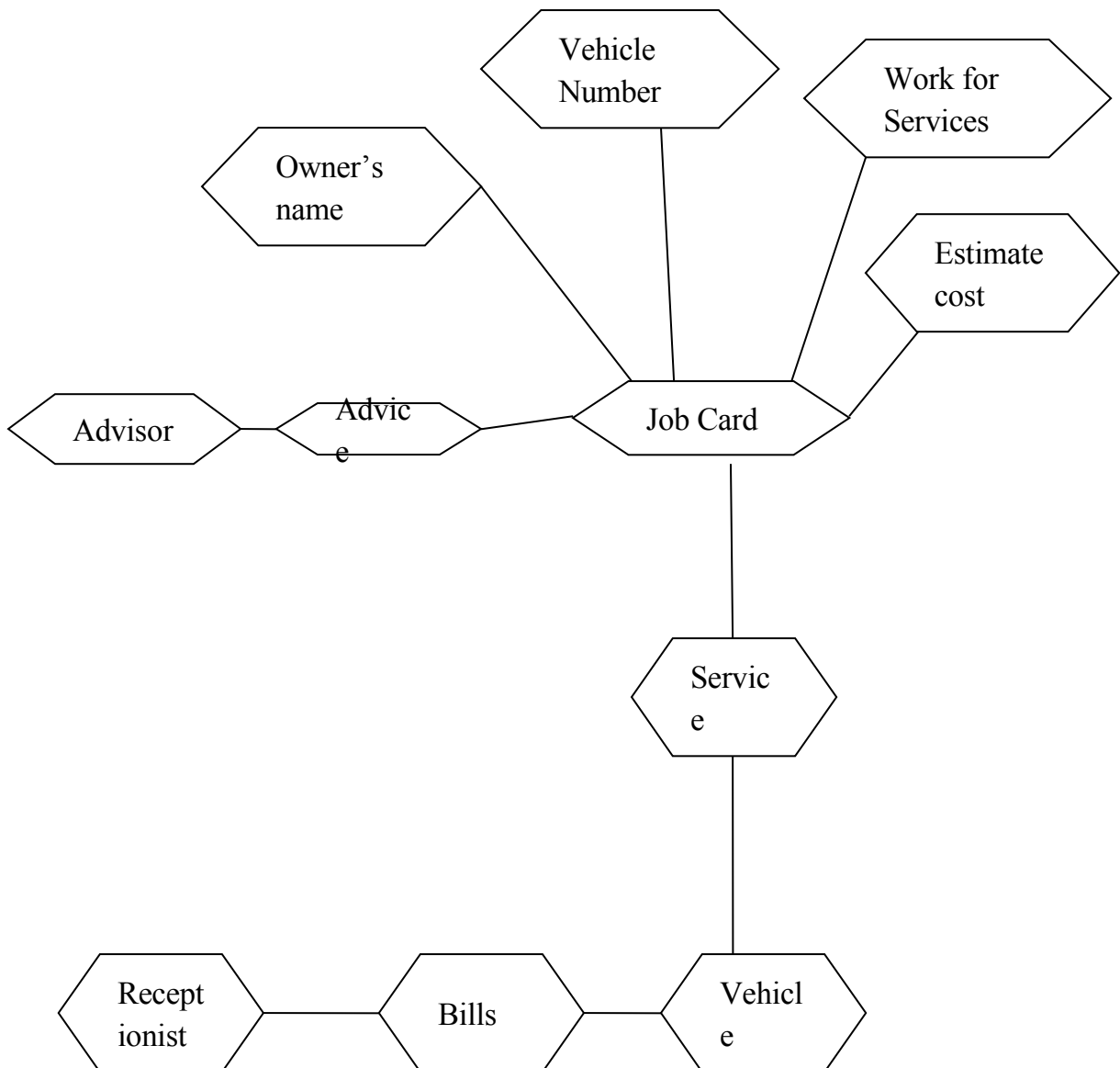
The Delivery



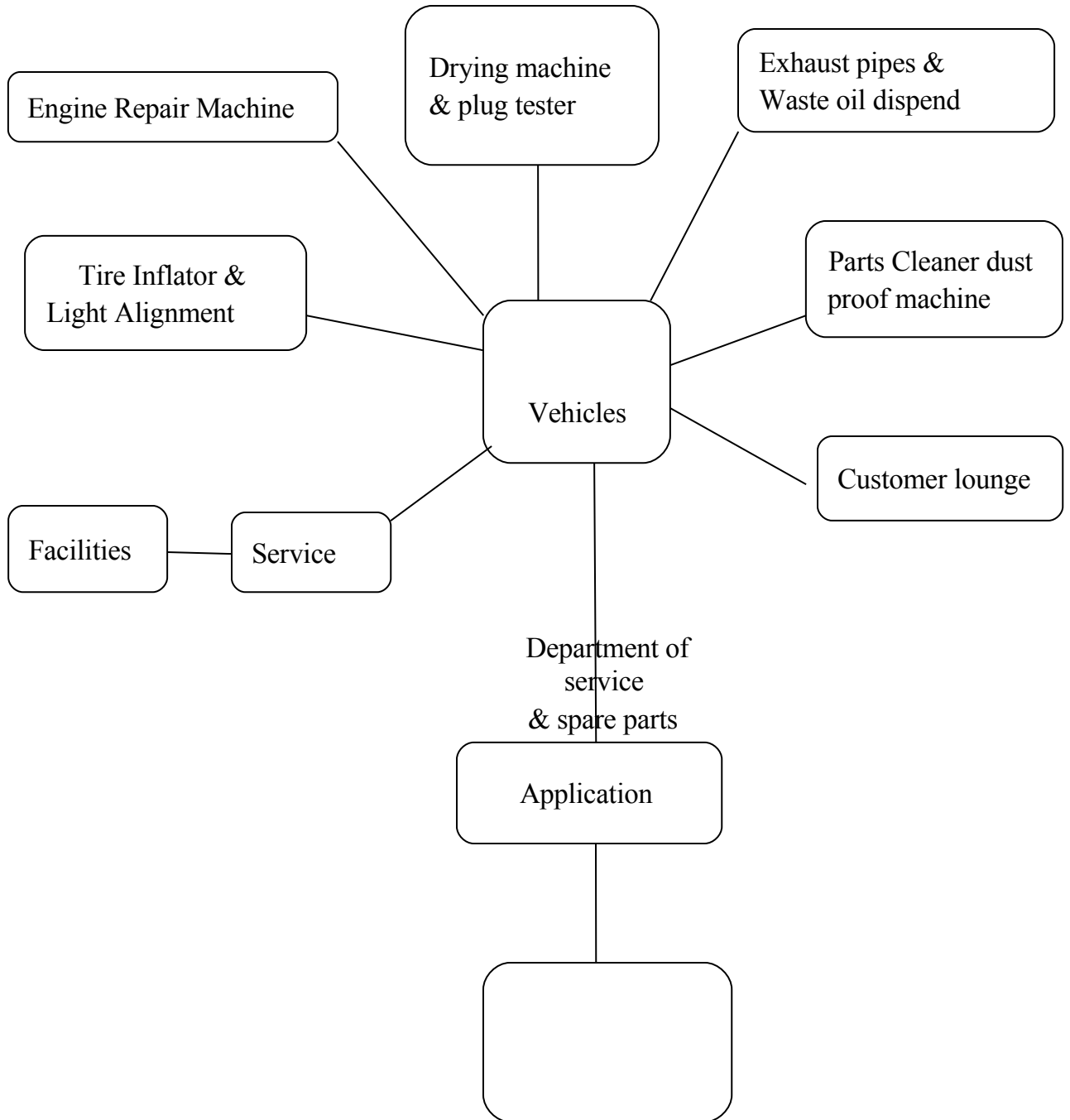
POST SALES PROCESS



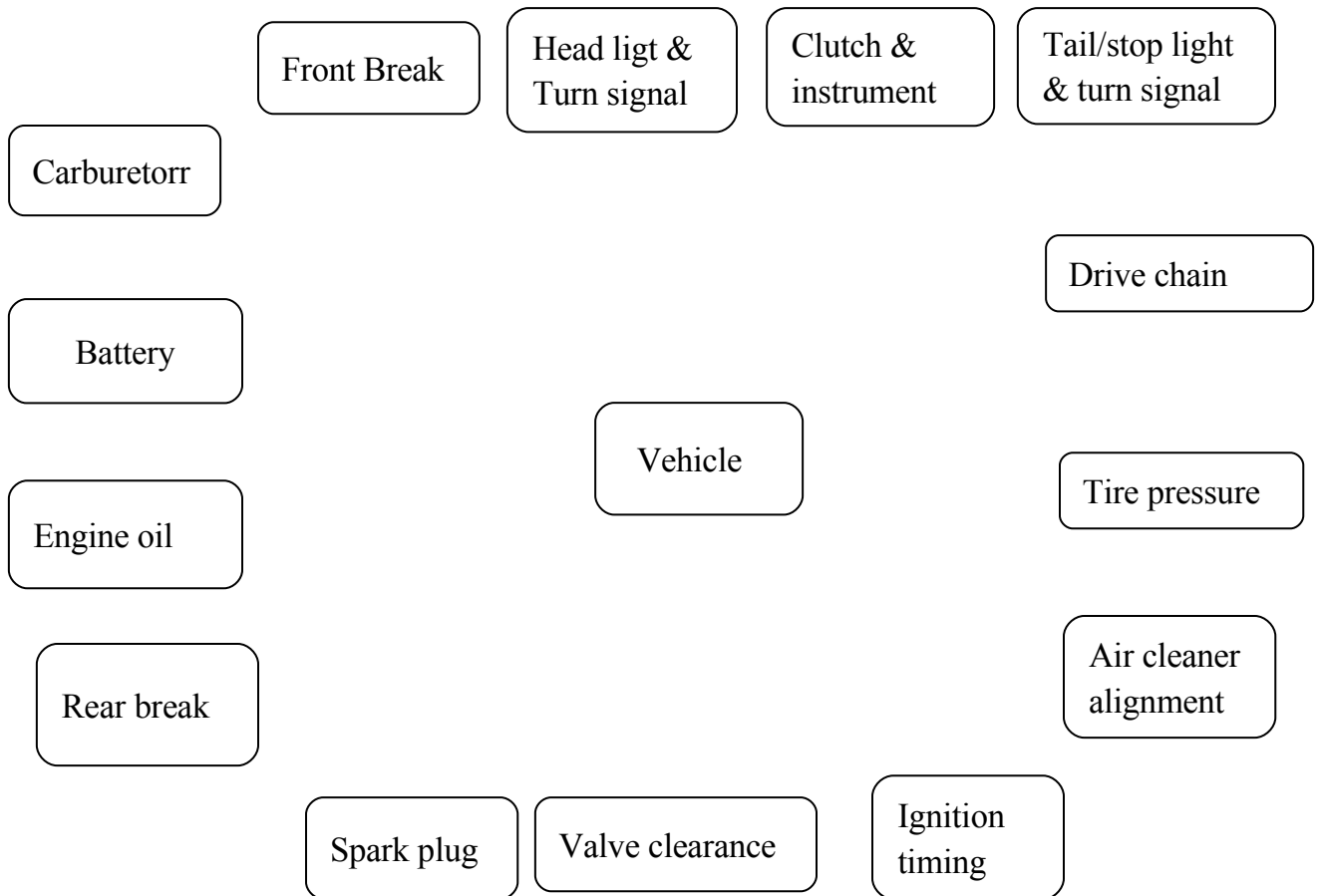
Job card procedure



FACILITIES CHART



MAINTAINANCE CHART

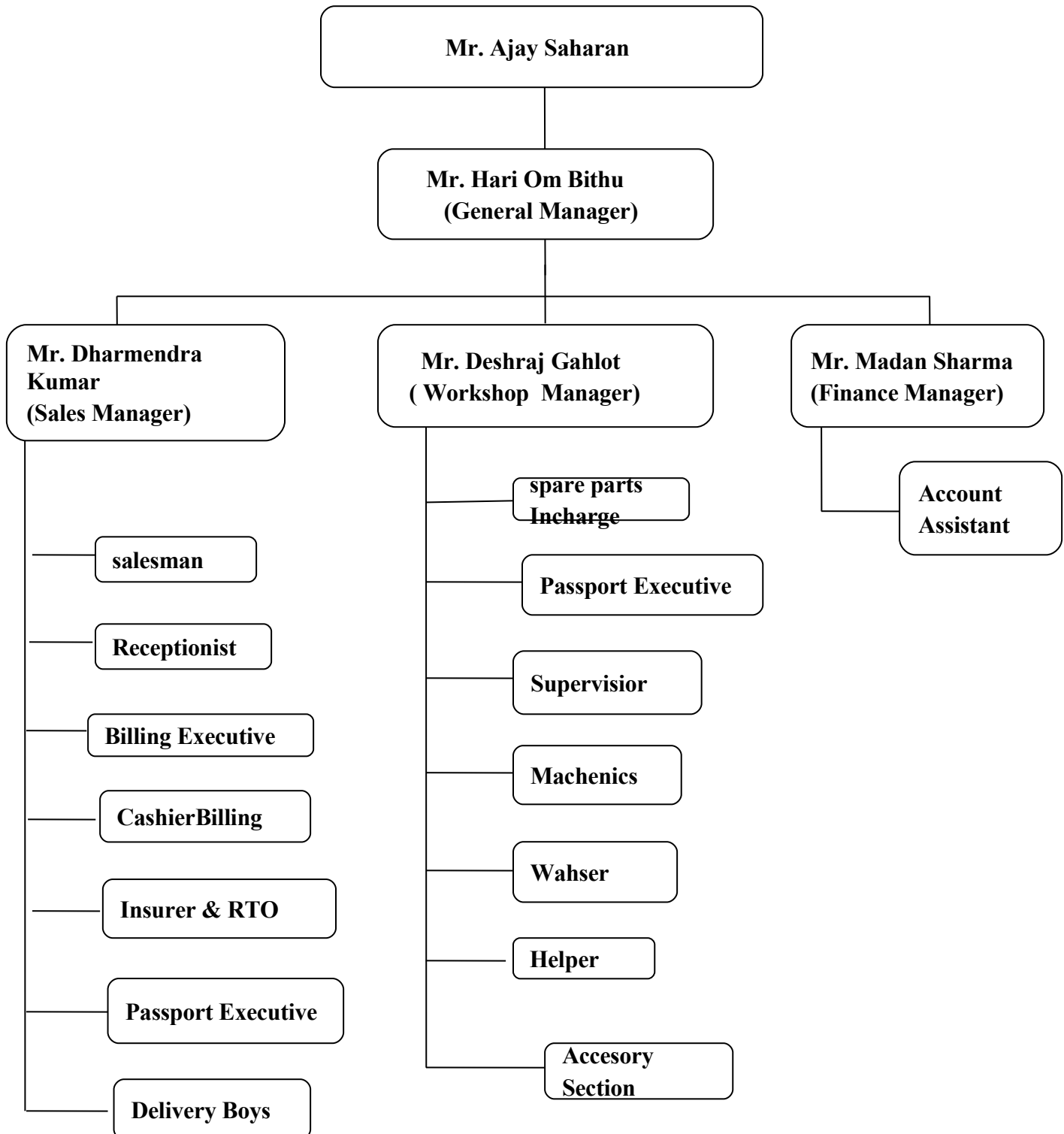


CHAPTER 4

F A C T S A N D F I N D I N G S

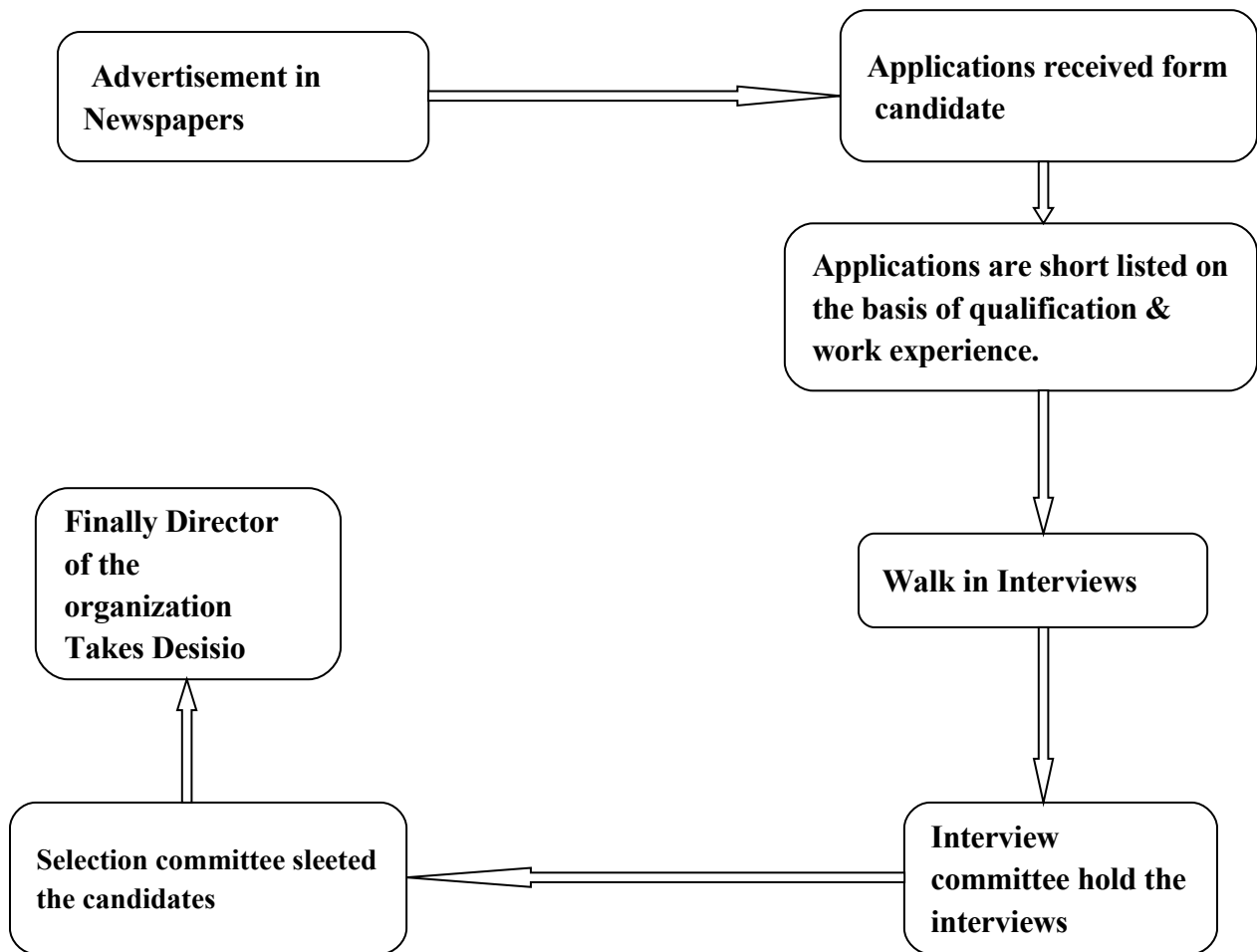
H U M A N R E S O U R C E S

ORGANIZATION STRUCTURE



SELECTION PRODECURE

Steps for Appointment & Selection



TRAINING PROCEDURE

Karan Automobiles has two types of training procedure for employees:

1. **On the Job Training**
2. **Off the Job Training**

On the Job Training

Karan Automobiles gives “On the job training” to their employees. For this they include the job rotations apprenticeship, understudy assignments and formal mentoring programs.

Basically office works are included in this type of training.

Off the Job Training

Primary draw back of “On the job training” is that they often disrupt the workplace. So organization invest in “Off the job training.” For this they include the curriculum combines

operations enhancement, product management and interpersonal and skill training for manager or

other trainees. The training is given at “Delhi Center of Hero Honda Motors Limited.”

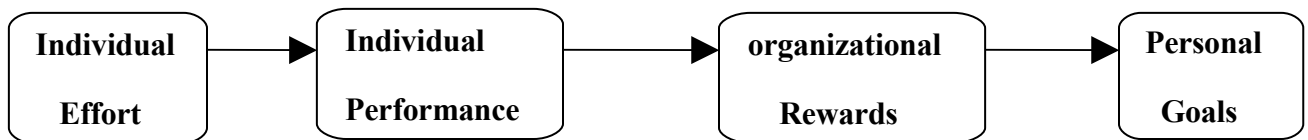
MOTIVATION

Motivation is one of the most important factors affecting human behavior. A success of organization is dependent of its Motivation Pattern.

