

According to Minimum Uniform Syllabus for B.Com. Prescribed by
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Principles of Marketing

Dr. C B Gupta

5th Edition



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SULTAN CHAND & SONS

Principles of Marketing

*According to Minimum Uniform Syllabus for
B.Com (Hons.), B.Com (Prog.), BBA and other Courses
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Preface

P

Preface to the Fifth Edition

The objective of the 5th Revised Edition of the book “Principles of Marketing” is to provide basic knowledge of concepts, principles, tools and techniques of Marketing and to provide knowledge about various developments in the Marketing. The book covers basic concepts of marketing, marketing philosophies and environmental conditions affecting marketing decisions of a firm. It describes the dynamics of Consumer Behaviour and process of market selection. It analyses the process of value creation through marketing decisions involving product development and many more.

The present book exclusively covers the course contents of the paper “Principles of Marketing” in B.Com. (Prog.) and B.Com. (Honours) of all Indian Universities as per the Revised Curriculum based on National Education Policy – 2020 (NEP – 2020)

Following are the key additions in this edition:

1. Social Marketing and Digital Marketing
2. Rural Marketing
3. Sustainable Marketing and Relationship Marketing
4. Logistics Decisions
5. Wholesaling and Retailing
6. Promotion Decisions and Integrated Marketing Communication
7. Branding, Packaging, Labeling and Product Support Services
8. Sales Promotion, Public Relations, Publicity and Direct Marketing

The book is well illustrated with more than 50 Figures, 70 Tables and nearly 35 Case Studies. More than 460 ‘Test Questions’ at the end of each chapter to facilitate problem solving apart from a On-line Question Bank of more than 230 Questions and 22 University Question Papers. To view the “Question Bank” please scan the QR Code given at the end of Contents.

We are confident that this Revised Edition will meet the requirement of NEP – 2020

The Editorial Team
Sultan Chand & Sons

Preface to the First Edition

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

1. Full coverage of the prescribed syllabus
2. Systematic arrangement of topics and analytical presentation.
3. Learning objectives in the beginning of each chapter to provide a bird's eye-view of the contents.
4. Tables and diagrams to illustrate the text
5. Examples from Indian industry
6. Reader friendly format and simple language
7. Summary at the end of each chapter for quick revision before the examination.
8. Test questions culled from B.Com. (Hons.) examinations of Delhi University.

I am fully confident that the book will fully meet the requirements of the concerned students and teachers. I request my esteemed readers to send their suggestions and comments for improvement in subsequent editions of the book.

Dr. C. B. Gupta

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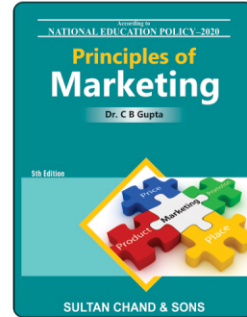
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About the Book

The objective of the 5th Revised Edition of the book "Principles of Marketing" is to provide basic knowledge of concepts, principles, tools and techniques of Marketing and to provide knowledge about various developments in the Marketing. The book covers basic concepts of marketing, marketing philosophies and environmental conditions affecting marketing decisions of a firm. It describes the dynamics of Consumer Behaviour and Process of Market Selection. It analyses the process of value creation through marketing decisions involving product development and many more.

The present book exclusively covers the course contents of the paper Principles of Marketing in B.Com. (Pass) and B.Com. (Hons.) of all Indian Universities as per the Revised Curriculum based on National Education Policy – 2020 (NEP 2020).



Following are the key additions in this edition:

- Social Marketing and Digital Marketing
- Rural Marketing
- Sustainable Marketing and Relationship Marketing
- Logistics Decisions
- Wholesaling and Retailing
- Promotion Decisions and Integrated Marketing Communication
- Branding, Packaging, Labeling and Product Support Services
- Sales Promotion, Public Relations, Publicity and Direct Marketing

Salient Features

- Covers course contents exclusively as per the National Education Policy (NEP) 2020.
- Chapter Outline to give an overview of topics covered in each chapter.
- Systematic and sequential arrangement of topics as per the revised syllabus.
- Test Questions at the end of every chapter for self-examination
- Case Studies at the end of each chapter has been provided for better understanding.

About the Author

Dr. C.B. Gupta topped the M.Com. Examination of Delhi University in 1970. Later he earned his Ph.D. from the same University. Dr. Gupta taught B.Com. (Hons.), M.Com. and MBA students since 1970. He had undertaken post-doctoral research. Reading, writing and teaching are his passion.



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