

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOTEL OPERATIONS (BBAHO) (603)
EXAMINATION: MAY- 2026
THIRD SEMESTER

Subject : Marketing Management (603307)

Date: 26/05/2026

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** Explain the progression of a product with the help of graphical representation. **(10)**
- Q. 2** What are different pricing strategies that a company can adopt? **(10)**
- Q.3** What are the characteristics of services? Explain in detail. **(10)**
- Q.4 Write short notes on –** **(10)**
1. Market segmentation.
2. Direct distribution.
- Q. 5 Define following terms –** **(10)**
a. marketing
b. market
c. target market
d. promotion
e. advertisement
- Q. 6** Explain different levels of a product. **(10)**
- Q.7** What are different ways of promoting a product or a service? Explain each in detail. **(10)**
- Q.8 State true or false. Correct the false statement.** **(10)**
1. Demand is at the lowest of the need pyramid.
2. Zomato is an example of a market space.
3. Value is the ratio between the money paid and benefits obtained.
4. Expected product can also be termed as a want.
5. Cost plus pricing strategy is adopted while launching a new product in market.