The success of Karan Automobiles is mostly dependent on its employees, because employees are highly motivated. The organization has obtained a simple motivation pattern. The organization use their efforts, evaluate their performance, promote/demote according to the performance and finally helps to achieve their personal goals.

Mainly the things can be related to the “Expectancy Theory of Motivation”. The organization also make some relationship efforts:-

1. Effort-performance relationship
2. Performance-rewards relationship.
3. Rewards-personal goals relationship.



GRIEVANCE HANDLING

Today every organization has many problems related to the grievance between the employers and employees and in between employees also. And they make efforts for solving the problems. Karan Automobiles also make efforts to handle these grievance.

Every Saturday they organize a meeting. Members of the meeting discuss about the problem's, reasons and reach on a proper decision of that problem.

PERFORMANCE APPRAISAL

Performance appraisal is done in every organization and give rewards to the employees for their better performance and motivate to the employees for achieving the targets. Karan Automobiles also do performance appraisal of employees. They give opportunities to each of their employees and every year they prepare a checklist for their performance and they give appraisal for their performance. Appraisal can be in terms of monetary on non-monetary.

MARKETING

Canteen Store Department Sales

CSD sales include the Company's product sellout to "The Indian Army". HHML has a different procedure to sellout its product to the Army form its common customer.

Features:-

- Approves from Head Office, Mumbai.
- Tax on Price of Product is 3% (Normal Tax Rate is 12%)
- Payment by Demand Draft in favour of "C.S.D. MAIN PUBLIC FUND."
- Dealer has to collect a copy of L.S. order (Purchase Order) from C.S.D.
- Payment collection is on weekly bases.
- C.S.D. also gets 1% commission from company.

PRICE LIST OF BIKES

Product	Price
CD Dawn	35,764.00
CD Delux	38,884.00
Splender +	42,794.00
Passion +	44,349.00
Glamour	49,997.00
Hunk	59,300.00
CBZ xtreme	59,818.00
Karizma	75,085.00
Super splendor	46,680.00
Pleasure	38,285.00

CD dawn

Public ka naya transport

Hero Honda CD Dawn is a beginner's bike well tested on Indian roads and proven in city conditions. Hero Honda CD Dawn is a no-nonsense bike that's all about price and utility. Its conservative looks appeal to people who dislike fancy bikes overwhelming their personal presence. Backed by the reliability of the world's largest motorbike manufacturer, the Hero Honda CD Dawn offers improvements upon earlier Hero Honda 100 cc versions. The Hero Honda CD Dawn offers a higher ground clearance and other enhanced features without compromising on price, mileage, or reliability. The bike commands a good resale value.

