



Shri G.P.M. Degree College

Degree College : Affiliated to University of Mumbai.

Junior College : Recognized by Maharashtra State Board of Secondary & Higher Secondary Education Pune.

(Committed to Excellence in Education)

Course : BMS-Marketing

BOOKLIST : 2022-23

Semester : I

| Sr. No. | Subject Name/ Title of the Book | Publication | Notebook | Reference Book |
|---------|------------------------------------|-----------------|--------------------------------|---|
| 1 | Introduction to Financial Accounts | College Notes | 1 Notebook, A4 size, 196 pages | 1. Financial Accounting by P. C. Tulsian, Pearson Publications, New Delhi. 2. Financial accounting and Management by Chaudhari Chopade and Sheth Publisher |
| 2 | Business Law | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Elements of mercantile Law – N.D.Kapoor 2. Business Law – P.C. Tulsian |
| 3 | Business Statistics | College Notes | 1 Notebook, A4 size, 196 pages | 1. Statistics of Management, Richard Levin & David S. Rubin, Prentice Hall of India, New Delhi. 2. Fundamental of Statistics, S C Gupta, Himalaya Publication House. |
| 4 | Business Communication - I | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Agarwal, Anju D, 1989, A Practical Handbook for Consumers, IBH. 2. Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi |
| 5 | Foundation Course - I | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Singh, V.S., Pandey, D.N. and Chaudhry, P. 2010. Urban forests and open green spaces: lessons for Jaipur, Rajasthan India. Jaipur: Rajasthan State Pollution Control Board. |
| 6 | Foundation of Human Skills | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Foundation of Human Development Publisher Orient Blackswan Pvt Ltd by Asha Singh 2. Foundation of Human Skills Rishabh Publication House by Champa Lalwani |
| 7 | Business Economics - I | College Notes | 1 Notebook, A4 size, 196 pages | 1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S.Chand & Sons, N. Delhi, 2000) 2. Gregory Mankiw., Principles of Economics, Thomson Southwestern (2002 reprint) |

Kindly Note -

The student can purchase the Pvt. Publication Textbooks from the below address also under 50% Cash Back Policy*.

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Address - Opp. Chinai College, Old Nagardas Road, Andheri East. Mumbai - 400 069

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| Semester : II | | | | |
|---------------|------------------------------------|-----------------|--------------------------------|--|
| Sr. No. | Subject Name/ Title of the Book | Publication | Notebook | Reference Book |
| 1 | Principles of Marketing | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Kotlar, Philip, Marketing Management, Prentice-Hall, New Delhi 2. Pillai R S, Bagavathi, Modern Marketing |
| 2 | Industrial Law | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition 2. Industrial Law, Mr N.D. Kapoor, Sultan Chand |
| 3 | Business Mathematics | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Business Mathematics by Dr Amarnath Dikshit & Dr Jinendra Kumar Jain 2. Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge low price editions, 2000 |
| 4 | Business Communication - II | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Agarwal, AnjuD (1989) A Practical Handbook for Consumers, IBH 2. Balan, K.R. and Rayudu C.S.(1996) Effective Communication, Beacon New Delhi |
| 5 | Foundation Course - II | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Singh, V.S., Pandey, D.N. and Chaudhry, P. 2010. Urban forests and open green spaces: lessons for Jaipur, Rajasthan India. Jaipur: Rajasthan State Pollution Control Board |
| 6 | Business Environment | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Kumar, P. 2009. Assessment of economic drivers of land-use change in urban ecosystems of Delhi, India. AMBIO: A Journal of the Human Environment, 38: 35-39. Nagendra, H., Sudhira, H |
| 7 | Principles of Management | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. P.L. Gangopadhyay, Nimai Bagchi-Dey Book Concern 2. Dr. J. Jayasankar Margham Publication |

