

**A Study on
“Customer Preference Towards Big Bazaar, Korba”**

**A Project Report Submitted for the
Partial Fulfillment of the Requirement for the Award of the Degree of
Master of Business Administration (MBA)**

**Supervised By
Dr. (Mrs.) Bobby B. Pandey
(Assistant Professor)**

**Submitted By
Kamesh Madhukar
Roll Number - 19605520**



2021

**Department of Management Studies
Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G)
(A Central University established by the Central Universities Act, 2009)**