

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.Sc. AVIATION, HOSPITALITY & TRAVEL TOURISM (761)
EXAMINATION: NOVEMBER - 2025
THIRD SEMESTER (2024 PATTERN)
Subject : Marketing Management (761306)

Date: 25/11/2025**Total Marks: 30****Time: 10.00 am to 11.30 am**

- Instructions:**
- 1) Q1. Is compulsory
 - 2) Each question carries equal marks.
 - 3) Attempt any 02 questions from the remaining

Q. 1 Explain the following terms (any10) (10)

- a) Marketing
- b) Marketing Management
- c) Augmented Product
- d) Branding
- e) Franchising
- f) Alliances
- g) Product Differentiation
- h) Price Elasticity of Demand
- i) Public Relations.
- j) Market segmentation
- k) SERVQUAL model
- l) E-marketing.

Q. 2 Answer the following: (Any 2) (5 Marks each) (10)

- a) Explain the 7P's of Marketing
- b) Explain how Competition affects the current business environment and give the 4 levels of Competitors.
- c) Give the duties of Marketing Manager

Q. 3 Explain in brief :

- a) Explain the Product Life cycle with diagram (5)
- b) Explain the Channels of Distribution (3)
- c) Explain the 3C's Model for Price Setting (2)

Q. 4 Write note on following: (2 Marks each) (10)

- a) What are the 5 M's of Advertising?
- b) What is Direct Marketing, Telemarketing & Internet marketing.
- c) Give any 2 Differences between Marketing of services and goods
- d) Give the three areas of marketing which is to be taken into consideration when market a product.
- e) Green Marketing

Q. 5 Write note on : (Any 2) (5 marks each) (10)

- a) Give any 5 methods of measuring Customer Satisfaction.
 - b) Briefly explain the Market segmentation categories.
 - c) Explain the various types of Consumer Behaviors.
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