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Semester : III

| Sr. No. | Subject Name/ Title of the Book | Publication | Notebook | Reference Book |
|----------------|---|---------------------|--------------------------------|--|
| 1 | Consumer Behaviour | Rishabh Publication | 1 Notebook, A4 size, 196 pages | 1. Eleventh Edition consumer Behaviour by Leon G. Shiffman / Joseph Wisenblit, S. Ramesh Kumar 2. Consumer Behaviour- Dr Mittal. Dr Agarwal- Sanjeeva |
| 2 | Advertising | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Advertising by Daniel Yadin, Frank Jefkins School of public relations & Frank Jefkins 4th edition Publisher Pearson Education India. 2. Advertising, Sales & Promotion by Chunawalla, S. A. Publisher-Himalaya Publishing House |
| 3 | Information Technology in Business Management - I | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Information Technology for Management, 6 th Edition by Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2) 2. Microsoft Office Professional 2013 Step by Step by Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch |
| 4 | Foundation Course (Environment Management) –III | Sheth Publication | 1 Notebook, A4 size, 196 pages | 1. Biju, M.R. Human Rights in a Developing Society; Mittal Publications, New Delhi, 2005 |
| 5 | Business Planning & Entrepreneurial Management | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Dynamics of Entrepreneurial Development Management - Vasant Desai, Himalaya Publishing House 2. Entrepreneurial Development - S.S. Khanna |
| 6 | Strategic Management | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill 2. Bungee and Colonna: Concept of Corporate Strategy |
| 7 | Accounting for Managerial Decisions | College Notes | 1 Notebook, A4 size, 196 pages | 1. Accounting for Managerial Decisions by Himalaya Publication 2. Accounting for Managerial Decisions by Sahitya Bhawan Publication 3. Accounting for Managerial Decisions by Gupta, SP - Management Accounting, Sahitya Bhawan, Agra. |

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Semester : IV

| Sr. No. | Subject Name/ Title of the Book | Publication | Notebook | Reference Book |
|----------------|--|---------------------|--------------------------------|---|
| 1 | Integrated Marketing Communication | Rishabh Publication | 1 Notebook, A4 size, 196 pages | 1. Sixth Edition by Kenneth E. Clow/Donald E. Baack Integrated Advertising, Promotion and Marketing Communications 2. Robyn Blakeman Publisher: Rowman & Littlefield- Integrated Marketing Communication |
| 2 | Event Marketing | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Event Marketing- Author C.A. Preston Publisher-John Wiley 2. Event Marketing and Management Author-Sanjaya Singh Gaur, Sanjay V.Saggere-Vikas Publisher |
| 3 | Information Technology In Business Management-II | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Microsoft Office Professional 2013 Step by Step |
| 4 | Foundation Course (Ethics & Governance)-IV | Sheth Publication | 1 Notebook, A4 size, 196 pages | 1. Biju, M.R. Human Rights in a Developing Society; Mittal Publications, New Delhi, 2005 |
| 5 | Business Research Methods | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Research for Marketing Decisions Paul E. Green, Donald S. Tull 2. Research methodology in Social sciences, O.R. Krishnaswamy, Himalaya Publication |
| 6 | Business Economics-II | College Notes | 1 Notebook, A4 size, 196 pages | 1. Frank Robert. H, Bernanke. Ben S., Principles of Economics, Tata McGraw Hill, 3 rd Edition 2. Pal Sumitra, Managerial Economics cases and concepts, Macmillan, New Delhi, 2004 |
| 7 | Production & Total Quality Management | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. K.C. Jain and L.N. Agarwal Production, Planning and Control & Industrial Management 2. Srinivas Gondhalekar and Uday Salunkhe, "Productivity Techniques", Himalaya Publishing House |

