

ST. JOSEPH'S COLLEGE OF LAW

#18, Residency Road, Bengaluru – 560025

Internal Assessment Examinations – January 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

7 x 1 = 07

1. Explain the approaches to the study of marketing

Or

2. Explain the factors influencing consumer behavior.

PART B

3 x 1 = 03

3. Write a note on goals of marketing.

Or

4. Write a note on buyer decision making process