

### About the Book

Principle of Marketing is a complete and lucid book designed for students of B.Com (Hons.), Semester V (Paper BCH 5.1) under CBCS program of University of Delhi and other Commerce and Management Courses. Keeping in consideration the suggestions of the readers and colleagues, the book have been thoroughly revised and updated.

Some of the unique features of the book are as follows:

1. Full coverage of the prescribed syllabus.
2. Systematic arrangement of the topics.
3. Extensive use of Tables and diagrams to explain the text.
4. Easy and understandable language.
5. Case studies from the Indian Industry.
6. Summary at the end of each chapter for quick revision.
7. Review questions at the end of each chapter.

We are confident that with all these distinctive features, the revised edition of the book will better meet the requirements of the readers. We request the users to send their suggestions and comments for improvement in subsequent editions of the book.

### About the Authors

**Dr. Pooja Jain** is currently working as an Assistant Professor in Commerce at Sri Venkateswara College, University of Delhi. She has been teaching there for more than 13 years. She has done B.Com (Hons.) from I.P. College and has been amongst the top rank holders. She has completed her M.Com., M.Phil and Ph.D. from Department of Commerce, DSE, DU. She has several research papers to her credit which have been published in reputed journals. She has presented various research papers at National seminars. Her areas of interest include Marketing, Management Accounting and Information Technology.

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# PRINCIPLES OF MARKETING

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