

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4255 Cities in 176 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	RECRUITMENT AND SELECTION SYSTEM OF VILLAGES IN WONOSOBO REGENCY <i>PRAYITNO, DR. SRI SUWITRI, DR. PAULUS ISRAWAN S & DR. SUNDARSO, SU</i>	1
2.	THE INDIAN CORPORATE BOND MARKET: PERFORMANCE AND PROSPECTS <i>FIONA JEELANI, D. MUKHOPADHYAY & DR. ASHUTOSH VASHISHTHA</i>	2
3.	QUALITY PARAMETERS, USE OCCASION, COMBO-GIFT AND MOTIVATION: A STUDY OF CYMBIDIUM ORCHIDS OF SIKKIM HIMALAYAS <i>BIBETH SHARMA & DR. AJEYA JHA</i>	3
4.	ANALYSIS OF DATA MINING METHODOLOGY IN MEDICAL DIAGNOSIS <i>K.INDHUMATHI</i>	4
5.	5G WIRELESS TECHNOLOGIES: A COMPARATIVE STUDY AND ANALYSIS <i>SANGAM MALLA & ANIL BISWAL</i>	5
6.	ANALYZING THE SHORT RUN OPERATING PERFORMANCE OF ACQUISITIONS: INDIAN PERSPECTIVE <i>NUSRATHUNNISA & DR. DURAI PANDIAN.R</i>	6
7.	FIXED POINT RESULTS FOR P-1 COMPATIBLE IN FUZZY MENGER SPACE <i>RUCHI SINGH, A.D. SINGH & ANIL GOYAL</i>	7
8.	ENTREPRENEURIAL MOTIVATION OF WOMEN: THE CASE OF AMBO TOWN MICRO AND SMALL ENTERPRISES, AMBO, ETHIOPIA <i>MISAEEL JALETA & DR. J. PAUL MANSINGH</i>	8
9.	AN OVERVIEW OF OPERATING EFFICIENCY OF BANKS: A STUDY WITH SPECIAL REFERENCE TO SBI, CANARA, HDFC AND KARUR VYSYA BANKS <i>DR. N. LALITHA</i>	9
10.	THE STOCHASTIC MODELLING AND RELIABILITY ANALYSIS OF A BEER BOTTLE FILLING PLANT IN AN INDUSTRY <i>NEHA KUMARI & PAWAN KUMAR</i>	10
11.	PUBLIC RELATIONS INDIA: A STUDY OF LIFE INSURANCE CORPORATION OF INDIA <i>CHANDAN KUMAR KS & SRI RANJINI. S</i>	11
12.	SWOT ANALYSIS OF IOCL: AN OVERVIEW <i>VIKAS THAKRAN & SURENDER KUMAR</i>	12
13.	DETERMINANTS OF PROFITABILITY OF SELECTED NON BANKING FINANCIAL COMPANIES IN INDIA <i>DR. N. DEEPA & V. THILAGAVATHI</i>	13
14.	EFFECT OF FIRM CAPITALIZATION ON EQUITY RISK PREMIUM EXPECTATIONS OF THE INVESTORS: A STUDY OF INDIAN CAPITAL MARKET <i>NIPUN AGGARWAL & DR. DYAL BHATNAGAR</i>	14
15.	ASSESSMENT QUEUING THEORY AND ITS APPLICATION: ANALYSIS OF THE COUNTER CHECKOUT OPERATION IN BANK (A CASE STUDY ON DASHEN DILLA AREA BANK) <i>TESFAYE HAILU & ESAYAS DEGAGO</i>	15
16.	ANALYSIS ON THE ROLE OF EDUCATIONAL LEADERSHIP FOR THE REALIZATION OF QUALITY EDUCATION SYSTEM IN ETHIOPIA: THE CASE OF SOUTH AND NORTH GONDAR ADMINISTRATIVE ZONAL PREPARATORY SECONDARY SCHOOLS <i>MELESE BIRHANU</i>	16
17.	A SKETCH OF IMPERATIVE ELEMENTS THAT AID IN STAFFING PROCESS OF HRM <i>KIRTI SUNIL BIDNUR</i>	17
18.	POWER DYNAMICS IN THE INDIAN CORPORATE CORRIDORS: AN EMPIRICAL EVALUATION OF POWER STRUCTURE BETWEEN EMPLOYEE AND THEIR SUPERVISOR <i>SHATABDI S DAS</i>	18
19.	AN ANALYSIS OF THE RELATIONSHIP BETWEEN RUPEE-DOLLAR EXCHANGE RATE, CRUDE OIL PRICES AND THE GOLD RATE <i>HARDIK VORA</i>	19
20.	BUSINESS ENVIRONMENT: A NOTE <i>DR. CHANDRANI CHATTOPADHYAY</i>	20
	REQUEST FOR FEEDBACK & DISCLAIMER	21