Looks

- Tubular double cradle frame looks sleek and masculine
- Great color options (Black, Red, Dark Maroon etc.)
- Unique 3-D graphics and knee recesses look awesomely rugged
- Stylish muffler protector creates a trendy image
- Powerful and round headlight with multifocal reflectors
- The strongly contoured fuel tank enhances masculine appeal
- Body colored visor blends gracefully with other graphical elements
- Multi-reflector taillight gives off warm glows

Control

- 4-stroke single cylinder 97.2cc engine with standard Hero Honda reliability
- Transmission is 4-speed constant mesh
- Max Power is 5.44 KW @ 8000 rpm
- Max Torque is 0.79kgm@5000 rpm
- Muffler protector provides safety of the co-rider
- Higher ground clearance at 165 mm makes it easier to ride on different terrain
- The kick start is reliable and usually responds on the first kick
- Ignition is CDI (capacitor discharge ignition)
- Clutch is smooth -Multiplate, Wet type
- Gear shifting is extremely user-friendly, and helpful for any novice
- Internal expanding shoe type front and rear brakes builds reliability
- Light weight and easy to handle, easy on slow learners

Comfort

- Knee recesses on the fuel tank enhances posture comfort
- User-friendly rear shock-absorbers give a pleasant ride
- Broader seats distribute rider weight more evenly and increases comfort
- Hydraulic fork type front suspension provides reliable shock absorption
- Swing arm with 2 step adjustable hydraulic shock absorber at the rear increases comfort on the pillion
- Larger reflectors for the headlamps enhances safety
- New padlock for theft security

Mileage and Economy

- This low maintenance bike comes with two years warranty from the manufacturer
- 10.5 lt. fuel tank is good enough for 600 + kilometers on a single fill
- Mileage: users report 65 kmpl under worst conditions and 75 kmpl usual after first servicing
- New console with fuel gauge helps being aware of fuel economy
- Thinner tyres reduce road contact area and friction, increasing fuel efficiency
- Clutch is smooth and needs no maintenance for at least 6 months

Hero Honda Cd-dawn Features and Specifications Overview

Make	Hero Honda
Model	Cd-dawn
Starting	KickStart

Fuel Efficiency

Fuel Economy	75 kmpl
Fuel Capacity	10.5 litre
Fuel Reserve	1.8 litre

Fuel Type	Petrol
------------------	--------

Engine Parameters

Engine Type	4-Stroke SingleCylinder AirCooled OHC
Displacement	97.2 cc
Compression Ratio	8.8:1
Maximum Power	7.7@7500 BHP@RPM
Maximum Torque	7.55@6000 Nm@rpm
Bore	50 mm
Stroke	49.5 mm
Ignition	CDI

Dimensions

Length	1965 mm
Height	1045 mm
Width	720 mm
Clearance	165 mm
Saddle Height	805 mm
kerb Weight	107 kg
Chassis	Tubular double cradle

Drive Train

Clutch	Wet Multiplate
Gear Box	4-Speed

COMPETITORS

- CT 100 from BAJAJ AUTO
- STAR from TVS
- CRUX from YML
- BOSS from KINETIC

CD Deluxe

Jio deluxe chalo deluxe

Looks

- Tubular double cradle frame looks sleek and masculine
- Unique 3-D graphics and knee recesses look awesomely rugged
- Stylish muffler protector creates a trendy image
- Body colored full rear cowl and sporty 3D graphics is distinctly urban
- Aluminium die-cast rear handle matches the space-age
- New stylish visor with trapezoidal multi reflector headlight gives owner's pride
- The strongly contoured fuel tank enhances masculine appeal
- Body colored visor blends gracefully with other graphical elements
- Alloy wheels (optional) are trendy and flamboyant
- Multi-reflector taillight gives off warm glows

Control

- 4-stroke single cylinder 97.2cc engine with standard Hero Honda reliability
- Transmission is 4-speed constant mesh
- Max Power is 5.67 KW @ 7500 rpm
- Max Torque is 0.77kgm@7500 rpm
- Muffler protector provides safety of the co-rider
- Higher ground clearance at 165 mm makes it easier to ride on different terrain
- The kick start is reliable and usually responds on the first kick
- Ignition is CDI (capacitor discharge ignition)
- Clutch is smooth -Multiple Wet type
- Gear shifting is extremely user-friendly, and helpful for any novice
- Rear tyres have a good grip pattern
- Internal expanding shoe type front and rear brakes builds reliability
- Light weight and easy to handle, easy on slow learners

Comfort

- Knee recesses on the fuel tank enhances posture comfort
- User-friendly rear shock-absorbers give a pleasant ride
- Broader seats distribute rider weight more evenly and increases comfort
- Hydraulic fork type front suspension provides reliable shock absorption
- Spring loaded, hydraulic type, two step adjustable shock absorber at the rear increases comfort on the back seat
- Larger reflectors for the headlamps enhances safety

Mileage and Economy

- 10.5 lt. fuel tank is good enough for 600 + kilometers on a single fill
- New console with fuel gauge helps being aware of fuel economy
- Alloy wheels (optional), if used, require little maintenance
- Mileage: users report 65 kmpl under worst conditions and 75 kmpl usual
- Clutch is smooth and needs no maintenance for at least 6 months

Hero Honda CD-Deluxe Features and Specifications Overview

Make	Hero Honda
Model	CD-Deluxe
Starting	KickStart

Fuel Efficiency

Fuel Economy	75 kmpl
Fuel Capacity	10.5 litre
Fuel Reserve	1.8 litre
Fuel Type	Petrol

Engine Parameters

Engine Type	4-Stroke SingleCylinder AirCooled OHC
Displacement	97.2 cc
Compression Ratio	8.8:1
Maximum Power	7.7@7500 BHP@RPM
Maximum Torque	7.55@6000 Nm@rpm
Bore	50 mm
Stroke	49.5 mm
Ignition	CDI

Dimensions

Length	1965 mm
Height	1045 mm
Width	720 mm
Clearance	165 mm
Saddle Height	805 mm
kerb Weight	107 kg
Chassis	Tubular double cradle

Drive Train

Clutch	Wet Multiplate
Gear Box	4-Speed

COMPETITIORS

- CT 100 from BAJAJ AUTO
- STAR from TVS
- CRUX from YMIL
- BOSS from KINETIC

Splender +

Design to exact

Hero Honda Splendor Plus is one of the largest selling bikes in India. It sports several improvements over the old splendor including improvised head and tail lamps and graphics. The suspension system is universally acclaimed. This lightweight bike is good for city conditions

Looks

- Tubular double cradle body frame looks as strong and masculine as the earlier Splendor
- Eye-catching graphics
- Trendy multi-reflector head and tail lamps
- Aluminum grip replaced by the classic iron bar

Control

- Max speed is 85-90 kmph
- Accelerates to 60 kmph in 7 seconds
- 4 stroke, single cylinder, air-cooled OHC engine
- Max power of 7.5 bhp @8000 rpm
- Electronic ignition
- 109 kg kerb weight makes this bike easy to control and handle

Comfort

- Powerful 35w headlight gives better control for night-riding
- Classic iron bar is more reliable than previous aluminum grips
- Telescopic hydraulic fork suspension works perfectly
- Hydraulic spring loaded type with both side rear suspension is comfortable for pillion riders
- 1230 mm wheel base gives better road grip
- 159 mm ground clearance is good for any terrain
- Powerful disc brakes at front provides excellent stopping power
- Low engine noise

Mileage and Economy

- 60-65 kmpl in city conditions
- Around 70 -80 kmpl on highways
- Low maintenance and high resale value
- Reliable after-sales support

Hero Honda Splendor Plus Features and Specifications

Overview

Make	Hero Honda
Model	Splendor
Variant	Plus
Starting	KickStart

Fuel Efficiency

Fuel Economy	75 kmpl
Fuel Capacity	10.5 litre
Fuel Reserve	1.4 litre
Fuel Type	Petrol

Engine Parameters

Engine Type	4-Stroke SingleCylinder AirCooled OHC
Displacement	97.2 cc
Compression Ratio	8.8:1
Maximum Power	7.5@8000 BHP@RPM
Maximum Torque	7.2@5000 Nm@rpm
Bore	50 mm
Stroke	49.5 mm
Ignition	Electronic

Dimensions

Length	1980 mm
Height	1045 mm
Width	720 mm
Clearance	159 mm
kerb Weight	109 kg

Drive Train

Gear Box	4-Speed
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COMPETITIORS

- DISCOVER from BAJAJ AUTO
- VICTOR from TVS
- LIBERO from YMIL
- FREEDOM from LML

Passion +

when style does matter

The Hero Honda Passion Plus is a bike meant for the executive city commuter. It's a good bike in the 100 cc range that delivers decent mileage, looks, and high resale value. This improved version of the Hero Honda Passion comes with several improvements over its earlier versions and gives an easy ride and easy handling.

