

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOSPITALITY & TOURISM (BBAHT)
EXAMINATION: MAY- 2022
FIFTH SEMESTER

Subject: Marketing Management (HT18-124516)

Date: 03 /6/2022

Total Marks: 60

Time: 2.00 pm to 4.30 pm

Instructions: 1) Each question carries 10 marks.
2) Q1 is compulsory
Attempt any 05 questions from Q2 –Q8 questions.

- Q. 1.** Describe in details the marketing mix for service marketing. **(10)**
- Q. 2.** a) Discuss importance of distribution **(05)**
b) Discuss Personal selling. **(05)**
- Q. 3.** Describe different new product pricing strategies. **(10)**
- Q. 4.** Define the following **(10)**
a) Sales Promotion
b) Marketing
c) Product
d) Service
e) Pricing
- Q. 5.** a) Distinguish between selling and Marketing **(05)**
b) Write the difference between Goods and Services. **(05)**
- Q. 6.** With the help of diagram explain the various stages of product life cycle? **(10)**
- Q. 7.** Explain core concepts of marketing **(10)**
- Q. 8.** a) Elaborate geographic segmentation of market. **(05)**
b) Write down the characteristics of services. **(05)**
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