

**“A STUDY ON CONSUMER BEHAVIOR TOWARDS
HYUNDAI CAR IN MYSURU CITY”**

By :

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Project report submitted to the University of Mysore in partial fulfilment
of the requirements of 4th Semester MBA Degree examination 2020.

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CERTIFICATE

This is to certify that **HARSHITHA S**, student of IV semester MBA course in this institute has prepared the project report titled “**A STUDY ON CONSUMER BEHAVIOR TOWARDS HYUNDAI CAR IN MYSURU CITY**”, in partial fulfilment of the requirement of IV semester MBA degree examination –2020.

Date:

Place: Mysore



(Prof. AISHA M. SHERIFF)

CHAIRPERSON

**B.N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES
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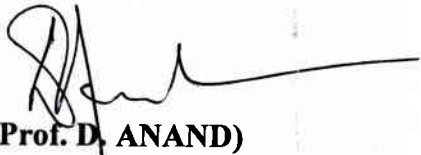
MYSURU-570006

GUIDANCECERTIFICATE

The project report titled "A STUDY ON CONSUMER BEHAVIOR TOWARDS HYUNDAI CAR IN MYSURU CITY" prepared by HARSHITHA S under my guidance. This report is submitted to University of Mysore in partial fulfilment of the requirement of IV semester MBA degree examinations-2020.

Date:

Place: Mysore



(Prof. D. ANAND)

Project Guide