

ST. JOSEPH'S COLLEGE OF LAW

#18, Residency Road, Bengaluru – 560025

Internal Assessment Examinations - 18th March 2022

Subject: MARKETING & SERVICES MANAGEMENT

Class: III SEM BCOM LLB

Max Marks: 10

Time : 1 Hr

Instructions:

1. Answer any one essay type question from Part A and any one short note question from Part B.
2. Essay type question carries 6 marks and the short note question carries 4 marks.

Part A

6 x 1= 06

1. Explain the approaches of study of marketing.

Or

1. What is market segmentation? Explain the bases of market segmentation.



Part B

4 x1=04

2. In short explain the goals of marketing.

Or

2. Write a short note on stages of market segmentation.