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Semester : V

| Sr. No. | Subject Name/ Title of the Book | Publication | Notebook | Reference Book |
|----------------|--|--------------------|--------------------------------|--|
| 1 | Service Marketing | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Service Marketing: Christopher Lovelock/ Jochen Wirtz, Jayanta Chatterjee 7th Edition - Pearson Publication 2. Special Indian Edition- Service Marketing Valarie A. Zeithaml/Mary Bitner/Dwayne D. Gremler/Ajay Pandit |
| 2 | Customer Relationship Management | Sheth Publication | 1 Notebook, A4 size, 196 pages | 1. Managing Customer Relation by Dr Shashi Singhal Publisher-Notion Press 2. Customer Relationship Management publisher-Tata McGraw Hill Education India by Sheth Jagdish N. |
| 3 | Sales and Distribution Management | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Nag, Sales and Distribution Management, Mcgraw Hill, 2013 Edition 2. Dr Matin Khan, Sakes And Distribution Management, Excel Books, 1st Edition |
| 4 | E-Commerce and Digital Marketing | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. E-commerce- Thirteen Edition- Pearson publication Author: Kenneth C. Laudon, Carol Guercio Traver 2. Digital Marketing-by Dr. Ritika Malik, Ms. Ritika Aggarwal |
| 5 | Logistics and Supply Chain Management | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Martin Christopher, Logistics & Supply Chain Management – Strategies for Reducing Cost & Improving Services 2. Donald Waters, An Introduction to Supply Chain |
| 6 | Corporate Communication & Public Relations | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Bhasin Jaspreet Kaur (2012), Customer Relationship Management, Dreamtech Press 2. Urvashi Makkar and Harinder Kumar Makkar (2013), CRM Customer Relationship Management, McGraw Hill Education |

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Semester : VI

| Sr. No. | Subject Name/ Title of the Book | Publication | Notebook | Reference Book |
|----------------|--|----------------------|--------------------------------------|---|
| 1 | Brand Management | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Sheth publication, 2. Strategic Brand Management Kevin Lane Keller, 1997 |
| 2 | Retail Management | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Retail Management- Publisher- Pearson Author-Gibson G 2. Retail Management- Vedamani Author J.K.Nayak, Prakash C.Dash Publisher- Cengage India |
| 3 | International Marketing | Sheth Publication | 1 Notebook, A4 size, 196 pages | 1. International Marketing-Masaakai Mike Kotabe, Kristiaan Helsen Publisher-Wiley India 2. Sahitya Bhawan Publications International Marketing by Dr. Shalini Agrawal |
| 4 | Media Planning And Management | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Sheth publication 2. Roger Baron Advertising Media Planning, Seventh Edition |
| 5 | Operation Research | Sheth Publication | 1 Notebook, A4 size, 196 pages | 1. Taha H.A., Operations Research - An Introduction, 6th Edition, Hall of India 2. Bronson R, Operations Research, 2nd Edition, Shaum's Outline Series |

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| 1 | Introduction to Financial Accounts | College Notes | 1 Notebook, A4 size, 196 pages | 1. Financial Accounting by P. C. Tulsian, Pearson Publications, New Delhi. 2. Financial accounting and Management by Chaudhari Chopade and Sheth Publisher |
| 2 | Business Law | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Elements of mercantile Law – N.D.Kapoor 2. Business Law – P.C. Tulsian |
| 3 | Business Statistics | College Notes | 1 Notebook, A4 size, 196 pages | 1. Statistics of Management, Richard Levin & David S. Rubin, Prentice Hall of India, New Delhi. 2. Fundamental of Statistics, S C Gupta, Himalaya Publication House. |
| 4 | Business Communication - I | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Agarwal, Anju D, 1989 - A Practical Handbook for Consumers, IBH. 2. Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon, New Delhi. |
| 5 | Foundation Course - I | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Singh, V.S., Pandey, D.N. and Chaudhry, P. 2010. Urban forests and open green spaces: lessons for Jaipur, Rajasthan India. Jaipur: Rajasthan State Pollution Control Board. |
| 6 | Foundation of Human Skills | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Foundation of Human Development Publisher Orient Blackswan Pvt Ltd by Asha Singh 2. Foundation of Human Skills Rishabh Publication House by Champa Lalwani |
| 7 | Business Economics - I | College Notes | 1 Notebook, A4 size, 196 pages | 1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases, S. Chand & Sons, N. Delhi, 2000. 2. Gregory Mankiw., Principles of Economics, Thomson Southwestern, 2002 reprint. |

