

PROJECT REPORT ON
A CASE STUDY ON OVERALL PERFORMANCE OF TATA
MOTORS IN KOHIMA

*Project report submitted to Nagaland University in partial fulfilment
for the award of the degree of Bachelor of Commerce*

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DECLARATION

I declare that the project report entitled “**A Case Study on Overall Performance of Tata Motors in Kohima**” submitted by me for the award of the degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted for any other degree of this University or any other university.

GITA KUMARI

CERTIFICATE

We recommend that this project report be placed before the examiners for evaluation.

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1. INTRODUCTION

1.1 Introduction of TATA Motor

TATA Motors Ltd. engages in the manufacture of motor vehicles. It operates through the Automotive and Other Operations segments. The Automotive segment operations include all activities relating to the development, design, manufacture, assembly and sale of vehicles including vehicle financing, as well as sale of related parts and accessories. The Other Operations segment includes information technology services, and machine tools and factory automation solutions. The company was founded on September 1, 1945 and is headquartered in Mumbai, India. It is also world's fifth largest truck manufacture and fourth largest bus Manufacture Company.

TATA Motors showroom located in New Secretariat Kohima which sales vehicles all over Nagaland and provide various model of TATA Motors cars that includes Tata Tiago, Tata Altroz, Tata Harrier, Tata Yodha pickup etc. Its product includes passenger car, Truck, vans, coaches, buses, military vehicles. TATA Motors is an automobile company and it is leader in commercial vehicles segment and among the top in passenger vehicle with winning product in the compact midsize car and utility segment.

The overall performance of the TATA Motors showroom in Kohima was tremendous as of others. The study entitled "Overall Performance of TATA Motors Showroom in Kohima" mainly focus on the overall performance which include customer satisfaction with respect to price and quality, its revenue, its employee salaries etc., of the showroom in kohima. The sample design taken for the study is convenient sampling for collecting the data primary and secondary methods are used. Customer satisfaction, employee satisfaction, the showroom revenue was the key factor in knowing the success of any business , therefore, it is very important to measure it and to find the factors that affect the overall performance of the company.

Consumer are most likely to appreciate the goods and services they buy, provided if they are made to feel special by the company's employee. This occur when they feel that the goods and services that they buy have been specially produced for them or for people like them. Gaining high level of consumer and employee satisfaction is important to a business because satisfied consumer and employee are most likely to be loyal to a business. Hence, it can be said that the satisfaction of employee and consumer is directly proportional to the overall performance of the company.

TATA Motor employee guided by the 'mission' to be passionate in anticipating and providing best vehicles with reasonable price. And according to the sales manager of TATA Motors, Kohima given data Tata Nexon is one of the best example of it as it is the most sold vehicle by TATA Motors showroom in Kohima.

1.2 Statement of the problem

The study entitled "Overall performance of the TATA Motors in Kohima" mainly focus on the performance of the TATA Motors as how it is running in kohima , financial position of the business whether the customer are satisfied with the product and service provided to them by TATA Motors kohima showroom and also whether they face any problem to bring huge vehicles from other state and to know whether the employee working there are satisfied with their job and working condition and the salaries provided to them by the TATA Motors showroom in Kohima.

1.3 Literature review

The purchase of automobiles in India have increased manifold during the last decade. This is largely due to growing urbanization, economic development and increasing per capita income. With this there has been intense competition among the automobile company.

The earnings from export have been also increasing since then. But as compared to other parts of the world, this is still low. So, innovativeness in R&D and building more

efficient vehicles has been in demand during the past few years to remain competitive in the market.

TATA Motors was not a successful company long back where in 2001; it suffered a loss of Rs. 500 crore. In the same year the prices of TATA Motors Limited stocks has gone down from Rs. 564 to Rs. 59 [14]. Although in 1995, Tata had its products as Sumo, Tata Sierra and with its ties with Daimler Benz started producing Mercedes Benz in India but still it suffered losses. During that time the commercial vehicle segment of TATA Motors was the major revenue generating segment for the country.

