



**तृतीय वर्ष वाणिज्य**  
**सत्र - V (CBCS)**

**वाणिज्य - V**  
**विपणन**

**विषय संकेतांक : २३११४**

**Prof. Suhas Pednekar**  
Vice Chancellor  
University of Mumbai, Mumbai.

**Prof. Ravindra D. Kulkarni**  
Pro Vice-Chancellor,  
University of Mumbai.

**Prof. Prakash Mahanwar**  
Director  
IDOL, University of Mumbai.

- Programme Co-ordinator** : **Ms. Rajashree Pandit**  
Assistant Professor (Economics),  
Head Faculty of Commerce & Management,  
IDOL, University of Mumbai, Mumbai.
- Course Co-ordinator & Editor** : **Sambhaji Shivaji Shinde**  
Asst. Prof. Commerce  
IDOL, University of Mumbai, Mumbai.
- Course Writers** : **Prof. Vidyullata Rahul Hande**  
R.NC.Arts, J.D.B.Commerce and N.S.C.Science  
College, Nashik- road, Nashik.
- : **Dr. Kamlakar E. Kamble**  
KES's Dr. C. D. Deshmukh Commerce &  
Sau. K.G. Tamhane Arts College, Roha - Raigad.
- : **Dr. Damayanti Premier**  
KES Shroff College of Arts and Commerce,  
Bhulabhai Desai Road, Kandivali West.
- : **Amit Ashok Gokhale**  
P Jog College of Science and Commerce,  
Mayur Colony, Kothrud, Pune-38.

July 2022, Print I, ISBN: 978-93-95130-18-9

**Published by**  
Director

Institute of Distance and Open Learning, University of Mumbai, Vidyanagari, Mumbai - 400 098.

DTP COMPOSED AND PRINTED BY  
Mumbai University Press,  
Vidyanagari, Santacruz (E), Mumbai - 400098.

## अनुक्रमणिका

अध्याय क्र.	पाठाचे नाव	पान क्र.
<b>घटक I</b>		
१.	विपणन परिचय	१
२.	ग्राहक वर्तन	३२
<b>घटक II</b>		
३.	विपणन निर्णय – I	४८
४.	विपणन निर्णय – II	७४
<b>घटक III</b>		
५.	विपणन निर्णय – III	९८
६.	विपणन निर्णय – IV	११८
<b>घटक IV</b>		
७.	विपणन नैतिकता / नीतीमूल्ये	१३७
८.	ग्रामीण विपणन	१५३

\*\*\*\*\*