Looks

- Tubular double cradle frame
- Strongly contoured fuel tanks
- 9 new two-tone body colors
- Great new graphics
- Black painted engine and chain case & front forks
- two tone front fender
- heat protector on the muffler
- body colored mirrors
- white dial instrument cluster
- aluminum die cast rear grip
- multi-reflector headlight and wipers
- Optional 5 spoke black alloy wheels

Control

- maximum speed of 85kph
- four-stroke, air-cooled, single cylinder engine that generates a piston displacement of 97.2cc
- engine is consistent in performance and reliable
- maximum power of 7.5 PS @ 8000 rpm
- optional front disc brake for improved braking
- broad rear tyre
- Stable riding and easy handling - very well balanced
- Smooth and easy gearbox, false neutrals are unheard of
- Kick start

Comfort

- Easy posture without back strains
- telescopic hydraulic forks at the front
- swing arm with adjustable hydraulic dampers at the rear
- adjustable rear cushion
- wider pillion grip
- lockable seat and helmet holder
- luggage space with locking facility

Mileage and Economy

- fuel tank capacity of 12.8 liters
- 50 - 55 Km/liter in city
- 60-65 Km/liter on highways
- Low maintenance
- High resale value

Hero Honda Passion Plus Features and Specifications Overview

Make	Hero Honda
Model	Passion
Variants	Plus
Starting	KickStart

Fuel Efficiency

Fuel Economy	70 kmpl
Fuel Capacity	12.8 litre
Fuel Reserve	1.1 litre
Fuel Type	Petrol

Engine Parameters

Engine Type	4-Stroke SingleCylinder AirCooled OHC
Displacement	97.2 cc
Compression Ratio	8.8:1
Maximum Power	7.5@8000 BHP@RPM
Maximum Torque	7.55@6000 Nm@rpm
Bore	50 mm
Stroke	49.5 mm
Ignition	CDI

Dimensions

Length	1980 mm
Height	1060 mm
Width	720 mm
Clearance	160 mm
kerb Weight	116 kg
Chassis	Tubular Double cradle

Drive Train

Clutch	Wet Multiplate
Gear Box	4-Speed

COMPETITORS

- CT 100 from BAJAJ AUTO
- STAR from TVS
- CRUX from YMIL
- BOSS from KINETIC

Glamour

Live the glamour life

The new Hero Honda Glamour looks all the better with enhanced graphics and other details and continues to sell to the discerning. Hero Honda Glamour is available in self-start (129 kg) and kick-start (125 kg) versions

Looks

- Tubular double cradle type body frame
- Trendy Visor

- Large macho petrol tank with eye-catching graphics
- Elegant Tri-pod head panel
- Black alloy wheels
- Black painted engine chain and case
- Body colored rear grip
- Body colored louvers on visor
- Body colored rear view mirror
- Catchy design of smoke exhaust and guard
- Mind-blowing red and black visual contrasts
- Voluptuous front fairing
- Dual-tone theme on the front mudguard and chain guard
- The side and rear panels blend well with each other

Control

- Maximum speed is 120 kmph
- Powerful pick-up increases with servicing
- Quantum core air-cooled, four-stroke and single-cylinder engine with a displacement of 124.7 cc
- Max power 6.72 KW @ 7000 RPM
- Self/Kick start, Weight: 125 kg (kick) 129 kg (self)
- Extremely well-balanced
- Low engine noise
- Super smooth four speed constant mesh gears
- Front brakes: 240 mm Disc with Non asbestos type pad, Drum brakes are internal expanding shoe type
- Rear brakes: Internal expanding shoe type drum brakes
- Multi-plate wet type clutch

Comfort

- 35w, multi-reflector type halogen bulb enhances night riding safety
- Good balance and low engine noise
- Comfortable seats good for both the family and the solo rider
- Thicker tyre increases bike stability
- Driving is smooth in all gears
- Telescopic hydraulic shock absorbers at front
- Swing arm hydraulic shock absorber at rear
- Relaxed posture,- cornering manners are excellent

Mileage and Economy

- Large fuel tank capacity of 13.6 lts saves frequent visits to the petrol pump
- Average user reported mileage varies from 55.2 kmpl in the city to 58.3kmpl on highways - dealers claim 60-62 kmpl
- Current company policy provides six free services
- Side draft variable Ventura (Piston) carburetor provides reliable support

- Advanced microprocessor ignition system (AMI) aids optimal combustion and saves fuel
- 18 inch alloy wheels have low maintenance being rust-free, and impact resistant

Hero Honda Glamour Features and Specifications

Overview

Make	Hero Honda
Model	Glamour
Starting	SelfStart

Fuel Efficiency

Fuel Economy	60 kmpl
Fuel Capacity	13.6 litre
Fuel Reserve	1 litre
Fuel Type	Petrol

Engine Parameters

Engine Type	4-Stroke SingleCylinder AirCooled OHC
Displacement	124.7 cc
Compression Ratio	9.1:1
Maximum Power	9.0@7000 BHP@RPM

Maximum Torque	10.35@4000 Nm@rpm
Bore	52.4 mm
Stroke	57.8 mm
Ignition	AMI-Advance microprocessing ignition

Dimensions

Length	2005 mm
Height	1070 mm
Width	735 mm
Clearance	150 mm
kerb Weight	125 kg
Chassis	Tubular double cradle

Drive Train

Clutch	Wet Multiplate
Gear Box	4-Speed

COMPETITIORS

- WIND 125 & DISCOVER from BAJAJ AUTO
- VICTOR GLX from TVS
- ENTICER from YMIL
- VELOCITY from KINETIC
- FREEDOM PRIMA from LML

Hunk

No one messes with it

The new the 150cc Hero Honda Hunk is here! It's very manly and definitely a powerful and commanding bike. It's got great looks and fairing along with styling. It's big and awesome to look at, and it's a tad bit shorter and sporty that makes it look unique and possessed. It competes for attention with the CBZ. With stunning colours, it looks really cool, but lacks digital instrumentation. Go for it - it's a sure head turner!

Looks

- Large Muscular fuel tank and Aerodynamic Tank Shroud
- Trapezoidal Multi reflector Head light
- Stylish, Clear lens Multi reflector Indicators
- Large, inclined Muffler
- Dual coloured Aircraft type fuel tank cap

- 5 Spoke black alloy wheels
- Raised Rear fender
- Chrome finished 3 D " HUNK" Emblem
- Contemporary new Fuel cock
- Classic, 3 pod console with chrome ringed large speedometer
- 5 Exciting body colours
- 2 new colours - Panther Black and Fighter Blue
- Contoured Saddle with Pillion seat hump
- Aluminium Handle Bar holder cover

However, the Hunk does not feature

- Digital instrumentation, LED tail lamps,
- Rear discs
- Split rear grabs
- Body coloured mirrors and full fairing

Control

- 150cc Engine, which delivers amazing top power of 14.2 BHP @ 8500 RPM and a torque of 12.80 N-m @ even at a low RPM of 6500
- 0-60 Km ph in 5 seconds flat
- Advanced Tumble Flow Induction" (ATFI) Technology
- Advanced Microprocessor Ignition System -"AMI" with Multi Mapping Digital CDI along with "Carburettor controlled Variable Ignition" for better, throttle, acceleration, and immediate response
- Unique "Anti-Kick back" device 240 mm front Disc Brakes as standard.
- 5speed (1-down 4-up pattern) gearbox.
- kick start and self start option

Comfort

- New 5 step adjustable "Gas Reservoir Suspension" - "GRS" for comfortable ride even on the toughest of roads
- Puncture resistant Rear Tuff -up Tube.
- 1325 MM long wheel base for enhanced stability.
- Wide 100 / 90 low aspect ratio Rear tyre.
- 240 mm front Disc Brakes as standard.
- Self Start option.
- Better than CBZ Extreme and Pulsar
- Latest 10W30 SJ Grade, JASO MA Grade Engine oil which allows oil change at intervals of 6000 kms.
- Reduced maintenance cost, excellent ability to start immediately in cold weather.

