

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOTEL AND TOURISM OPERATION
EXAMINATION: MAY 2024
THIRD SEMESTER
Subject: - Marketing (514314)

Date: 17/05/2024

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