At the same time increasing consumption of consumer goods and the restrictions put by the Government of India on plying of heavy goods vehicles in the cities particularly in the day time increased the demand of light goods vehicles in the market. Mr. Takachi Kikuchi, MD, Isuzu Motors India says that, "The pickup trucks and utility vehicles are the fastest growing segments in the last 2 years". The Indian automotive market is at a tipping point, and the real growth is only starting now. In particular, the pickup trucks and utility vehicles are the fastest growing segments in the last 2 years and we expect the growth to continue. The pickup trucks segment today accounts for the largest share of the overall commercial vehicle market at 35% and Utility vehicles now account for 20% of the passenger vehicle market.

The following are the few existing studies reviewed which were conducted by researchers in the view of analyzing the financial performance during merger activity in different time periods.

The study entitled Effect of mergers on corporate performance in India, written by Vardhana Pawaskar (2001), studied the impact of mergers on corporate performance. It compared the pre- and post- merger operating performance of the corporations involved in merger between 1992 and 1995 to identify their financial characteristics. The study identified the profile of the profits. The regression analysis explained that there was no increase in the post- merger profits. The study of a sample of firms, restructured through mergers, showed that the merging firms were at the lower end in terms of growth, tax and liquidity of the industry. The merged firms performed better than industry in terms of profitability.

Mansur.A.Mulla (2003) in his case study Forecasting the viability and operational efficiency by use of ratio analysis: A case study, assessed the financial performance of a textile unit by using ratio analysis. The study found that the financial health was never in the healthy zone during the entire study period and ratio analysis highlighted that managerial incompetence accounted for most of the problems. It also suggested toning up efficiency and effectiveness of all facets of management and put the company on a profitable footing.

PramodMantravadi and Vidyadhar Reddy (2007) in their research study Mergers and operating performance: Indian experience, attempted to study the impact of mergers on the operating performance of acquiring corporate in different periods in India, after the announcement of industrial reforms, by examining some pre- and post-merger financial ratios, with chosen sample firms, and all mergers involving public limited and traded companies of nation between 1991 and 2003. The study results suggested that there are minor variations in terms of impact on operating performance following mergers in different intervals of time in India. It also indicated that for mergers between the same groups of companies in India, there has been deterioration in performance and returns on investment.

A book entitled Mergers & acquisitions in the banking sector- The Indian scenario, written by Selvam. M (2007) has analyzed the implications of stock price reactions to mergers and acquisitions activities taken place in banking industry with special reference to private and public sector banks. The author has found from the analysis that the share prices are market sensitive. From the financial analysis it was observed that majority of the banks went for branch expansion and this has affected profitability to some extent and it resulted in unhealthy competition among the players.

HotwaniRakhi (2013) the author examines the profitability position and growth of company in light of sales and profitability of TATA Motors for past ten years.

Data is analyzed through ratios, standard deviations and coefficient of variance. The study reveals that there not exists a strong relationship between sales & profitability of company.

Daniel A. Moses Joshunar (2013) the study has been conducted to identify the financial strength and weakness of the TATA Motors Ltd. using past 5 year financial statements. Trend analysis & ratio analysis used to comment of financial status of company. Financial performance of company is satisfactory and also suggested to increase the loan levels of company for the better performance.

To sum up the review of literature, many contributions have offered different perspectives of merger in different industries worldwide and explained the valuation techniques followed by merging companies, and shareholders wealth effect due to merger. From the review of many excellent research papers analyzing the pre and post-merger performance of merged companies, it is inferred that majority of the studies strongly support the concept of enhanced post-merger performance due to merger and it is beneficial to the acquirer companies.

1.4 Research Method

- Primary data

This research have been done through interview and making Questionnaires.

- Secondary data

This research have been done through external sources referring to some magazines, newspaper, websites and also referring to some project which have been done by others.

1.5 Objective of the study

- To know the financial position of the business.
- To know whether they face any problem while import vehicles from other state.
- To find out the daily sale of the vehicles and profit of the business.
- To find out the facilities provided by the showroom to the customers when they purchase vehicles.
- To find the level of satisfaction of customer when they buy the product.
- To know the behavior of employer with employee.

