

Department of Commerce

E books link

Name of Faculty : Prof. Vaishali G. Tadas

Subject : Business Economic

Class : B. Com 1st year

Business Economic (Author : M. S. Khanchi)

1. <https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.ddegjust.ac.in/studyaterial/bba/bba-103.pdf&ved=2ahUKEwj72Yqh-9r9AhWz-zgGHXMjAccQFnoECBQQAQ&usg=AOvVaw1CDLj2jeUbxw0JRSkN0HIF>

Business Economic

(Author: Prof. M. S. Krishna Moorthy, Dr. (Mrs.) N. Varalakshmi

2. https://www.google.com/url?sa=t&source=web&rct=j&url=https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/Business%2520Economics.pdf&ved=2ahUKEwjfqYbv-9r9AhX3zDgGHdCfCd0QFnoECC8QAQ&usg=AOvVaw1I3Q-3w_hgFz7Zq_W67z

Business Economic

3. https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.dspmuranchi.ac.in/pdf/Blog/New%2520Full%2520Final%2520BE%252011.07.2014.pdf&ved=2ahUKEwjfqYbv-9r9AhX3zDgGHdCfCd0QFnoECC4QAQ&usg=AOvVaw1_mAUvVqPVQmdMWLZFvNOz

Subject : Monetary Economic

Class : 3rd year

1. Monetary Economic
https://bibliotheque.pssfp.net/livres/MONETARY_ECONOMICS.pdf
2. Monetary Economic Institutions theory and policy
<https://www.amazon.in/Monetary-Economics-Institutions-Theory-Policy/dp/812190434X>
3. Monetary Economic
https://books.google.co.in/books/about/Monetary_Economics.html?id=VMpHn9xQNzUC&redir_esc=y

Subject : Indian Economics

Class : B. Com 3rd year

Indian Economic Policy (Dr. Dilfraz Singh)

1. https://www.google.com/url?sa=t&source=web&rct=j&url=https://ebooks.lpude.in/arts/ma_economics/year_2/DECO502_INDIAN_ECONOMIC_POLICY_ENGLISH.pdf&ved=2ahUKEwjvd6f_9r9AhXaxTgGHUAPDeoQFnoECDkQAQ&usg=AOvVaw0KbL3kVMDeEKbQlpGko1m5

Indian Economy

2. https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.pdfdrive.com/indian-economy-e57579954.html&ved=2ahUKEwjvd6f_9r9AhXaxTgGHUAPDeoQFnoECBgQAQ&usg=AOvVaw01myQzXd3sHLd1iz0GuP7O

Indian Economy (Author: Government of Tamilnadu)

3. https://www.google.com/url?sa=t&source=web&rct=j&url=http://www.freebookcentre.net/business-books-download/Indian-Economy.html&ved=2ahUKEwjvd6f_9r9AhXaxTgGHUAPDeoQFnoECC0QAQ&usg=AOvVaw2q1H3ne6r2LTCic9TBptE-

Indian Economy (Author : Amit Raj)

4. https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.pdfdrive.com/indian-economy-e57579954.html&ved=2ahUKEwjvd6f_9r9AhXaxTgGHUAPDeoQFnoECBgQAQ&usg=AOvVaw01myQzXd3sHLd1iz0GuP7O

Subject Marketing management

Class : B. Com 3rd year (sem V)

Indian Economic Policy (Dr. Dilfraz Singh)

1. https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.pdfdrive.com/indian-economy-e57579954.html&ved=2ahUKEwjvd6f_9r9AhXaxTgGHUAPDeoQFnoECBgQAQ&usg=AOvVaw01myQzXd3sHLd1iz0GuP7O

Marketing Management (R S N Pillai)

2. https://www.google.com/url?sa=t&source=web&rct=j&url=https://books.google.com/books/about/Marketing_Management.html%3Fid%3D3yFDMwEACAAJ&ved=2ahUKEwivxq6qodv9AhUV-jgGHcWrBQMQFnoECDcQAQ&usg=AOvVaw3KhutyIc8Uv8nol2aO5Mp2

Marketing Management (Philip Kotler)

3. <https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.pdfdrive.com/philip-kotler-books.html&ved=2ahUKEwiWh9ilodv9AhXF8DgGHfghCccQFnoECCQQAQ&usg=AOvVaw1SoP3ZLmRv0j91aOpWEQy9>

Marketing Management (Kotler Keller)

4. https://www.google.com/url?sa=t&source=web&rct=j&url=https://cdn.website-editor.net/25dd89c80efb48d88c2c233155dfc479/files/uploaded/Kotler_keller_-_marketing_management_14th_edition.pdf&ved=2ahUKEwiWh9ilodv9AhXF8DgGHfghCccQFnoECDwQAQ&usg=AOvVaw0_WekMCvvsA2ApmJo5Ko4S

Marketing Management essential of Marketing

5. https://www.google.com/url?sa=t&source=web&rct=j&url=https://ebooks.lpude.in/commerce/mcom/term_2/DCOM405_DMGT408_MARKETING_MANAGEMENT_DMGT203_ESSENTIALS_OF_MARKETING.pdf&ved=2ahUKEwiWh9ilodv9AhXF8DgGHfghCccQFnoEC AwQAQ&usg=AOvVaw0df3NykF2Xsu94mNG2lQHo