

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BBA IN HOSPITALITY & TOURISM (BBAHT)**  
**EXAMINATION: MAY 2024**  
**FIFTH SEMESTER**

**C/CB**  
**60:40**

**Subject: Marketing Management (HT18-124516)**

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**Date: 21/05/2024**

**Total Marks: 60**

**Time: 2.00 pm to 4.30 pm**

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- Instructions:** 1) Each question carries 10 marks.  
2) Q. 1 is compulsory.  
3) Attempt any 05 questions from Q. 2 –Q. 8 questions.

- Q. 1.** Define marketing. Explain the core concepts of marketing. **(10)**
- Q. 2.** With a help of chart, explain what is a product life cycle. **(10)**
- Q. 3.** Write short notes on – **(10)**  
a. Market segmentation  
b. Value & satisfaction
- Q. 4.** What are different levels of a product? Explain each in detail with a suitable example. **(10)**
- Q. 5.** Enlist and describe various strategies adopted for pricing. **(10)**
- Q. 6.** What are the characteristics of services? Explain each in detail. **(10)**
- Q. 7.** What are various ways to target a market? **(10)**
- Q. 8.** Enlist and explain different components of promotion mix **(10)**
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