



Market Segmentation

Subject : Business Economics

**Course : B.A., 2nd Semester,
Undergraduate**

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Paper Title : Marketing Management

Unit No. : 2 (Two)

& Title : Nature of Marketing

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& Title : Market Segmentation

Credits

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REFERENCES

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2. Marketing Management Global perspective, Ramaswamy and Namakumari, Fifth Edition, Mcgrewhill Education(India) Private Limited.