

ST. JOSEPH'S COLLEGE OF LAW

#18, Residency Road, Bengaluru – 560025

Internal Assessment Examination– December 2024

Subject: Marketing and Service Management

Class: II B.COM LLB

Max Marks: 10

Time: 1 Hr.

Instructions:

1. Answer **any one** essay type questions from Part A and **any one** short note questions from Part B.
2. Essay type question carries 7 marks and the short note question carries 3 marks.

PART -A

7x1=07

1. Explain the approaches of the study of marketing.

Or

2. Briefly describe the basis of market segmentation.

PART B

3 x 1 = 03

3. Write a note on the advantages of E-business.

Or

4. Distinguish between micro and macro environment.