

Project Report

SUMMER INTERNSHIP PROGRAMME

MASTER OF BUSINESS ADMINISTRATION

Title of the Project

STUDYING TO IDENTIFY THE BRAND CHOICE OF FOUR WHEELER'S IN ASANSOL & DURGAPUR REGION.

Brand Affinity & Brand Switching Behavior

Submitted by

NAME OF STUDENT: SOUVICK GHOSH

ROLL NO: 12000923047

SESSION: 2023-2025

Name of the Organization: DR. B.C. Roy Engineering College, Durgapur

Under the guidance of

Internal Guide

PROF. Niloy Kumar Bhattacharjee

External Guide

Mrs. Moumita Chatterjee



UNDERTAKING FOR SIP

I Mr. **SOUVICK GHOSH**, S/O **SANJIB GHOSH**, pursuing MBA Batch 2023-25 from Faculty of Management Studies, Dr. B. C. Roy Engineering College, Durgapur, hereby undertake the responsibility of joining **Rudra Automobiles Pvt. Ltd** for the purpose of **Summer Internship Programme (SIP)** as a part of my MBA Curriculum w.e.f. the date assigned by the SIP Organization for a duration of 06-08 weeks.

I do hereby declare that the SIP is self arranged/ arranged by college. I agree to abide by all the norms and regulations mentioned in the **Instruction Sheet** which I have received through email from the department, during my internship as applicable in the organization mentioned above. I will be solely responsible for my conduct and any non-adherence to the company in the concerned organization during this period. The college authority has every right to take disciplinary action against me in view of violation of any norm in the organization on my part.

I also take the responsibility of informing my whereabouts to my SIP mentor, my parents as well as to the company, on my own from the date of leaving the campus till the time I rejoin. I agree to submit a **Joining Report** which I have received via email from the department, within 15 days of joining the internship. I promise to communicate with my Internal Project Guide at an interval of every week regarding the progress of the Project work.

Signature: *Souvik Ghosh*

Name: **SOUVICK GHOSH**

University Roll No.: 12000923047

Date: *22/01/25*

COUNTERSIGNED BY

Parents/Guardians:

Name: **SANJIB GHOSH**

Date: