



MARKETING ENVIRONMENT

Subject : Business Economics
Course : B.A., 2nd Semester,
Undergraduate

Paper No. : 204
Paper Title : Marketing Management

Unit No. : 1
& Title : UNDERSTANDING THE
BASICS

Lecture No. : 2 (Second)
& Title : MARKETING
ENVIRONMENT

Credits

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REFERENCES

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Saxena, Rajan (2004), *Marketing Management*, Tata McGraw Hill: New Delhi

Panda. Tapan (2004), *Marketing Management: Text and Cases*, Excel Books : New Delhi

Chunawalla, S.A. (2006), *Marketing Principles and Practice*, Himalaya Publishing House : Mumbai