

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BBA IN HOSPITALITY & TOURISM (BBAHT)**  
**EXAMINATION: NOVEMBER 2023**  
**THIRD SEMESTER**  
**Subject : Travel & Tourism – III (HT18-124315)**

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**Date: 25/11/2023**

**Total Marks: 60**

**Time: 10.00 am to 12.30 pm**

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**Instructions:** 1) Each question carries 10 marks.  
2) Attempt any 06 questions.

- Q. 1** Define marketing and explain the core concepts of marketing for services in detail. (10)
- Q. 2** With the help of a neat diagram, explain the concept of product life cycle. (10)
- Q. 3** What are the different sources of gathering information to prepare an itinerary? Explain each in detail. (10)
- Q. 4** Prepare a tour costing sheet for 3 days tour for 2 pax. (10)
- Q. 5 Write short note on** (10)  
A) Date line  
B) Time Line
- Q. 6** Classify & explain different tourism products. (10)
- Q. 7** What are the characteristics of tourism services? (10)
- Q. 8 Define following terms –** (10)  
1. Itinerary  
2. Meta market  
3. Target market  
4. Transaction  
5. Tourism product