

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOSPITALITY & TOURISM (BBAHT) (124)
EXAMINATION: NOVEMBER- 2025
FIFTH SEMESTER

Subject : Marketing Management (124508)

Date: 26/11/2025

Total Marks: 60

Time: 10.00 am to 12.30 pm

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

- Q. 1** Define marketing and explain basic concepts of marketing. **(10)**
- Q. 2 Write short notes on –** **(10)**
a. Components of price
b. Philosophical concepts of marketing firm.
- Q.3** What is Promotional mix? Explain in detail. **(10)**
- Q. 4 Define following terms –** **(10)**
a. Meta market
b. Value
c. Price
d. Demand
e. Market
- Q. 5** With an appropriate example, explain levels of a product with a help of a diagram. **(10)**
- Q. 6** What are different distributional channels? Explain in detail. **(10)**
- Q. 7** Explain a product life cycle with the help of a graphical representation. **(10)**
- Q. 8 Fill in the blanks -** **(10)**
1. Need is a basic _____quest.
2. Demands are characterised by availability of choice, options and _____.
3. If the geographical location of the market is known then it is called as _____.
4. _____ product is at the centre of all the product's levels.
5. When the market is divided into small groups showing similar _____ & _____, it is called as market segmentation.
6. Transfer of goods in exchange of money is an example of _____.
7. The suggestions from the customers are sought to develop _____ product.
8. Phase zero in product life cycle is _____ .
9. If different products are developed on the same concept, it is called as _____.