Bibliography

Books:

- 1. Business Economics, P.N. Chopra (2009), Kalyani Publications.
- 2. Advertising and Sales Promotion, Dr. Amandeep Kaur (2011), Kalyani Publications.
- 3. Fundamentals of Marketing Research, Amanpreet Singh Brar & Inderpreet Kaur Kular (2011), Kalyani Publications.

Websites:

- 1. https://www.google.co.in/
- 2. https://www.slideshare.net/
- 3. https://in.linkedin.com/
- 4. https://www.scribd.com/
- 5. https://www.tiford.in/
- 6. https://www.wikipedia.org/
- 7. http://www.yourarticlelibrary.com/