

## GENERALIZED $(\rho, \theta) - \eta$ -B-VEXITY AND GENERALIZED $(\rho, \theta) - \eta$ -B-PREINVELOCITY

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*Abstract.* In this paper we study some relations between  $(\rho, \theta) - \eta$ -B-vexity and  $(\rho, \theta) - \eta$ -B-vex sets in a real Banach space  $X$ . In particular we also establish some of the relations between  $(\rho, \theta) - \eta$ -B-invexity and  $(\rho, \theta) - \eta$ -preinvexity in a real Banach space  $X$ .

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