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11. Principles of Marketing
12. Service Marketing

E - COMMERCE

Dr. R. MEENAKSHI
Dr. M. CHARLES AROCKIARAJ

E - COMMERCE

Syllabus with effect from the A.Y 2023 - 2024

For III Semester
B.Com (General, C.S, and I.S.M) Students

As per the TANSCHS Syllabus



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