ABBREVIATIONS

1. BOP: BOP stands for bottom-of-the-pyramid. These are the poorest people but they are the largest group in terms of number of people who fall in this category.


3. JV: JV stands for joint venture.

4. INR: INR stands for Indian Rupee. It is the currency of India

5. MNC: MNC stands for multinational companies.


7. BIMARU: the full form of BIMARU is: Bihar, Madhya Pradesh, Rajasthan, and Uttar Pradesh.

8. BSNL: BSNL means Bharat Sanchar Nigam Limited. It is a telecommunication company in India

9. NREGA: NREGA stands for National Rural Employment Guarantee Scheme

10. ITC: The full form of ITC is Indian Tobacco Company

11. HUL: HUL stands for Hindustan Unilever Limited.

12. FMCG: the full form of FMCG is Fast-Moving Consumer Goods.


14. IMC: Integrated Marketing

15. Communication.


17. LG: The abbreviation LG stands for 'Lucky Goldstar'. LG is the name of a South Korean conglomerate

18. HDFC: the abbreviation HDFC stands for Housing Development Finance Corporation.

19. GDP: the full form of GDP is gross domestic product.

20. M&M: M&M stands for Mahindra and Mahindra. This is an Indian automobile company

21. FCC: FCC is Federal Communications Commission. The Federal Communications Commission is designed to regulate the communications by radio, TV, wire, cable and satellite.

22. BBLIL: BBLIL stands for Brooke Bond Lipton India Limited it is a company formed by the merger of Brooke Bond India and Lipton India.

23. GCPL: GCPL is Godrej Consumer Products Limited. It is an Indian FMCG company based in Mumbai.
25. NABARD: NABARD stands for National Bank for Agriculture and Rural Development (NABARD).
26. WOM: WOM stands for word-of-mouth communication
27. R3: R3 means rural class three.
28. R4: R4 means rural class 4
29. U P: Uttar Pradesh, a state in India
30. M.P: Madhya Pradesh, a state in India.
31. TV: television
33. MNO: MNO means multinational organization
34. DMC: Dough molding compound
35. DVD: Digital Versatile Disc
36. FM radio: The full form of FM radio is Frequency modulation (FM).
37. LCD: the full form of LCD IS Liquid Crystal Display.