

**A Study on**

**“CONSUMER PREFERENCE TOWARDS HYUNDAI CARS: A  
STUDY IN BILASPUR, (C.G)”**

**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. B.B PANDEY**  
**(Assistant Professor)**

**Submitted By -**  
**Neha Mahana**  
**Roll No. - 19605527**



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**DEPARTMENT OF MANAGEMENT STUDIES  
GURU GHASIDAS VISHWAVIDALAYA, BILASPUR (C.G)  
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