



PAU-0010-0004508 Seat No. _____

Third Year B. H. T. M. (Sem. V) (CBCS) Examination

October / November - 2018

5.6. E.3 : Time Share Management

(New Course)

Faculty Code : 0010

Subject Code : 0004508

Time : 3 Hours]

[Total Marks : 70

- Instructions :** (1) Questions No. 1 & 6 are compulsory.
(2) Attempt any three questions from question 2 to question 5
(3) The maximum marks are assigned in front of each question.

- 1 Fill in the blanks : **14×1=14**
- (a) From the service prospective 3 Ps stands for _____, _____ and _____.
 - (b) The first timeshare operation was begun in the 1950s in Europe by _____ known as _____.
 - (c) Each condominium unit was divided into _____ weeks.
 - (d) I.I stands for _____.
 - (e) In the USA, _____ has the largest number of resorts – over 25% of the nation's resorts are in that state.
 - (f) _____ has 35 per cent of all of Europe's timeshare resorts.
 - (g) The marketing mix is a way of thinking about _____ and _____.
 - (h) O.P.C. stands for _____.
 - (i) _____ are sometimes offered to those on tours who do not want to buy that day but are interested in the product.
 - (j) _____ is an example of Timeshare ownership.

- 2 Elaborate different techniques used for segmenting timeshare customers. 14
- 3 Explain in detail the Marketing Vacation Ownership Resorts. 14
- 4 Identify the 12 steps of the sales process. Explain the entire process in detail. 14
- 5 Explain types of financing involved in developing vacation ownership resorts. 14
- 6 Explain in detail the Role of the Exchange Company. 14

OR

- 6 Explain in brief in around 150 words each : 4+3+3+4=14
- (a) The seven 'P's
 - (b) Resale
 - (c) Upward pattern
 - (d) Target markets