

**A STUDY ON BRAND PREFERENCE AND CONSUMER BUYING  
BEHAVIOUR TOWARDS MARUTI SUZUKI**

*by*

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**Project report submitted to the University of Mysore in partial fulfillment of the  
requirements of IV Semester MBA degree examinations 2021**

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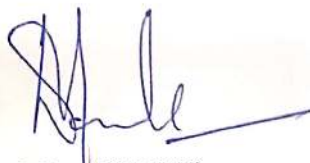
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**CERTIFICATE**

This is to certify that **ROHITH PRASAD P**, student of IV semester MBA course in this institute has prepared the project report titled **A STUDY ON BRAND PREFERANCE AND CONSUMER BUYING BEHAVIOUR TOWARDS MARUTI SUZUKI** in partial fulfillment of the requirement of IV semester MBA degree examination – 2020-2021

Date: 30/8/2021

Place: Mysore

  
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**GUIDANCE CERTIFICATE**

The project report titled "A STUDY ON BRAND PREFERANCE AND CONSUMER BUYING BEHAVIOUR TOWARDS MARUTI SUZUKI" is prepared by ROHITH PRASAD P under my guidance. This report is submitted to University of Mysore in partial fulfillment of the requirement of IV semester MBA degree examination of 2020-2021.

Date: 30/8/2021

Place: Mysore



(Dr. M. AMULYA)

**PROJECT GUIDE**

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