



PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)

Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East), Mumbai – 400 057.

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SWAYAM/NPTEL AND MOOCS COURSE on Consumer Behaviour

Syllabus

Link: https://onlinecourses.nptel.ac.in/noc22_mg47/preview



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