

Navrachana University

School of Business and Law



**Bachelor of Business Administration (BBA) Batch
2013-16**

TY BBA – Semester VI

Management Research Project (Code - PS 342)

**Study on Market Positioning of Male Lifestyle
Magazines in India**

In Partial Fulfilment of BBA

Submitted To:

Prof. Neha Taneja

Submitted By:

Raghav Sharma

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TY BBA