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**A STUDY ON CONSUMER OPINION TOWARDS QUALITY AND SATISFACTION IN
HOTEL INDUSTRY
(WITH SPECIAL REFERENCE TO ANNAPOORNA GROUP OF HOTELS IN
COIMBATORE, TAMILNADU)**

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ABSTRACT

In the study various differences and similarities in the satisfaction level of the respondent customers have been discussed to identify the needs and perceptions of hotel customers based on the level of their satisfaction with reference to Sree Annapoorna Sree Gowrishankar group of hotels in Coimbatore. Overall, the data analysis showed that the results were reliable and indicated a good measure of sampling adequacy. Effective marketing strategies need to be planned by hoteliers to attract and retain more and more customers, by satisfying them during their first visit.

STRATEGIC ANALYSIS OF MECHANIZED CRIME ATTACKS IN DISTRIBUTED NETWORK TECHNOLOGY

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ABSTRACT

Mechanized Crime is a social awful conduct is in addition known IT awful conduct considering the Internet. For the most part affected ambushes by the fashioners on the web have sprinkled the open electronic play a territory with estimations of cool reality and sent newcomers scrambling to redesign compose security structures. Automated dreadful direct is the freshest and potentially the most tangled load in the pushed world. Computerized bad behavior are answerable for the interference of standard PC works and has been known to cause the crush of different affiliations and individual parts. This assessment paper plans to examine after pieces of Cyber bad behavior: the definition, why they happen, laws controlling them, methods for doing advanced bad behavior, which they sway, and computerized bad behavior adjusting action techniques. Basically more particularly, this paper will dig into one rule example of advanced bad behavior "hacking". The report will show the usage and improvement of headway has reinforced specific sorts of awful practices, for example, burglary encroachment and fear mongering. Electronic infringement in India are very much arranged making from an unquestionable email horrendous lead to increasingly grave dreadful practices like hacking and source code thievery. Versatile Networks are joined phenomenally adaptable center centers that conversation with one another without relying on an earlier framework structure. Due to their versatile nature, center centers may as routinely as conceivable join and leave the framework without watch. Center centers can clearly banter with neighbors, which are inside direct transmission run, at any rate ought to rely on commonly captivating concentrations to advance gatherings too difficult to reach center centers, which are past the impel transmission expand. Additionally, centers may be exceptionally heterogeneous concerning orchestrating power, battery life, transmission range, and littleness follows. Some standard viewpoints of centers join knapsack radios, PCs, handhelds, vehicle PCs, and airborne exchanges. This Research Paper speaks to risks a wonderfully doled out structure faces and the security centers to be competent. Particularly, looked into evident arranging ambushes, for instance, flooding, dark gap, interface replicating, wormhole, and plotting stingy strikes, and in like way existing responses for secure traditions.

CELEBRITY ENDORSEMENTS – AN EMPIRICAL INSIGHT INTO CONSUMER'S PERCEPTION

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ABSTRACT

Celebrity endorsement is one of the trending marketing strategies to launch a new product or to promote the exits one due to the mass appeal and a world full of star stuck loyal fans of the celebrities who feels that the celebrity endorsed product is the symbol of the status upliftment and more reliable than the common one. This technique increases the revenue as well as the equity of the brands. In this modern era this influencing technique is not only limited within the commercial field but also extends its positive impacts on various social issues to bring the good vibes in the society.

A STUDY ON CUSTOMER BRAND PREFERENCE TOWARDS SUZUKI NEXA AT SURAT CITY

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ABSTRACT

Customer preference is very important concept that every marketer need to analyze for their own product development and also to know their worth in the market place. This research was conducted with the major aim to know about customer brand preference towards Maruti Suzuki Nexa at Surat city. Convenience Sampling technique has been adopted with the sample size of 100 respondents. The primary data for the study was collected using the self-design questionnaire with 5 point Likert scale. One sample t-test, frequency analysis and multiple response were used as data analysis statistical tools. The result was founded that Suzuki nexa need to concentrate on their advertising strategy as because majority of the customer had no awareness about premium range of cars are provided by the Maruti Suzuki India limited.

ART THOUGHTS BY GREAT THINKERS OF CHINA AND JAPAN

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Ph.D. RESEARCH SCHOLAR
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ABSTRACT

The role of art aesthetics, religion and spiritual thoughts of great thinkers is very deeply built in the life style and culture of the people of a country. In view of variations over space i.e. country to country this study covered the comparative stance in the philosophies of China and Japan in specific and India and Western countries in general. Therefore, views of some eminent philosophers and saints namely Lao Tzu, Confucius and Gao Xingjian of China and Yoko Ono, Shinichi Suzuki and Akira Kurosawa of Japan, are examined in this article. These great thoughts shaped the lifestyles and culture of the people of China and Japan respectively. However, the philosophies and lifestyles of the people of China were relatively more religious and spiritually oriented than that of Japan. In case of Japan, professional orientation is relatively more apparent. In comparison to China and Japan, the lifestyles, religious, cultural and socio-economic practices / values in the western countries, say Europe and America, are materialistic and art thoughts by great thinkers of these countries are in general on scientific observations and feelings on the very physical aspects of human forms and natural phenomenon etc. But Indian thought process is predominantly spiritual and religion oriented. Indian artists and philosophers in general express mostly the very inner subtle experiences and feelings of beauty and ecstasy.

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