Hero Honda Hunk SelfStart Features and Specifications

Overview

Make	Hero Honda
Model	Hunk
Variant	SelfStart
Starting	SelfStart

Fuel Efficiency

Fuel Capacity	12.4 litre
Fuel Reserve	2.2 litre
Fuel Type	Petrol

Engine Parameters

Engine Type	Air Cooled, 4 - Stroke Single Cylinder OHC
Displacement	149.2 cc
Compression Ratio	9.1:1
Maximum Power	14.2@8500 BHP@RPM
Maximum Torque	12.8@6500 Nm@rpm
Bore	57.3 mm

Stroke	57.8 mm
Ignition	AMI - Advanced Microprocessor Ignition System

Dimensions

Length	2080 mm
Height	1095 mm
Width	765 mm
Clearance	145 mm
Saddle Height	795 mm
kerb Weight	145 kg
Chassis	Tubular, Diamond Type

Drive Train

Clutch	Wet Multiplate
Gear Box	5 Speed Constant Mesh

COMPETITORS

- PULSAR 150 from BAJAJ AUTO
- FIERO FX from TVS
- UNICORN from HMSI
- AQUILA from KINETIC
- GRAPTOR from LML

CBZ extreme

Motercycling unplugged

The Hero Honda CBZ Xtreme has little in common with its earlier version the Hero Honda CBZ except a similar headlamp. With the Hero Honda CBZ Xtreme, Hero Honda has tried a radical departure from its earlier 150 cc design themes. The success of this approach is proven by the fact that since its launch in 2006, the Hero Honda CBZ Xtreme has been selling almost 15, 000 to 20, 000 units per month, and crossed the 50, 000 mark within April 2007. This large, handsome, and good-looking bike has more to it than meets the eye.

Looks

- Tubular diamond-frame type chassis with a single down tube and a box-section swing arm
- Matt-black powder-coated engine block
- Matt-black alloy wheels
- Black plastic lower side panels striped across by a shiny chrome sash
- Split hand grips for the pillion rider gives a different look
- Additional Teflon coat over visible silvery surfaces
- The side indicators that usually stick out in other bikes are integrated into the headlamp housing

- A strip of clear glass above the headlamp conceals the parking lamp or pilot lamps positioned above the headlight
- Body colored rear mirrors adds color to the handlebar area
- Classy, brushed-steel console finish
- Rugged knee recesses built into the large, shapely fuel tank with Xtreme's logo emblazoned across its sides
- Aircraft type fuel tank lid
- Deeply contoured seat
- Sculpted and sharp rear cowl
- Rear indicators integrated into rear LED headlamps
- Non-metallic bright colors

Control

- Extremely compact body design meant for swift turn-in
- Awesome acceleration: 0 - 60 kmph in 5 seconds
- 4-stroke air-cooled single cylinder engine, producing 14.4 bhp at 8500rpm
- Maximum torque 12.8Nm at 6500rpm
- Fine tuned throttle responses with low engine noise
- Efficient self start instantly powers up the engine
- Low engine noise makes it hard to detect a running engine
- Splendid stability and fabulous turning ability
- CBZ-X travels in a straight line and doesn't skid even at turns at 100kmph
- Forward leaning position enhances effortless braking
- Split rear grip, again a first-time feature in motorcycles in India
- Instrument cluster contains analogue gauges, including a speedometer, fuel gauge, and an engine-rpm meter in addition to turn, neutral indicators, and a powerful high beam

Comfort

- Powerful high beam builds safety for the night rider
- The large speedometer, smaller tachometer, and fuel gauge can be read quickly and easily
- Tinted cowl improves aerodynamics and cuts the glare on the bike's instrumentation
- Relaxed and comfortable riding
- Upright posture doesn't strain wrists
- Generous knee recesses built into the fuel tank are friendly for tall riders
- Well placed footrests
- Forward leaning position enhances effortless braking
- Disc brake is highly efficient and gives instant response
- New brake pedal has a little toe guard for the big toe and a all-chrome tab to press on
- Extremely good suspension built with the fast moving solo rider in mind
- High ground clearance allows riders to see forward over hatchbacks and sedan cars
- Wide 100/90 low aspect ratio rear tyre for additional road grip and safety
- Tail lamp cluster has a segmented stop-and-brake light section with turn indicators built into a single unit

- Puncture resistant tuff up tube increase reliability of performance
- The CBZ Xtreme has the best gearbox in its class, smooth and free from problems

Mileage and Economy

- New model comes with a 3-year / 40,000 kms warranty
- CBZ-X gives 50kmpl in city roads 61kmpl on highways
- Tuff up tubes are economical vis-a-vis emergencies
- Black Alloy Wheels have low maintenance

Hero Honda CBZ Xtreme SelfStart Features and Specifications Overview

Make	Hero Honda
Model	CBZ
Variant	Xtreme SelfStart
Starting	SelfStart

Fuel Efficiency

Fuel Economy	50 kmpl
Fuel Capacity	12.3 litre
Fuel Reserve	1.5 litre
Fuel Type	Petrol

Engine Parameters

Engine Type	4-Stroke SingleCylinder AirCooled OHC
Displacement	142.7 cc
Compression Ratio	9.1:1

Maximum Power	14.4@8500 BHP@RPM
Maximum Torque	12.8@6500 Nm@rpm
Bore	57.3 mm
Stroke	57.8 mm
Ignition	AMI-Advance microprocessing ignition

Dimensions

Length	2080 mm
Height	1145 mm
Width	765 mm
Clearance	145 mm
kerb Weight	141 kg
Chassis	Diamond Tubular

Drive Train

Clutch	Wet Multiplate
Gear Box	5-Speed constant mesh

COMPETITIORS

- AVENGER from BAJAJ AUTO
- FIERO FX from TVS
- UNICORN from HMSI
- AQUILA from KINETIC
- GRAPTOR from LML

Karizma

Get set go

The Hero Honda Karizma may be the most modern bikes presently on Indian roads today. Until you have really seen it with your own eyes you don't know what it means to see a Karizma. The extremely streamlined angles and body frame, the stunning colors, the powerful 225 cc engine, the magnesium alloy wheels, and Hero Honda reliability makes the Karizma a bike to covet.

Looks

- Diamond shaped tubular chassis
- 18 inch black magnesium alloy wheels front and rear
- Chrome Plating and Gold Colored pipes for the black Powder Coated Exhaust
- Trapezoidal Headlamp
- Knee recesses on the sleek 15 lit tank enhances looks
- amazing front panels
- crystal clear headlamp
- black powder coated exhaust pipe
- three pod instrument cluster with a digital fuel indicator

Control

- Users reach speed of 120-130 kmph easily
- Transmission system is sport bike like shift pattern - 1 Down, 4 Up
- Partly digital console
- Ignition : Digital - CDI (AMI-Advanced Microprocessor Ignition System)

- Electric start
- Powerful throttle
- Stupendous braking
- 17 bhp at 7000 rpm

Comfort

- The suspension has been so set as to provide minimal backaches
- Ride for the pillion is equally comfortable as the rear suspension is generally set perfectly for the average Indian pillion
- Front disc and rear drum brakes perform without the least glitch or complaint
- High quality front and rear suspension gives an extremely comfortable riding experience
- 135 mm wheelbase adds stability
- Superlative riding experience
- Excellent cornering manners

Mileage and Economy

- Average mileage is about 40 kmpl in city conditions
- CV carburetor with a variable ignition system that alters timing based on engine power and throttle position
- Sleek looking tank holds 15 liters of petrol

Hero Honda Karizma Features and Specifications

Overview

Make	Hero Honda
Model	Karizma
Starting	SelfStart

Fuel Efficiency

Fuel Economy	40 kmpl
Fuel Capacity	15 litre
Fuel Reserve	2 litre

Fuel Type	Petrol

Engine Parameters

Engine Type	4-Stroke SingleCylinder AirCooled OHC
Displacement	223 cc
Compression Ratio	9.0:1
Maximum Power	17.0@7000 BHP@RPM
Maximum Torque	18.35@6000 Nm@rpm
Bore	65.5 mm
Stroke	66.2 mm
Ignition	AMI-Advance microprocessing ignition

Dimensions

Length	2125 mm
Height	1160 mm
Width	755 mm
Clearance	150 mm
kerb Weight	150 kg
Chassis	Diamond Tubular

Drive Train

Clutch	Wet Multiplate
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Gear Box	5-Speed

COMPETITORS

- PULSAR 180 from BAJAJ AUTO
- FIERO FX from TVS
- GF 170 from KINETIC
- BEAMER from LML

Super splendor

The Hero Honda Super Splendor is meant for the city commuter who is upgrading from 100 cc bikes. It's easy to handle, gives comfortable vibration free rides, and provides reasonable mileage. A good suspension system is easy on the rider and those on the pillion. This is not a bike to race with, but one you can depend on to get you to your destination and back in the city safely and economically.