1.6 Scope of the study

There is tremendous amount of scope for the future research in the area. Due to limited data the research could not cover many section such as research on all the competition in the market, Research on the buying behavior which would include brand performance brand attitude, product satisfaction , purchase behavior , purchase intention , brand awareness , financial position segmentation studies etc.,

1.7 Limitation of the study

- The analysis of the present study has been carried out based on the information collected from TATA Motors Questionnaires' which were not enough to get details information about TATA Motors performance.
- The result fully depends on the information given by the respondents which may be basic.

CHAPTER 2 - DATA ANALYSIS AND INTERPRETIONS

2.1 Company Profile

TATA Motors showroom was established in Kohima, in the year 2019. M.H. Tovito Aye is the owner of TATA Motors showroom and it is located in New Secretariat Kohima which sales vehicles all over Nagaland and provide various model of TATA Motors cars includes Tata Tiago, Tata Altroz, Tata Harrier, Tata Yodha pickup etc. Its product includes passenger car, Truck, vans, coaches, buses, military vehicles. TATA Motors automobile company and it is leader in commercial vehicles segment and among the top in passenger vehicle with winning product in the compact midsize car and utility segment. It is also world's fifth largest truck manufacture and fourth largest bus Manufacture Company.

Year of establishment : 2019

Set up by : M.H. Tovito Aye

Working hours : 09:00 am to 04:30 pm

Number of working days : Six (6) [Monday to Saturday]

Account maintained : Sales and Profit & Loss Account

Duration of account : Daily, Monthly, Yearly Account

Net Income In a month : Depends on the goods sold

2.2 Classifications of vehicles of TATA Motors

1. HCV – Heavy Commercial Vehicle

These vehicles are used on sectors like mining, construction, road works, logistics, petrochemicals, agricultural products and many more.



1. Tata Signa 5523.S - The robust and sturdy giant



2. Tata Prima trucks

It is further classified with respect to kilometer ranges as

- ICV- Intermediate Commercial Vehicle ranges from 8km to 10 km
- MVC- Medium Commercial Vehicle ranges from 11 km to 16 km
- HCV– Heavy Commercial Vehicle ranges from 17 km and above

2. MCV – Medium Commercial Vehicle



3. Tata tippers – 2-axle tippers

3. LCV – Light Commercial Vehicle

| | | |
|---|--|--|
|  |  |  |
| Zip Gold | Ace Mega | Tata Intra |
| With a payload capacity of 800kg and an unbelievable mileage, this small cargo truck is the ladder to success for transporters. | Powered by a 4th generation DICOR engine the Ace Mega is the most reliable small pickup truck for you. | Intra is a range of rugged & powerful, compact trucks built on TATA's new 'Premium Tough' design philosophy for commercial vehicles, which combines rising levels of visual richness and sophistication with robustness and reliability. |

4. Zip Gold, Ace Mega and Tata Intra

2.3 Data collected through primary method about the TATA Motors showroom in Kohima

Questionnaires' were done with the showroom manager and I found out that Employees were performing their best to sell all the type of vehicles. They don't face any problem in importing vehicles from the manufacturing company situated in other state. Customer are fully satisfied with the vehicles which they purchase from the showroom. Vehicles of TATA Motors are high quality one, good quality battery, high power, affordable price, etc. are too good as compare with other company. Even employee are satisfied with their job and the salaries provided to them by the showroom. The most important part is that they hardly face any losses in their business which is one of the best part about the business. This showroom sales vehicles of around Rs 20 to 30 lakh per day which is enough to show the financial performance of the company and the showroom.

While following the primary method on TATA Motors I came to know that some problems faced by this showroom that they don't have service center due to which the customers faces servicing issues. Job of the employee are not secure in TATA Motors kohima. I also get to know that the first preference is given to experience employee who have worked in some other company and have some experience in the field of selling the good and services compared to the fresher.

Popular TATA Motors vehicle sold in kohima turns out to be Tata Nexon followed by Tata Nano.

There are the vehicle which is mostly preferred by the people of kohima due to many reasons and top most reason is the road condition.

Below are some of the images of the most popular cars in kohima



5. Tata Nexon(kohima most sold out car)

TATA NEXON. Nex Level Safety. Nexon's high-strength steel structure absorbs impact energy and protects the passenger during an unfortunate collision. Nex Level Design. Nex Level Technology. Nex Level Performance. Nex Level Comfort.



