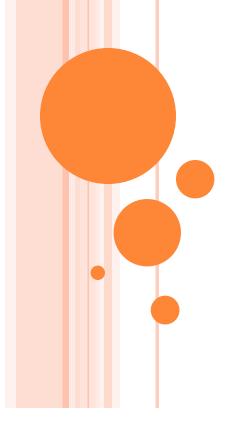
#### **BBA-402**

### **Marketing Management**

## The Marketing Concept

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# Factors Affecting the Promotional Mix