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, GuruNanakKhalsaCollege, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, KurukshetraUniversity, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, AligarhMuslimUniversity, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, **please specify**)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
- e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered & self explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

RECRUITMENT AND SELECTION SYSTEM OF VILLAGES IN WONOSOBO REGENCY

**PRAYITNO
MAGISTER
DIPONEGORO UNIVERSITY
SEMARANG CITY**

**DR. SRI SUWITRI
CHAIRMAN
DOCTORATE PROGRAM OF PUBLIC ADMINISTRATION
FACULTY OF SOCIAL & POLITICAL SCIENCES
DIPONEGORO UNIVERSITY
SEMARANG CITY**

**DR. PAULUS ISRAWAN S
PROFESSOR
UNIVERSITY IN PURWOKERTO
PURWOKERTO**

**DR. SUNDARSO, SU
PROFESSOR
DIPONEGORO UNIVERSITY
SEMARANG CITY**

ABSTRACT

Basic track problems in most of the villages in Wonosobo Regency Government are the recruitment and selection practices of other villages have not been able to encourage the inception of the village with the required standards of competence. This research aims to analyze the system of recruitment and selection of other villages, supporters and restricting factors, as well as establishing a proper and contextual model in Wonosobo Regency over the approach to the management of human resources. With descriptive method, this study found that the standard of competence has not been a consideration for the Government since the beginning of the planning process, to recruitment and selection. Almost the entire selection process, starting from the determination of the criteria of candidates, selection of administration until the written exams tend not based on competence. In addition, the necessary of the village according to the preference of the villagers also has yet to be fulfilled, thus still encountered complaints from the public. The study also identifies some of the factors supporting the recruitment and selection competency-based, among others, regulation and community support. Later, inhibitor factor, among others, the quality of human resources and organizational needs analysis Committee. Based on these conditions, the model recommendations in this study encourages the process of recruitment and selection apply competency — based in practice, in order to be able to support organizational performance towards the village government is better. Start the process of sourcing, attracting, through screening, based on the needs the competence and analyzed scientifically. Community preference is also a consideration in that process in order to involve the public opinion and build public confidence to the results of the selection. These two factors also continue to support are encouraged to be optimal. Meanwhile, an inhibitor of factor continues to be minimized through a variety of innovations.

THE INDIAN CORPORATE BOND MARKET: PERFORMANCE AND PROSPECTS

FIONA JEELANI
ASST. PROFESSOR
SCHOOL OF BUSINESS STUDIES
ISLAMIC UNIVERSITY OF SCIENCE & TECHNOLOGY
AWANTIPORA

D. MUKHOPADHYAY
PROFESSOR & DEAN
SCHOOL OF BUSINESS
SHRI MATA VAISHNO DEVI UNIVERSITY
KATRA

DR. ASHUTOSH VASHISHTHA
ASST. PROFESSOR
SCHOOL OF BUSINESS ECONOMICS
SHRI MATA VAISHNO DEVI UNIVERSITY
KATRA

ABSTRACT

When the equity markets are volatile, the Debt market should emerge as a stable source of finance. The Indian Capital Market has a less developed and immature bond market. Although the Government bond market is somewhat developed, the Corporate bond market has a long way to go.

