

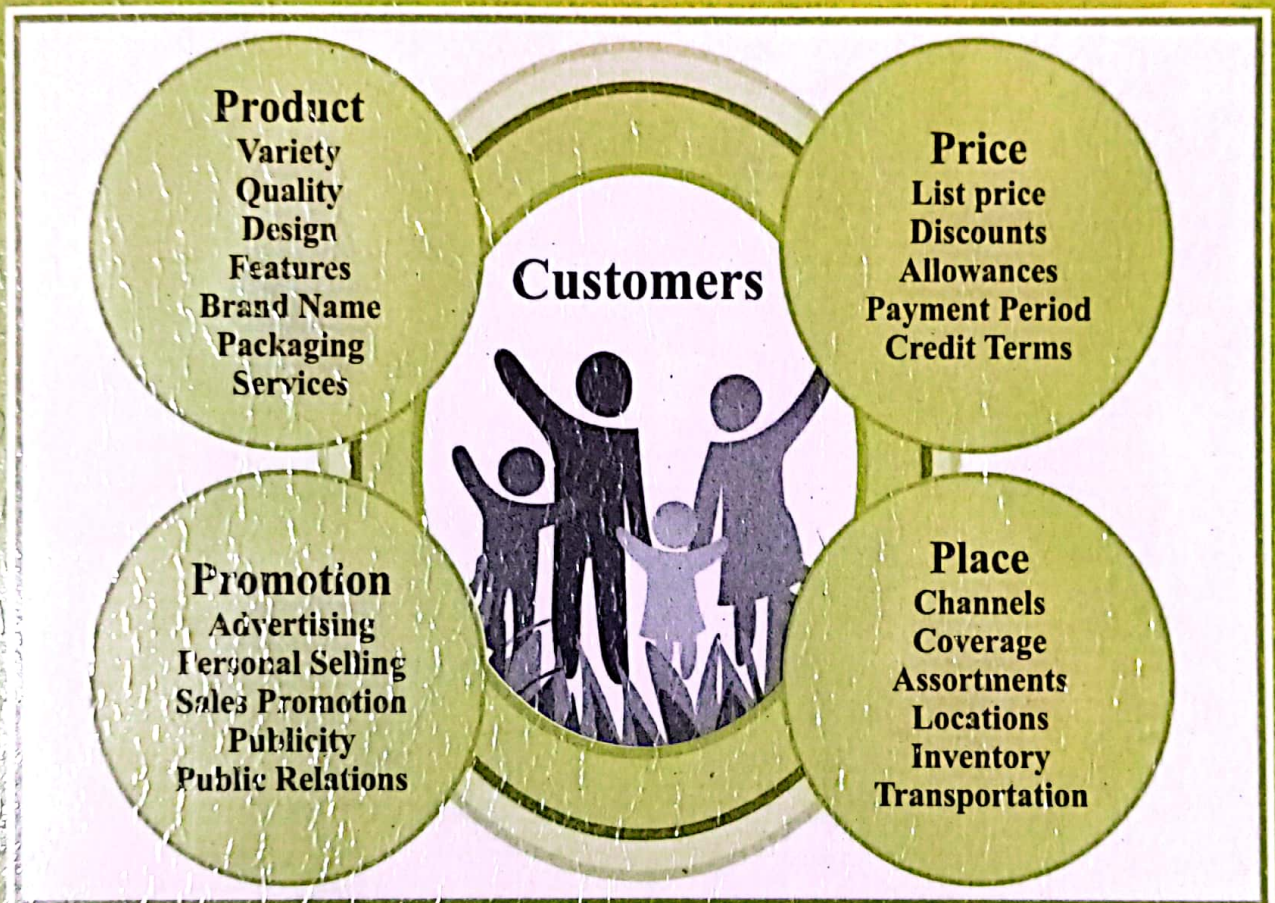
BC510PMDSE(A)-E

B.Com.

THIRD YEAR SEMESTER - V

DISCIPLINE SPECIFIC ELECTIVE COURSE-A

PRINCIPLES OF MARKETING



**Dr. B.R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD**

COURSE TEAM

COURSE DEVELOPMENT TEAM

Editor

Prof. V. Venkaiah

Associate Editors

Sri I. Anand Pawar

Writers

Sri I. Anand Pawar

Dr. M. Anil Ramesh

Prof. G. Prasad

Dr. P. V. Ramana Rao

Mrs. Uma Raja Ram

Dr. V. Venkata Ramana

Cover Design

Chandra

Dr.B.R.Ambedkar Open University, Hyderabad

First Edition, 2020

Copyright ©2020, Dr.B.R.Ambedkar Open University, Hyderabad, TS

All rights reserved. No part of this book may be reproduced in any form without permission in writing.

This text format part of Dr.B.R.Ambedkar Open University Course. This complete syllabus for the course appears at the end of the text.

Further information on Dr.B.R.Ambedkar Open University Courses may be obtained from:

The Director (Academic), Dr.B.R.Ambedkar Open University, Road No.46, Jubilee Hills, Hyderabad – 500 033.

Web: www.braou.ac.in

COURSE TEAM (CBCS)

Editor

Prof. I. Anand Pawar

Course Coordinator

Prof. I. Anand Pawar

Course Writers

Prof. I. Anand Pawar (Units: 8 & 9)

Dr. M. Anil Ramesh (Units: 1-4 & 13-15)

Dr. E. Hari Prasad (Units: 5-7)

Dr. R. Sampath Kumar (Units: 10-12)

Cover Design

G. V. Swamy

Lr No:18 /Dr.BRAOU /DMP/F.No.165/ J.No:18/2019-20 /copies 3000 / 04.06.2020

Karshak Print Solutions Pvt. Ltd., Hyderabad