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Semester : II

| Sr. No. | Subject Name/ Title of the Book | Publication | Notebook | Reference Book |
|----------------|--|--------------------|--------------------------------|--|
| 1 | Principles of Marketing | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Kotlar, Philip, Marketing Management, Prentice-Hall, New Delhi 2. Pillai R S, Bagavathi, Modern Marketing |
| 2 | Industrial Law | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition 2. Industrial Law, Mr. N.D. Kapoor, Sultan Chand |
| 3 | Business Mathematics | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra_Kumar_Jain. 2. Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge low-price editions, 2000 |
| 4 | Business Communication - II | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Agarwal, Anju D, 1989, A Practical Handbook for Consumers, IBH 2. Balan, K.R. and Rayudu C.S.(1996) Effective Communication, Beacon New Delhi |
| 5 | Foundation Course - II | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Singh, V.S., Pandey, D.N. and Chaudhry, P. 2010. Urban forests and open green spaces: lessons for Jaipur, Rajasthan India. Jaipur: Rajasthan State Pollution Control Board |
| 6 | Business Environment | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Kumar, P. 2009. Assessment of economic drivers of land-use change in urban ecosystems of Delhi, India. AMBIO: A Journal of the Human Environment, 38: 35-39. Nagendra, H., Sudhira H. |
| 7 | Principles of Management | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. P.L.Gangopadhyay, Nimai Bagchi-Dey Book Concern 2. Dr. J. Jayasankar Margham Publication |

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Semester : III

| Sr. No. | Subject Name/ Title of the Book | Publication | Notebook | Reference Book |
|----------------|---|--------------------|--------------------------------|---|
| 1 | Equity and Debt Market | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Welsch, Glenn A., Ronald W. Hilton, and Paul N. Gordan – Budgeting, Profit and Control, Prentice-Hall, Delhi |
| 2 | Corporate Finance | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Foster, George Financial Statement Analysis, 2nd ed., Pearson Education Pvt Ltd 2. Prasanna Chandra - Financial Management - Tata - McGraw Hill |
| 3 | Information Technology in Business Management - I | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Information Technology for Management, 6 th Edition by Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wether be (Ch1, Ch2) 2. Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch |
| 4 | Foundation Course (Environmental Management) -III | Sheth Publication | 1 Notebook, A4 size, 196 pages | 1. Biju, M.R. Human Rights in a Developing Society; Mittal Publications, New Delhi, 2005 |
| 5 | Business Planning & Entrepreneurial Management | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Dynamics of Entrepreneurial Development Management - Vasant Desai, Himalaya Publishing House 2. Entrepreneurial Development - S.S. Khanna |
| 6 | Strategic Management | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill 2. Bungee and Colonna: Concept of Corporate Strategy |
| 7 | Accounting for Managerial Decisions | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Himalaya Publication 2. Sahitya Bhawan Publication 3. Gupta, SP - Management Accounting, Sahitya Bhawan, Agra |