Looks

- Tubular double cradled body frame
- Black core color with orange stripe gives killer looks
- Large rectangular headlamp with a 35w halogen lamp
- Tinted translucent visor
- Masculine fuel tank adorned with graphics
- Symmetrical body panels on both sides
- Steeply angled bikini fairing
- Chrome plated steel grab rail
- Black matt finished silencer
- Black silencer contrasted by shiny chrome heat shield

Control

- Self start is quite responsive, kick start version is also available
- Powerful pick-up
- 125 cc quantum core engine with proven reliability
- No user complaints about engine overheating
- 9 bhp max output at 7000 rpm
- nimble and makes for easy twists and turns on potholed roads Very little engine knocking

- Excellent brakes, drum brakes in kick start version, disc brakes in self-start version
- Smooth gears - 4 speed with all downshifting gears

Comfort

- Excellent suspension and doesn't give back problems
- Telescopic hydraulic fork type front suspension
- Hydraulic shock absorbers with a rectangular section swing arm at the rear
- Engine is refined and tuned to commuting and not racing
- Comfortable riding posture both for the rider and for the pillion rider
- Well cushioned wide seats
- Instrument cluster has a large speedo dial which is easy to read
- User friendly electric switches
- Push-cancel indicator switch
- Well positioned horn switch and pass light flasher
- Fatigue free and vibration free long rides

Mileage and Economy

- Large fuel tank gobbles up at least 12 lt and saves frequent visits to the petrol pump
- Users report an on-road mileage of 55 plus kmpl in city and 60 plus kmpl on highways that sometimes reaches more than 70 kmpl
- Slimmer tyres reduce friction and enhance mileage
- Good tyre quality
- Three years or 40, 000 km warranty
- Reliable service support

Hero Honda Splendor Super Features and Specifications

Overview

Make	Hero Honda
Model	Splendor
Variant	Super
Starting	SelfStart

Fuel Efficiency

Fuel Economy	70 kmpl
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Fuel Capacity	12 litre
Fuel Type	Petrol

Engine Parameters

Engine Type	4-Stroke SingleCylinder AirCooled OHC
Displacement	124.7 cc
Compression Ratio	9.1:1
Maximum Power	9.0@7000 BHP@RPM
Maximum Torque	10.35@4000 Nm@rpm
Bore	52.4 mm
Stroke	57.8 mm
Ignition	CDI

Dimensions

Length	1995 mm
Height	1095 mm
Width	735 mm
Clearance	150 mm
kerb Weight	121 kg
Chassis	Tubular Double Cradle

Drive Train

Clutch	Wet Multiplate
Gear Box	4 - Speed constant mesh

COMPETITORS

- DISCOVER from BAJAJ AUTO
- VICTOR from TVS
- LIBERO from YMIL
- FREEDOM from LML

Pleasure

Just for her

The Hero Honda Pleasure has made its name in the scooterette's market, being fitted with features meant specifically for the modern woman. Besides its established appeal and glamour, the Hero Honda Pleasure comes with attributes that makes it one of the most convenient and reliable scooterettes in the market. Launched in early 2006, Hero Honda Pleasure has achieved more than 7.5% market share in its category within a year and has become the fastest growing phenomenon in the 75-125 cc gearless scooter market in India. With a marketing message of "Why should boys have all the fun?" this gearless scooter is going places.

Looks

- Eye catching body frame and design
- Trendy colors ranging from Tahitian blue to jet black with another six popular shades in between
- Fibreglass body
- Flashy, body colored mirrors
- Stylish multi-reflector headlights
- Chic multi-reflector indicators
- Very urban looking rear grip
- Futuristic tail light cluster
- Ultramodern oval shaped instrument panel

Control

- Strong pick-up
- Variomatic gear system (conventionally gear-less) allows to zoom through high traffic and up steep slopes

- Lightweight ABS body is easier to control
- Smaller turning radius allows quick response
- Air cooled, 4 stroke, single cylinder OHC with 102 cc displacement
- Max. Power 7 bhp @ 7000 rpm
- 7.85 NM @ 5000 rpm
- Max. speed is 77 kmph
- Dry automatic centrifugal clutch
- Capacitor discharge ignition
- Self start/kick start
- 35w halogen, multi-reflector type headlamp

Comfort

- Self start
- Front suspension is bottom link with spring-loaded hydraulic damper
- Rear suspension is swing arm with spring loaded hydraulic damper
- 125mm ground clearance
- Front and rear brake: non asbestos type internal expanding shoe (130 mm) shock absorbers are reported by users to be better than other vehicles in the same category
- Puncture resistant tyre tubes
- The suspension system along with puncture less tubes and variomatic gear means effortless rides over rough terrain
- Extra leg space for a comfortable ride
- Large under seat storage space
- Optional inner rack and luggage hook
- Wide and comfortable seat
- Great balance and problem free brakes and tyres
- Good road grip

Mileage and Economy

- Two years, 24000 km warranty
- 5 lt. fuel tank
- Supposed to have an on road mileage of 50 plus, the highest in its category with a beginner's average of 40 kmpl
- Electric and kick-start work efficiently consuming less fuel to start up
- Tuff up tubes are economical vis-a-vis emergencies

Hero Honda Pleasure Features and Specifications

Overview

Make	Hero Honda
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Model	Pleasure
Starting	SelfStart

Fuel Efficiency

Fuel Economy	55* kmpl
Fuel Capacity	5 litre
Fuel Type	Petrol

Engine Parameters

Engine Type	4-Stroke SingleCylinder AirCooled OHC
Displacement	102 cc
Compression Ratio	9.0:1
Maximum Power	7.0@7000 BHP@RPM
Maximum Torque	7.85@5000 Nm@rpm
Bore	50 mm
Stroke	52 mm
Ignition	CDI

Dimensions

Length	1750 mm
Height	1100 mm
Width	705 mm
Clearance	125 mm
kerb Weight	104 kg

Drive Train

Clutch	Dry Centrifugal
Gear Box	C.D.I

COMPETITIORS

- WAVE DTS-I from BAJAJ AUTO
- SCOOTY from TVS
- ACTIVA AND INNOVA from HMS

PROCUCT FINANCING PROCEDURE

Karan Automobiles provide finance option to the customers for purchasing of products. Three banks as providing the financial sevices to the sutomers in the roganization. These banks are:-

1. HDFC Bank
2. ICICI Bank
3. CENTURION Bank

Customers can choos the finance option from anywhere either from these three banks or other banks outside the organization in which he is interested.

Banks provide the services of the finance @ 8.3% (Min) of finance providing are different for the different customers according to their occupuptions:

1. Private Job - 70%
2. Govt. employee - 85%
3. Agriculrure Land holder - 80%-85%

Maximum period of finance is 36 months.

Following documents are required for financing to customers:-

1. 4 photographs
2. Copy of 'Ration Card'
3. Copy of 'Voter ID Card'
4. Income Tax Return

5. Copy of Water/Electricity bill.
6. 10 Blank Cheque
7. Stamp papers of Rs. 10
8. Properties Documents
9. Registration Certificate

Additional requirements for Govt employees is “Salary Slip”, and for Agriculture Land Holder is “Copy of Land Papers.”

Sales Promotion

Following activities are held by the “Karan Automobiles” for sales promotion :-

- Loan camp.
- Exchange camp.
- Loan + Exchange.
- Sales Promotion Camp.
- Demo Camp.
- Event Participation.
- Rally.
- Demo Van.
- Publicity Campaign.
- Passport Camp.

- Road Show.
- Sponsorship of Tournaments (50% cost is bared by the Dealer and 50% by the company HHML).
- Advertising by the HHML at National and International level.

PLACE

Production:-

Karan Automobiles gives the order of required products to the Two Producton Places.

Orders are given at 20th of the particular month.

