

[Time: Three Hours]

[Marks : 60]

Please check whether you have got the right question paper.

- N.B: 1. **Question No 1** is compulsory [20Marks]
 2. Attempt any **Four** out of the Remaining **Six** Questions. [40 Marks]

Q 1) Case Study – 20 Marks (Compulsory)

WHAT PROMOTIONAL STRATEGY?

Chintamani is a five star hotel situated near sea shore of Mahabalipuram in Chennai. It is into its third year of operation. Comfort hotels, which owns Chintamani, is the third largest hotel group in India. It has 50 high-end hotels across Asia. Hotels are situated across cities, beaches and hill stations.

Chintamni is best designed and best located hotel in company's portfolio. Comfort hotels has spent a whopping Rs.1000 crores on development of Chintamani. It is a flagship of Comfort hotel and its success is very critical to Comfort's health.

Aniruddha Dinkar is a COO of Comfort hotel. Aniruddha is veteran in the hotel Industry. Even though company has hotels across different cities in Asia, few thought of hotels as an 'Comfort Hotel'. It is not like 'Mariott' or 'Renaissance'. Operations are highly decentralized. Each hotel has retained its own identity, manages its own business with full profit and loss responsibility, runs its own incentive programmes and handles its relationships with key intermediaries. The company always wants to emphasize the distinct personalities of its properties.

PROBLEM-

Mr. Prakash Nambiar is a Hotel Manager of Chintamani from beginning. He has been working at Comfort Group for last 10 years. Mr. Dinkar has a great trust in him. Mr. Nambiar has turned around 2 hotels in past which were not performing.

When Mr. Dinkar came to visit Mr. Nambiar in Chennai, Mr. Nambiar looked worried. He told Mr. Dinkar 'Our bookings for high season are looking terrible. I will be lucky to fill half of our 500 rooms. I can make it work by lowering prices for key travel agencies, tour operators and online portals, but I can't do it with my current budget. I need help. I need Rs.1crore from corporate funds'. Mr. Dinkar was not convinced. He told Mr. Nambiar, 'We barely have marketing budget at corporate level. Bookings are down everywhere. Pretty soon everyone would be asking for special funds'.

Question: WHAT SHOULD MR. ANIRUDDHA DINKAR DO?

Attempt any **Four** out of the Remaining **Six** Questions.

Q.2) How is TV advertising different from Direct Marketing? [10 Marks]

Q.3) 'Social media marketing is a double edged sword'. Debate. [10marks]

Q.4) Compare and Contrast consumer promotions and trade promotions. [10 Marks]

Q.5) Can Humor backfire in advertising? Justify your answer. [10 Marks]

Q.6) Discuss various campaigns used by Coca – Cola over the years in India. [10 Marks]

Q.7) Write short notes on Any 2. [5 x 2 = 10 Marks]

- a) E-mail Marketing
- b) Public Relations Components
- c) Advertising Budget
- d) DAGMAR