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Semester : IV

| Sr. No. | Subject Name/ Title of the Book | Publication | Notebook | Reference Book |
|----------------|--|----------------------|--------------------------------------|---|
| 1 | Auditing | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Dr.S Meenakumari – Fundamentals of Auditing 2. Baldev Sachdeva & Jagwant Singh Pardeep Kumar – Auditing theory & Practice |
| 2 | Corporate Restructuring | Vipul Publication | 1 Notebook, A4 size, 196 pages | Foster, George Financial Statement Analysis, 2nd ed., Pearson Education Pvt Ltd |
| 3 | Information Technology In Business Management-II | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Information Technology for Management, Sheth Publication. 2. Microsoft Office Professional 2013 Step by Step |
| 4 | Foundation Course (Ethics & Governance)-IV | Sheth Publication | 1 Notebook, A4 size, 196 pages | Biju, M.R. Human Rights in a Developing Society; Mittal Publications, New Delhi, 2005 |
| 5 | Business Research Methods | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Research for Marketing Decisions Paul E. Green, Donald S. Tull 2. Research methodology in Social sciences, O.R.Krishnaswamy, Himalaya Publication |
| 6 | Business Economics-II | Manan Prakashan | 1 Notebook, A4 size, 196 pages | 1. Frank Robert. H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill, Edition 3 2. Pal Sumitra, Managerial Economics cases and concepts, Macmillan, New Delhi, 2004 |
| 7 | Production & Total Quality Management | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. K.C. Jain and L.N. Agarwal Production, Planning and Control & Industrial Management 2. Srinivas Gondhalekar and Uday Salunkhe, “Productivity Techniques”, Himalaya Publishing House |

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Semester : V

| Sr. No. | Subject Name/ Title of the Book | Publication | Notebook | Reference Book |
|----------------|--|--------------------|--------------------------------|--|
| 1 | Logistics and Supply Chain Management | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Martin Christopher, Logistics & Supply Chain Management- Strategies for Reducing Cost & Improving Services 2. Donald Waters, An Introduction to Supply Chain |
| 2 | Corporate Communication & Public Relations | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Bhasin Jaspreet Kaur (2012), Customer Relationship Management, Dreamtech Press. 2. Urvashi Makkar and Harinder Kumar Makkar, 2013, CRM Customer Relationship Management, McGraw Hill Education |
| 3 | Investment Analysis Portfolio Management | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Kevin. S, Security Analysis and Portfolio Management 2. Prasanna Chandra, Security Analysis & Portfolio Management |
| 4 | Wealth Management | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Harold Evensky, Wealth Management, McGraw Hill Publication 2. Harold Evensky, The new wealth Management, CFA Institute Investment Series Publication |
| 5 | Financial Accounting | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Accounting Standards and Corporate Accounting Practices, Taxmann, T.P. Ghosh |
| 6 | Direct Taxes | Sheth Publication | 1 Notebook, A4 size, 196 pages | 1. Income Tax Act- Bare act 2. Dr. V K Singhania-Direct Tax Law & Practice |

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Semester : VI

| Sr. No. | Subject Name/ Title of the Book | Publication | Notebook | Reference Book |
|----------------|--|----------------------|--------------------------------------|---|
| 1 | Operation Research | Sheth Publication | 1 Notebook, A4 size, 196 pages | 1. Taha H.A., Operations Research - An Introduction, 6th Edition, Hall of India 2. Bronson R, Operations Research, 2nd Edition, Shaum's Outline Series |
| 2 | International Finance | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Cheol. S. Eun & Bruce G. Resnick, International Finance Management 2. V A. Aadhani, International Finance |
| 3 | Strategic Financial Management | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Padhuka's Strategic Financial Management (CA Final), 6th Edition 2. Financial Management: Kishore, R. M. Taxman Allied Service |
| 4 | Financing Rural Development | Vipul Publication | 1 Notebook, A4 size, 196 pages | 1. Rural Development: Principles, Policies and Management Book by Katar Singh 2. Financial Inclusion and Rural Development, Mr. Shantanu Saurabh: Assistant Professor, IMS, RGSC, Banaras Hindu University, Varanasi |
| 5 | Indirect Taxes | Sheth Publication | 1 Notebook, A4 size, 196 pages | 1. GST Bare Act 2017 2. GST Laws – National Academy of Customs, Indirect Tax |

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