

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOTEL OPERATIONS (BBAHO) (603)
EXAMINATION: NOVEMBER- 2025
THIRD SEMESTER
Subject : Marketing Management (603307)

Date: 22/11/2025

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** With the help of a neat labeled diagram explain – Product life cycle in detail. **(10)**
- Q. 2** Explain different pricing methods adopted by a fine dine restaurant in metro city. **(10)**
- Q. 3 Write short notes on –** **(10)**
1. Market segmentation
 2. Choosing a distribution channel
- Q. 4** Explain levels of products with an appropriate example. **(10)**
- Q. 5** Explain core concepts of marketing in detail. **(10)**
- Q. 6** What are the different ways in which a target market is set? Explain with a neat labeled diagram. **(10)**
- Q. 7** What are the characteristics of services? Explain each in detail. **(10)**
- Q. 8 Define following terms –** **(10)**
1. Marketing
 2. Meta Market
 3. Target Market
 4. Value
 5. Demand
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