6. Tata Nano features

Exciting Features For. Striking Infinity Motiff Grille. A sporty grille accentuates the car's vibrant feel with striking looks. Smoked Headlamps. Sporty Integrated Tailgate Spoiler. Tata Signature Steering Wheel. Premium Seat Fabrics



7. Tata Nano



8. Tata Indica

Tata Indica Features Elements like rear chrome garnish, side blinkers on ORVMs, clear lens headlamps, chrome finished grille, body coloured door handles style the exterior. Cabin sports dual tone colour theme, silver accent on console and gear knob tip and tachometer



9. Tata Tiago

Explore Tata Tiago Key Highlights. Absolute Safety. Absolute safety as standard in all variants. Dual Airbags, ABS with EBD and CSC, Rear view camera adds to the safety in Tiago. SPORTY DESIGN. Next-Gen Technology. Dynamic Performance. Customer Delight.

2.4 Analysis of Data and Interpretation

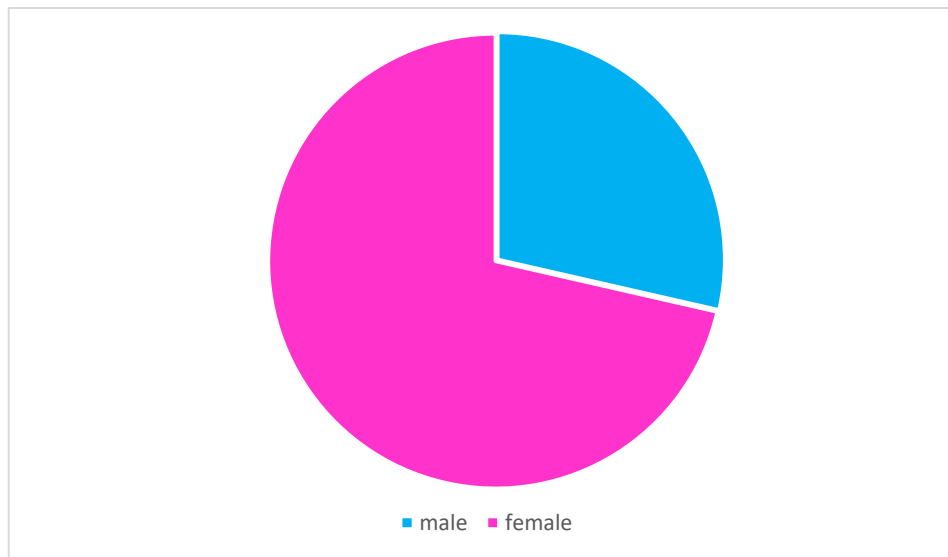
Analysis of data means studying the original material to discover the inherent fact, the data are studied from as many angles as possible to explore the search data has been collected and data analysis has been made the researcher can proceed of interpretation is eventually one, stating what the result show. The research data become meaningful only being analyzed and interpreted.

Graph is used to interpret the finding in a better manner.

1. Table on male to female employment.

This table gives the information that out of every 10 employee 4 is male and 6 is female and the ratio of male to female out of 100% is 40 : 60

| Gender | Number of employee | Percentage |
|--------|--------------------|------------|
| Male | 4 | 40 |
| Female | 6 | 60 |
| Total | 10 | 100 |

