

## Principles of Marketing (For Delhi University, Sem.III)

*J P MAHAJAN, ANUPAMA MAHAJAN*  
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For BCom (Hons.), Semester-III, University of Delhi  
(Three-Year Degree Course)

# PRINCIPLES OF MARKETING



J P Mahajan • Anupama Mahajan

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Principles of Marketing is a curriculum-driven text. It is designed to cater to the knowledge-and- examination needs of BCom (Hons.) students of Semester-III of the Three-Year Undergraduate Course of the University of Delhi. It is a reader-friendly, unique and unrivalled compendium of modern marketing.**KEY FEATURES**• Provides exhaustive coverage of all topics in the syllabus• Uses analytical framework to explain complexities of marketing issues•

Includes study aids such as Flow Charts, Tables, Boxes, Illustrations and Case Studies; Incorporates Review Questions, University Examination Questions and Projects