

Vipul's
BMM Series

**ADVERTISING AND
MARKETING RESEARCH**

**SUBHASHINI NAIKAR
ANITA BHATIA**



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Advertising and
Marketing Research
(Advertising Group)
(BMM Third Year : Sixth Semester)

SUBHASHINI NAIKAR

M.Com., DHRM, DBM, ADBA, PGDHRM
Assistant Professor, Chief Co-Ordinator, Self-Finance Courses,
Prahladrai Dalmia Lions College of Commerce & Economics,
Malad (West), Mumbai - 400 064.

Dr. MONA BHATIA

M.B.A., M.Com., Ph.D.
Vice Principal,
Nagindas Khandwala College of Commerce & Arts, & Management Studies,
Malad (West), Mumbai - 400 064.

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