“A CASE STUDY OF CONSUMER PREFERENCE TOWARDS BRAND EXTENSIONS OF TELECOM PARENT BRANDS WITH SPECIAL REFERENCE TO RURAL RAJASTHAN”

A THESIS

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SUBMITTED BY
RAHUL MOHAN
REGISTRATION 201013033

UNDER THE GUIDANCE OF
DR. SAURABH SHARMA
JJT/2K9/CMG/994
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2. **Name of Scholar**: Rahul Mohan

3. **Subject**: Management

4. **Registration No.**: 201013033

5. **Name of Guide**: Dr. Saurabh Sharma

6. **Designation**: Associate Professor


Dr. Saurabh Sharma

Name of the Guide

Rahul Mohan

Name of Scholar