

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOTEL AND TOURISM OPERATION
EXAMINATION: NOVEMBER 2023
THIRD SEMESTER
Subject: - Marketing (514314)

Date: 23/11/2023

Total Marks: 60

Time: 2.00 pm to 4.30 pm

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

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