

# Marketing and Event Management

II Semester B.Com, Bangalore University  
(As per new CBCS syllabus 2020-21)



*Includes*

- In Practice Cases
- Teachers Corner
- Students Corner

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Banumathi V K

**Ramesh D**  
Virupaksha J D

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2<sup>nd</sup> Semester B.Com., Bangalore University)

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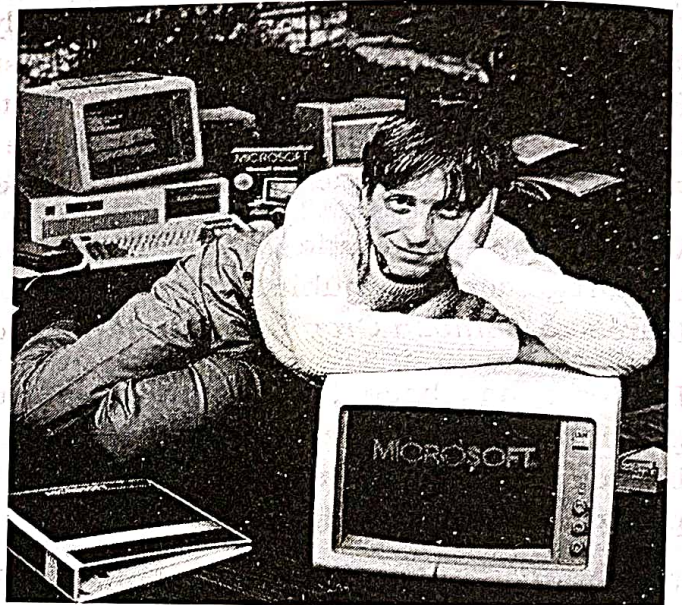
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### “LEARN FROM YOUR UNHAPPY CUSTOMERS”



*Bill Gates*



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