Following are the two production places and the products which are manufactured in that place:-

1. HHML Dharuhera, Haryana (India)

Products:-

- CD DAWN
- CD DELUXE
- SPLENDER PLUS
- SUPER SPLENDER

2. HHML Gurgaon, Haryana (India)

Products:-

- PASSION PLUS
- SPLENDER PLUS
- SUPER SPLENDER

- GLAMOUR
- ACHIEVER
- CBZ XTREME
- KARIZMA
- PLEASURE
- HUNK

TRANSPORTATION

Products are carried in by the Truck from production places .

All products are insured from ICICI Lombard (only at transportation).

SUB DEALERS

- Hem Rishi Automobiles, Sri Dungargarh

- Shyam Sarkar Automobiles, Ratangarh

- Amit Automobiles, Lunkaransar

WORK SHOP AND SPARE PARTS DEPARTMENT

Work shop department has basically seven parts:-

1. Reception
2. Engine Service Zone (Work Manager's Office)
3. Pre-Driving Inspection (PDI) room (Accident or minor repair)
4. Front/ Billing office
5. Workshop/Passport office
6. Customer Lounge
7. Canteen

Post Warranty Labour Schedule

General	100 CC (Rs.)	Above 10 Cc (Rs)	
		CBZ	KARIZMA
General Service (with tuning)	90	100	150
HH Engine Genuint 4T + REPL selected bottle/form Barrel	106/100	106/100	106/100
replacement of Control Cable (any)	20	25	30

Battery Charging with Electrolyte filling	30	30	45
Replacement/Cleaning of Spark Plug	10	10	15
complete Dismantling & Assembling of motorcycle	600	650	1000

Exclusive job for SPLENDER AND PASSION

PARTICULAR	
REPLACEMENT OF REGISTER	30
REPLACEMENT OF REAR COWL RH/LH	30
REPLACEMENT OF VISOR	40
REPLACEMENT OF FUEL GAUGE	40
REPLACEMENT OF RR UNIT	30
REPLACEMENT OF HEAD LIGHT/TAIL LIGHT ASSEMBLY	40/35

F I N A N C E

BALANCE SHEET

Liabilities	Amount	Assets	Amount
Capital	720000	Fixed Assets	
Loan	305000	Land & Building	500000
Current Liabilities		Current Assets	
Creditors	150000	Debtors	300000
Liab. For Exp.	125000	Stock	250000
Bank Overdraft	100000	Cash & Bank	200000
Bills Payable	25000	Prepaid Exp.	50000
Total	1425000	Capital Loan	1425000

$$\begin{aligned} \text{Current Ratio} &= \frac{\text{Current Assets}}{\text{Current Liab.}} \\ &= \frac{800000}{400000} \\ \text{Current Ratio} &= 2 : 1 \end{aligned}$$

According to current ratio the company financial condition is very good because the ratio should be 2:1. It means the company have current liabilities

1. s Rs. 1 & the current assets is Rs. 2.
2. Liquidity Ratio = $\frac{\text{Quick/Liquid Assets}}{\text{Current Liab.}}$

$$\begin{aligned} \text{Quick Assets} &= \text{Current Assets} - [\text{Stock} + \text{P.P.Exp.}] \\ &= \frac{500000 [800000 - 250000 - 50000]}{400000} \\ &= 1.25 : 1 \end{aligned}$$

Quick Assets means totally quick. It should be 1:1. It means the company have current liabilities is is Rs. 1 & liquid assets is also Rs. 1.

Hence the current financial condition is very good because the quick ratio is too high from 1:1.

3. Absolute Liquidity Ratio = $\frac{\text{Absolute Liquid Assets}}{\text{Quick Assets}}$

It is still more stringent than of liquidity. It may not be possible to realise amounts from all the debtors and hence the amount as debtors also is treated as non liquid asset.

$$\begin{aligned} \text{A.L.R.} &= \frac{\text{Cash} + \text{Marketable Securities}}{\text{Quick Liabilities}} \\ &= \frac{200000 + \text{Nil}}{300000 [4000000 - 100000]} \\ &= .67 : 1 \end{aligned}$$

Quick Liabilities means all current liabilities. But bank overdraft is not included in current liabilities. It should .5:1. It means the company have Rs. 1 quick liabilities the absolute liquid assets [Cash + Marketable Securities] is Rs. 5.
Hence it is more beneficial, because the absolute liquidity ratio is .67 :1 is more from .5 :1.

C H A P T E R 5

A N A L Y S I S

SWOT ANALYSIS

Strengths:-

- HHML's Reputation in the market
- 50% market share.
- Organizational goals are totally based on customers satisfaction.
- Products have high quality & are low expensive.
- Regularity in Promotional Activities.
- Effective sales force
- Employees work in a group.
- Computer & Telephones are in each Dept. for effective communication.

Weaknesses:-

- Lack of Innovations in the Existing Products.
- HHML produces its own competitor in the same segment (Super Splender & Glamour both are in 125 cc segment).
- HHML just wants to repeat the Splender in every segment.
- DSPM is not followed strictly in Karan Automobiles.

Opportunities:-

- Develops a powerful outlet for women (Pleasure)
- Develops a software program to teach workshop personal like DSPM
- Karan Automobiles expends its sub-dealers.
- More promotional activities will be help at upcoming time
- Goodwill is being in rural areas also.

Threats:-

Competitors

Partition of sales because of two dealers are available in Bikaner.

Decreasing of market share every year.

Decreasing of market share every year.

Some leading products like Splender in it's declining stage.

C H A P T E R 6

CONCLUSION

&

SUGGESTIONS

CONCLUSION:-

After studying Karan Automobiles & the products of HHMI we have reached at the following conclusion:-

- Financial position of the Karan Automobiles is very strong because of the person behind it “Mr. Om Prakash Chautala.”
- Management & employees are very co-operative.
- Organization follows one rule that is “Customer is God.”
- Main reason of the success of Karan Automobiles is that the Director & Managers work as a leader rather than manager.
- Products have high goodwill in the market.
- Market share of the products is 50%.
- DSPM is a very effective program for employees.

SUGGESTIONS

- To maintain the reputation in market.
- Don't eliminate the product's originality.
- Don't be defender, be attacker for the competitors.
- Don't create competition in its own products.

- Strictly follow the DSPM
- To expand the business at Technological and Geographical level.

CHAPTER 7

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C H A P T E R - 8
A N N E X U R E

ANNEXURE

Purpose Of The Bike:

- (a.) Own use
- (b.) Company use
- (c.) Tax Service

1. Reason For Purchasing Hero Honda Bikes:

- (a.) Manufacturer's reputation
- (b.) Availability of quality services
- (c.) Cost of the vehicle
- (d.) Looks of the vehicle

Other Parameters Considers While Purchasing The Hero Honda Bikes:

- (a.) Looks
- (b.) Price
- (c.) Color
- (d.) Engine Capacity
- (e.) Pickup
- (f.) Accessories

4. Hero Honda Bikes Respondents According to Their Marital Status:

- (a.) Married
- (b.) Unmarried

5.Awareness about the bikes:

- (a.) Television Advertisement
- (b.) Newspaper Advertisement
- (c.) Friends and Relatives
- (d.) Other Sources

6.How the bike is being purchased:

- (a.) Through Loan
- (b.) Direct Payment

7.Customer experience at the time of purchasing the bikes:

- (a.) Politeness of the dealer
- (b.) Availability of Information when asked
- (c.) Commitment of Delivery
- (d.) Cleanliness of the vehicle

8.Opinion about the price of bikes by the customer

- (a.) Highly Priced
- (b.) Reasonably Priced
- (c.) Approximately Priced
- (d.) Below level Priced

9.Occupation of the bikes owners :

- (a.) Government
- (b.) Professionals
- (c.) Business
- (d.) Retired

10. Level of satisfaction with the overall performance and post-purchase services of karan automobiles:

- (a.) Highly Satisfied
- (b.) Satisfied
- (c.) Dissatisfied
- (d.) Highly Dissatisfied

11. Are you satisfied with overall performance and post-purchase services of karan automobiles:

- (a.) Yes
- (b.) No

If No than Why.....

12. Please give your suggestions to improve organization effectiveness?

.....
.....

13. How do you come to know about karan automobiles:

- (a) Advertisements
- (b) Friends
- (c) Company Customers
- (e) Press Articles
- (f) Franchise

