

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BBA IN HOTEL AND TOURISM OPERATION**  
**EXAMINATION: DECEMBER – 2022**  
**THIRD SEMESTER**  
**Subject : - Marketing (514314)**

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**Date: 07/12/2022**

**Total Marks: 60**

**Time: 2.00 pm to 4.30 pm**

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**Instructions:** 1) Each question carries equal marks.  
2) Attempt any 06 questions

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|---|-------------|
| <b>Q. 1</b> Define marketing and describe core concepts.                      | <b>(10)</b> |
| <b>Q. 2</b> Write down the difference between goods and services              | <b>(10)</b> |
| <b>Q. 3</b> Explain the Philosophy of marketing concepts                      | <b>(10)</b> |
| <b>Q. 4</b> Define services and explain the characteristics of services       | <b>(10)</b> |
| <b>Q.5</b> Explain the product life cycle                                     | <b>(10)</b> |
| <b>Q.6</b> Define promotion and describe promotional tools.                   | <b>(10)</b> |
| <b>Q.7</b> Explain the 3 P's of service marketing                             | <b>(10)</b> |
| <b>Q.8</b> Define promotion and discuss different types of promotional tools. | <b>(10)</b> |