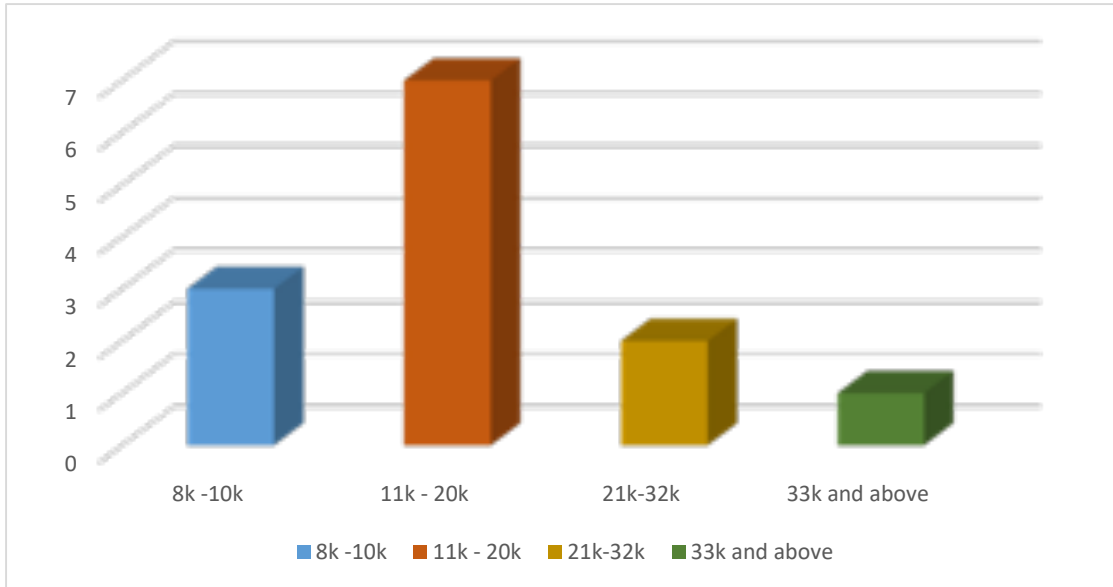


1. Pie chart representing male to female employment

2. Table on monthly salary of the employee of various position.

This table gives the information of 10 employee whose salary lies according to their position.

| Number of employee | Salary range | Position |
|--------------------|--------------|---------------|
| 3 | 8k-10k | Lower |
| 7 | 11k-20k | Middle |
| 2 | 21k -32k | Semi - higher |
| 1 | 33k & above | higher |



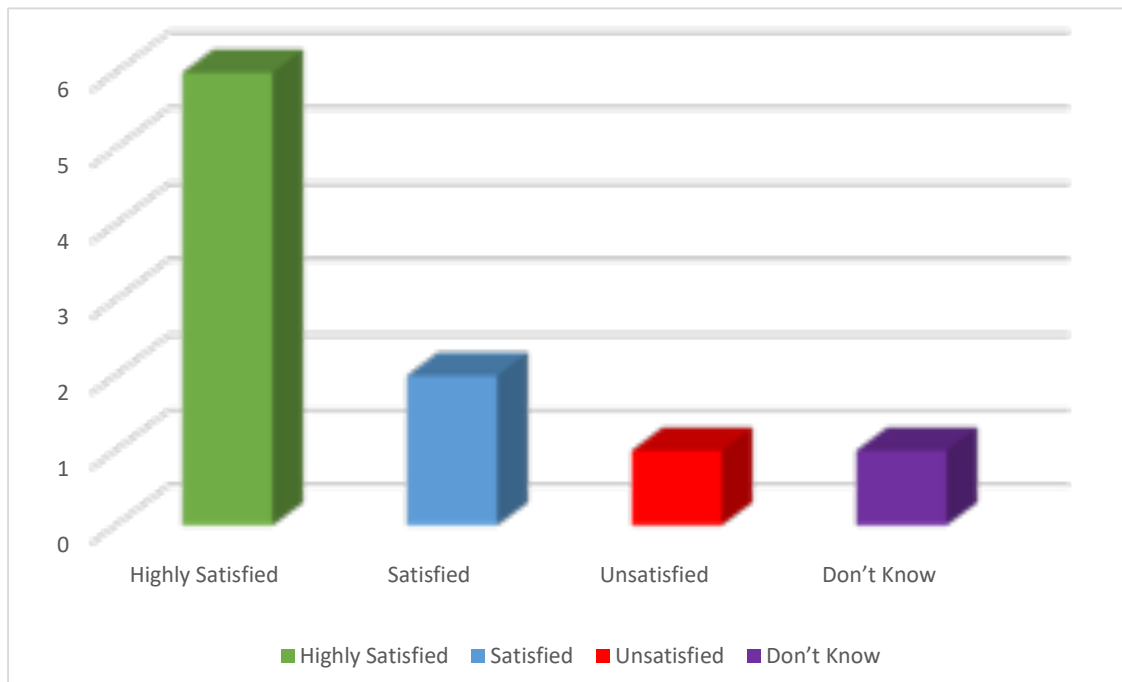
2. Bar graph representing the salary of the employee

- Lower post include those employee who work as a helper
- Middle post include those employee who work as a clerk, customer service provider, etc.
- Semi- higher post include those employee who work as a manager
- Higher post include those who work as a general manager

For any company to run customer satisfaction is one of the most important factor for the business growth and talking about the TATA Motors in Kohima it provides higher satisfaction. According to the data's collected, the satisfaction level of the customer on the qualities provided by TATA Motors is very high.

