

## Rajan Nair Marketing Management

?1. Marketing : Concept, Evolution, Nature, Importance and Scope, 2. Marketing Environment, 3. Buyer's Behavior, 4. Market Segmentation and Positioning, 5. Product-Related Strategies, 6. Product : Policy and Planning, 7. Investment, 8. Distribution : Marketing Channel System and Wholesaling, 9. Distribution : Retailing and Physical Distribution, 10. Promotion : A Conceptual Framework, 11. Promotion : Personal Selling and Sales Force, 12. Promotion : Advertising, Publicity, Public Relation and Sales Promotion.

Contributed articles with special reference to India and Bangladesh; articles to be presented in a conference later which was organized by Prestige Institute of Management and Research.

This is the seventh edition of Business Law as per CBCS syllabus of Madras University for B.Com (Hons.) Semester IIIrd and B.Com, Corporate Secretary ship Semester Vth Student This book has been divided into 2 Parts – Part-1 is General Principles of Law of Contract & Part- 2 is Special Contracts. The chief aim in writing this book is to present the fundamental principles of Business Law, in a simple and easily intelligible manner. The intricate points of law have been illustrated by examples, and the subject has been dealt with by topics rather than in the strict order of section in the various Act.

An excellent book for commerce students appearing in competitive, professional and other examinations. 1. Marketing : Concept, Evolution, Nature, Importance and Scope, 2. Marketing Environment, 3. Buyer's Behavior, 4. Market Segmentation and Positioning, 5. Product-Related Strategies, 6. Product : Policy and Planning, 7. Investment, 8. Distribution : Marketing Channel System and Wholesaling, 9. Distribution : Retailing and Physical Distribution, 10. Promotion : A Conceptual Framework, 11. Promotion : Personal Selling and Sales Force, 12. Promotion : Advertising, Publicity, Public Relation and Sales Promotion.

The book is designed for 2nd year B Com, Annual Scheme and correspondence course of Bangalore University and other similar degree courses. The chapters covered are Concepts of Marketing, Marketing management, Marketing environment, Marketing planning, Consumer behavior, Product planning, Pricing strategies, Promotion strategies, Distribution strategies, Planning & control of Marketing functions, and lastly Marketing & Society.

The 19th edition reprinted in 2020 contains <https://tinyurl.com/yb67waxu> – Buying Roles Types of Buying Decisions Scope of Marketing Process of Marketing Management Profile of Rural Markets Some of the distinctive features of the book are as follows: Learning Objectives to give a bird's eye-view of the topics covered in each chapter. Lucid, concise and simple language. Real life illustrations from Indian industry. Liberal use of tables and diagrams to illustrate the text.

Summary at the end of every chapter for quick revision. Case Study at the end of each chapter. Test Questions culled from examinations of various Universities and Business Schools. Select Bibliography for further study. We sincerely believe that there is always scope for improvement. Therefore, we invite suggestions for further enriching the book.

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The Thirty-first Revised Edition of the book entitled “Company Law & Secretarial Practice” with Companies Act, 2013 (Schedules) for B.Com., B.Com. (Corporate Secretaryship), M.Com., IPCC, CS & LLB. The book is divided into two parts volume I Company Law contains 32 chapters and volume II Secretarial Practice contains 10 chapters having more than 270 Test Questions; 67 Practical Problems (with Hints and Solutions); 79 short Answer & Objective Type Question; 48 Multiple Choice, Presentation of Examples (10); Illustrative cases (12) etc., University Questions Papers have been added at the end of the book to give an idea about the pattern of questions asked.

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With special reference to India.

Industrial Relations & Labour Laws, P.C. Tripathi, C.B. Gupta, N.D. Kapoor, 6e, 2020 is suitable for post-graduate students of B.Com., MBA, DBA, DPM, MBE and MSW. A Professional Book for Personnel Managers and Executives is divided into two parts and has 11 objective type questions; 179 Test Question and 15 Practical Problems with Hints and Solutions.

The 14th Revised Edition of the book "Corporate Accounting" includes the provision of the Companies Act, 2013, SEBI rules and regulations and Accounting Standards, wherever applicable. The whole book has been updated and corrections made wherever required. Theory and accounting treatment has been revised as per Accounting Standards – 4 (Revised) and Companies (Amendment) Act, 2019. Each aspect of a chapter has been discussed in detail in order to meet the requirements of the syllabus prescribed by different universities and professional institutes. Salient Features of the Book The following features are worth nothing in the present text: • The illustrations and assignment material has been made to conform to the requirements of Schedule III of the Companies Act, 2013. The relevant problems/ solutions has also been revised. • The revised revision of Paragraph 14 of Accounting Standards — 4 concerning Financial Statements regarding Proposed final dividend has been incorporated at relevant pages and the illustrations amended accordingly. • The relevant provisions of Ind AS — 7: Statements of Cash Flows dealing with Bank Overdraft and Proposed Dividend have also been taken care of in this book. • In the chapter of Redemption of Debentures, the treatment of interest on Debenture Redemption Funds Investments or Profit (or Loss) on the sale of DRFI have been also summerised in the chapter. • All chapters have been revised and udapted. Problem of each chapter have been suitably

graded and edited to include questions of topical interest. We are confident that the book in its revised form will be more useful for B.Com (Pass and Hons.), M.Com, M.B.A., C.A., I.P.C.E, C.A.(Final), I.C.M.A. (Stage II) and Company Secretaries (Executive Programme) Examinations.

Marketing Management, C.B. Gupta & N. Rajan Nair Sultan Chand & Sons

As per IP University Syllabus for BBA and B.Com. (Hons.)

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The Seventh Revised Edition of “Business Law” as per Tamil Nadu University syllabus for all BBA, B.Com. students. The new edition, like its predecessors, attempts to present the basic principles of Law in a way that makes the subject easily intelligible even to a non-specialist. This object has been achieved by dividing into IV units: Unit I – The Indian Contract Act consists of 157 Illustrative Cases, 213 Test Questions, 326 Practical Problems (with Hints and Solutions), 174 Multiple-choice Questions, 194 True & False Questions and 644 Examples with the idea of testing the depth of knowledge of the reader, basic understanding of concepts and his ability to apply whatever he has learnt to a particular situation or problem. Unit II – The Sale of Goods Act, 1930. Unit III – Law Relating to The Indian Partnership Act, 1932 and The Limited Liability Partnership Act, 2008. It facilitate the reader in understanding the Nature of Partnership, Relations of Partners & Dissolution of Firm followed by a chapter on ‘Limited Liability Partnership’ popularly known as LLP has been added in the present edition. LLP combines the advantage of both the Company and Partnership into a single form of organization. The Limited Liability Partnership Act, 2008 was published in Official Gazette of India on 9th January, 2009 and has been notified with effect from 31st March, 2009. Unit IV – The Companies Act, 2013 as Amended upto 2019. The Companies Act, 2013 (Schedules) which has been thoroughly updated and amended upto 2019 to our esteemed readers.

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