

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**School of Hospitality**

**Bachelor of Business Administration in Tourism and Travel  
Mid Term Examination - May 2024**

**Duration : 90 Minutes**

**Max Marks : 50**

**Sem II - I1UA201T - Essentials of Marketing***General Instructions*

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is product planning and development? K2 (2)
- 2) Define marketing and explain its significance in the business world. K1 (3)
- 3) Discuss the advantages and disadvantages of advertising as a promotional tool. K2 (4)
- 4) Trace the evolution of marketing from the production era to the relationship era. K2 (6)
- 5) Describe the process of developing marketing strategies and plans. K3 (6)
- 6) Discuss the importance of branding in the marketing mix and its impact on consumer behavior. K3 (9)
- 7) Provide examples of how companies can adjust their marketing mix strategies based on different target markets. K4 (8)
- 8) Describe the stages of the product life cycle and the marketing strategies associated with each stage. K4 (12)

**OR**

- Discuss the future trends and challenges of marketing in a constantly evolving business landscape. K4 (12)