**(Certificate from the Institute)**

This is to certify that the Project Dissertation titled BRAND POSITIONING AND CONSUMER BEHAVIOUR(MUSIC INDUSTRY, is a bonafide work carried out by Mr. MANOJ KUMAR of MBA 2013-15 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide Signature of Head (DSM)

Seal of Head

Place:

Date:

**(Declaration)**

I MANOJ KUMAR student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Summer Internship Report on MARKET RESEARCH ON CASIO KEYBOARDS submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship

Name of the student

Place:

Date:

 **ACKNOWLEDGEMENT**

The satiation and euphoria that accompany the successful completion of the project would be incomplete without the mention of the people who made it possible.

I would like to take the opportunity to thank and express my deep sense of gratitude to my corporate mentor **Mr. Sachin Sharma** and **Mr. Sumit Kumar**. I am greatly indebted to both of them for providing their valuable guidance at all stages of the study, their advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project. I would also like to thank **Mr. Nagender Singh** ,who in spite of busy schedule has co-operated with me continuously and indeed, his valuable contribution and guidance have been certainly indispensable for my project work.

I am thankful to **Mr. Nitin** (HR) for giving me the opportunity to work with Casio India Co. Pvt Ltd.

I owe my wholehearted thanks and appreciation to the entire staff of the company for their cooperation and assistance during the course of my project.

I would also like to thank all the respondents for giving their precious time and relevant information and experience, I required, without which the Project would have been incomplete.

Special thanks to my project mentor Mr. Abhinav Chaudhary sir who guided me to prepare this report.

I hope that I can build upon the experience and knowledge that I have gained and make avaluable contribution towards this industry in coming future.

 **EXECUTIVE SUMMERY**

The project was started on 6th of June 2014 after knowing all the relevant information related to keyboard industry, under the guidance of Mr. Sumit Kumar (Astt. Manager, Marketing). The first part of my project involved qualitative study of students, music academies and music instrument dealers in Bangalore region and then identifying their perception towards brand- CASIO. For this, I used method of personal interviews.

To complete my project, I visited students, music academies and musical instrument dealers located in MG Road, Koramangala, Brigade Road, Jayanagar, Konunakunte, Banashankari, Bunnergutta Road, Mico Layout and few more places.

Second part of the project involved quantitative study. Based on the findings from qualitative study, I prepared 4 separate sets of questionnaires each for students, music teachers and musical instrument dealers**.** I interacted with 70 students, 30 teachers, 30 parents and 10 dealers and got their responses on respective questionnaires.

After analyzing the findings from qualitative study and responses from quantitative study, a proposed marketing development plan was formulated.