3. Table on customer satisfaction on quality

| Particular | Number of customer responds on the quality | Percentage of customer satisfaction |
|------------------|--|-------------------------------------|
| Highly satisfied | 30 | 60 |
| Satisfied | 10 | 20 |
| Unsatisfied | 5 | 10 |
| Don't know | 5 | 10 |

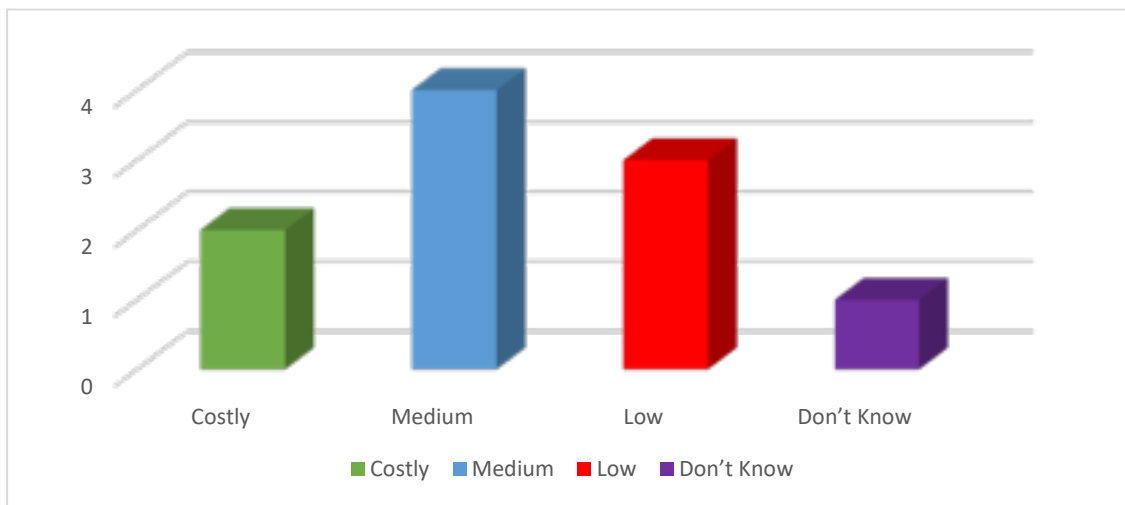


3. Bar graph representing the customer satisfaction on the quality provided by TATA Motor

According to the data collected by the study it was found that the price set on TATA Motors vehicles was moderate to the customer.

4. Table on customer's response on TATA Motors vehicle price

| Particular | Number of customer responds on quality | Percentage of customer satisfaction |
|------------|--|-------------------------------------|
| costly | 2 | 20 |
| Medium | 4 | 40 |
| Low | 3 | 30 |
| Don't know | 1 | 10 |

