

ST. JOSEPH'S COLLEGE OF LAW

#18, Residency Road, Bengaluru – 560025

Mid-Term Examinations – November 2025

II BCOM LLB

Subject: MSM

Max Marks: 10

Time: 1 Hour

Instructions:

1. Answer any essay questions from Part A and any 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 in detail the approaches of marketing.

Or

2. Enumerate the basis of market segmentation with suitable examples.

PART B

3 x 1 = 03

3. Write a short note on Green Marketing.

Or

4. Write a note on factors influencing the marketing environment.