



JAA-0010-0004508 Seat No. _____

**Third Year Bachelor of Hotel And Tourism
Management (Sem. V) Examination**

October - 2019

**5.6. E.3 : Time Share Management
(New Course)**

Faculty Code : 0010

Subject Code : 0004508

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (1) Question 1 is compulsory.
(2) Attempt any four questions from Q. 2 to Q. 6.

- 1 Fill in the Blanks : **14×1=14**
- (a) _____ and _____ are two largest exchange companies for Timeshare ownership.
 - (b) The timeshare industry first emerged significantly in _____ in _____.
 - (c) The first timeshare operation was begun in the 1950s in Europe by _____ known as _____.
 - (d) R.C.I. stands for _____.
 - (e) I.I. stands for _____.
 - (f) In the USA, _____ has the largest number of resorts - over 25 per cent of the nation's resorts are in that state.
 - (g) _____ is defined as the act of a timeshare owner in using a timeshare interest from the next succeeding year in the current year.
 - (h) The marketing mix is a way of thinking about _____ and _____.
 - (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** How do you differentiate between Points v/s Weeks? **14**
- 3** Explain in brief any seven in around 100 words each : **7×2=14**
- (a) The seven 'P's
 - (b) Resale
 - (c) Upward pattern
 - (d) Target markets
 - (e) Drawing drop boxes
 - (f) Telemarketing
 - (g) Direct mail
 - (h) Warm-up
- 4** Explain types of financing involved in developing vacation ownership resorts. **14**
- 5** Explain in detail the Role of the Exchange company. **14**
- 6** Explain types of financing consumer's employ when purchasing and the resorts. **14**
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