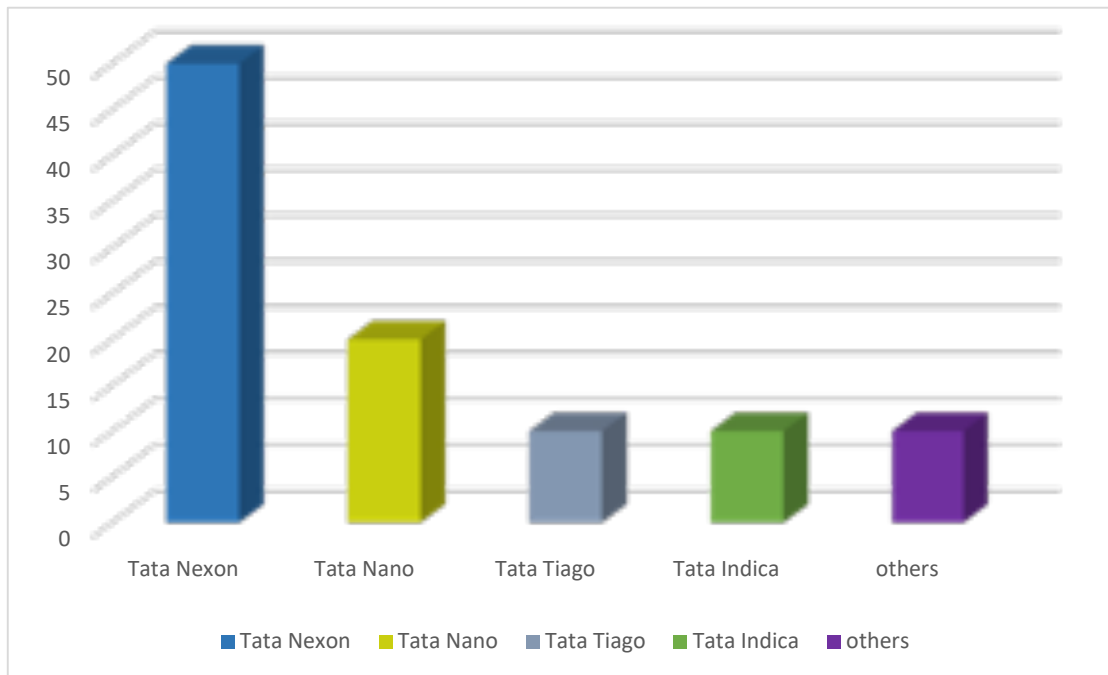


4. Bar graph representing the customer's response on TATA Motors vehicle price

Through the study, I found out that there are some vehicle which are in great demand or we can say that its people choice and that is Tata Nexon . The showroom manager gave the information that out of every 100 car 50 is Tata Nexon followed by Tata Nano then others.

5. Table on the mostly sold vehicles of TATA Motors in kohima

| TATA Motors vehicle model | Number of buyers | Percentage of buyers |
|---------------------------|------------------|----------------------|
| Tata Nexon | 50 | 50 |
| Tata Nano | 20 | 20 |
| Tata Tiago | 10 | 10 |
| Tata Indica | 10 | 10 |
| Others | 10 | 10 |

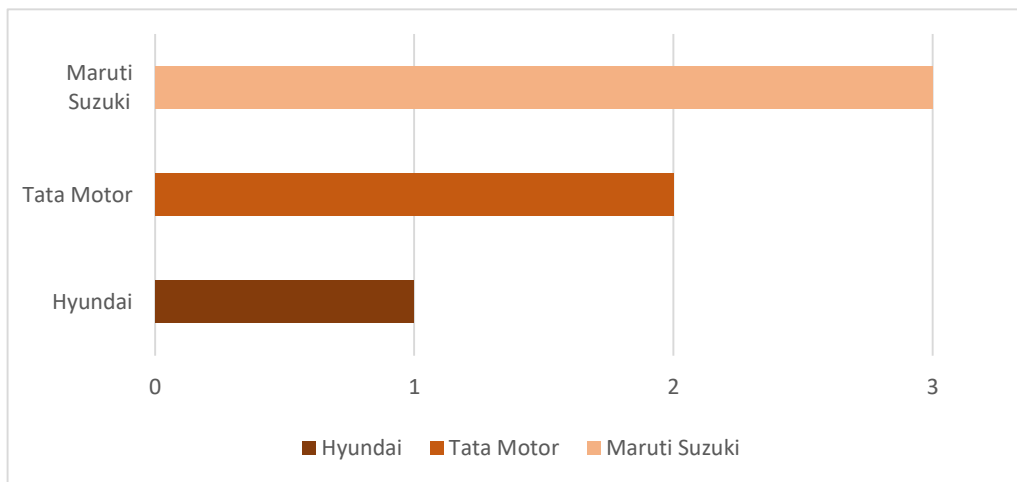


5. Bar graph representing the mostly sold vehicles of TATA Motors in kohima

No company is considered to be the best till it don't have a competition with other companies, as customer buys their choice of product and it applies to TATA Motors too. Through primary datas collected I found out that Hyundai is the competitor of TATA Motors in kohima and the most preferable automobile company which satisfies the consumer of kohima in all aspects. Hence, Hyundai is in rank 1 followed by TATA Motors with rank 2 and Maruti Suzuki at position 3 according to people's choice.

6. Table on choice of various automobile company in kohima

| Company | Choice |
|---------------|--------|
| Hyundai | 1 |
| TATA Motors | 2 |
| Maruti Suzuki | 3 |



6. Clustered bar graph on the choice of various company in kohima.

The below bar graph shows the profit and loss of the TATA Motors showroom kohima.

It shows that out of 100 percent there is a profit of 80 percent which is a remarkable profit of the company.



7. Bar graph representing the profit and loss of the showroom

CHPATER 3 – CONCLUSION

3.1 Findings

- The vehicles that TATA Motors manufacture is of good quality.
- The vehicles price set by TATA Motors is at reasonable rate.
- The relationship between the employee and supervisor is good.
- Job of the employee working is TATA Motors are not secure in Kohima as their job depends on the employee performance. For eg. Employee who sales more number of cars gets benefits and gets promoted but those employee who cannot perform well lost their jobs.
- It do not provide service center in kohima due to lack of technical expert, due to which they are not able to satisfy their customer.
- Tata Nexon is the most sold out vehicle as compared to other.
- The showroom revenue is tremendous as out of 100% they gain 80% profit.

3.2 Suggestions

- In kohima, the distribution channel should need to be improved because most of the latest model are not available and it take long time to reach to showroom.
- They should make plane to enter in product line which offer good potential for growth and profitability.
- They should use advertisement strategy which is very necessary for making customer aware about the product.
- They should prove certain kind of offer to the customer so that the customer level will increase.
- TATA Motors showroom should open services center in kohima so that they can satisfy the customer and provide all facilities to the customer.
- They should give equal opportunity to the fresher and give training to the fresher so that fresher can perform their best to do their job.
- Electric vehicles should be introduce as there very limited source of energy.

3.3 Conclusion

This study entitled “***The overall performance of TATA Motors in kohima***” concludes that TATA Motors has a tremendous performance in kohima generating 80% revenue in 100% and also satisfied the customer’s expectation and perceptions of the services. TATA Motors has not exaggerated its quality of service in order to prevent higher customer expectation of service. It has provide their customer the vehicles at a very moderated price without compromising the quality of the product. The employee of TATA Motors have good coordination among themselves which plays a very important role in the growth of any company as company growth is directly proportional to the group of team working for company.

It has to enhance services quality, customer attraction should be retained, and competitive advantage should be gained, training should be provided and should improve their knowledge of service to provide better services to their customer. New model vehicle should be imported to kohima so as to provide its customer latest technology such as electric cars.

The study considered the overall performance of the company. Hence, due to limited data the research could not cover many section such as research on all the competition in the market, Research on the buying behavior which would include brand performance brand attitude, product satisfaction , purchase behavior , purchase intention , brand awareness , financial position segmentation studies etc., Therefore, further studies are recommended to conduct surveys of manager and employees because their understanding of customer expectation as well as their communication with customer is important for the company to function smoothly as it plays very important factor in the performance of the company.

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Questionnaires

1. Do you sales your product all over Nagaland?
2. Do you find any competition in the market?
3. If yes then which are those companies.
4. Who is the biggest competition?
5. Do you provide any extra services to customer who purchase vehicles from your showroom?
6. Are there any complaints from the customer regarding the product so far?
7. Do you face any problem while importing vehicles from outside?
8. Do you have any other branches in Nagaland?
9. Do you give job security to your employee?
10. What is your monthly expenses incurred by your showroom?
11. What is your monthly profit?
12. Do you face any loss in your business?
13. Which TATA Motors vehicles if preferred by the customers of kohima.
14. Rank of TATA Motors showroom in Nagaland.
15. After buying TATA Motors vehicles do you face any problems?
16. Are you satisfied with the product quality provided by TATA Motors?
17. What is your opinion on vehicles price set by TATA Motors?
18. Are you satisfied with the performance of TATA Motors Cars?
19. Will you recommend others to buy TATA Motors product?
20. Are you satisfied with TATA Motors?