QUALITY PARAMETERS, USE OCCASION, COMBO-GIFT AND MOTIVATION: A STUDY OF CYMBIDIUM ORCHIDS OF SIKKIM HIMALAYAS

BIBETH SHARMA
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY
MAJITAR

DR. AJEYA JHA
PROFESSOR & HEAD
DEPARTMENT OF MANAGEMENT STUDIES
SIKKIM MANIPAL INSTITUTE OF TECHNOLOGY
MAJITAR

ABSTRACT

When customers rated attributes on importance when purchasing cymbidium orchids, the following attributes were important to all: flower/bloom quality, color, price, design, longevity, availability, fragrance, uniqueness, and ease of care. We have tried to study the consumer's preference when it comes to purchasing flowers, buy cymbidium orchids, and use cymbidium orchids for various occasions and also study their preference of combo-gift along with cymbidium orchids. We have tried to understand the reason why consumers spend on flowers. The sample comprised of 206 local buyers, 212 domestic buyers and 106 International buyers. From the results we find the local, national and international customers' parameter of quality in buying flowers. We also find the occasions most preferred by the customers to give Cymbidium orchids to others.

ANALYSIS OF DATA MINING METHODOLOGY IN MEDICAL DIAGNOSIS**K.INDHUMATHI****HEAD****DEPARTMENT OF COMPUTER SCIENCE
SRI AKILANDESWARI WOMEN'S COLLEGE
VANDAVASI****ABSTRACT**

The present study about the data mining methodology applied to the medical diagnosis no methodology is developed for all kind of medical diagnosis which gives higher performance in accuracy. No unique algorithm has been developed for different kind of medical diagnosis problem. Depending on the medical problem to be diagnosed, the researchers must choose the appropriate methodology in such a way to gain the higher performance in accuracy. Not all the algorithms gain the same accuracy; the appropriate algorithm is to be applied by comparing the performance of each. Still there are waste areas of medical science datasets are there to diagnose by applying the data mining methodology. It is a challenging area of the researchers to finding out an appropriate methodology for the specific problem. The aim of this paper is to study and analyze the various data mining methodologies used to diagnose the various medical related diseases, and to check the accuracy of the methodology.

5G WIRELESS TECHNOLOGIES: A COMPARATIVE STUDY AND ANALYSIS**SANGAM MALLA****HEAD****DEPARTMENT OF INFORMATION TECHNOLOGY & MANAGEMENT
UDAYANATH AUTONOMOUS COLLEGE OF SCIENCE & TECHNOLOGY
CUTTACK****ANIL BISWAL****LECTURER****DEPARTMENT OF COMPUTER SCIENCE
UDAYANATH AUTONOMOUS COLLEGE OF SCIENCE & TECHNOLOGY
CUTTACK****ABSTRACT**

The wireless industry is busy with the standardization of the 4th generation (4G) cellular networks. The 4G standards are expected to be concluded in the next year or two. 4g wireless system cannot exist in today's market without standardization. The 4G concept have already moved to the standardization phase, we must begin to work on the building blocks of the 5G wireless networks. The major difference, from a user point of view, between current generations and expected 5G techniques must be something else than increased maximum throughput; other requirements include low battery consumption, more secure. We refer to this goal as enabling the 4A's paradigm i.e. Any rate, Anytime, Anywhere and Affordable. In particular, this paper focuses on the features such as broadband internet in mobile phones with a possibility to provide internet facility in the computer by just connecting the mobile and with a speed of 10Gbps and more. In 5G researches are being made on development of World Wide Wireless Web (WWWW), Dynamic Adhoc Wireless Networks (DAWN) and Real Wireless World.

ANALYZING THE SHORT RUN OPERATING PERFORMANCE OF ACQUISITIONS: INDIAN PERSPECTIVE

**NUSRATHUNNISA
ASST. PROFESSOR
ALLIANCE UNIVERSITY
ANEKAL**

**DR. DURAIPANDIAN.R
PROFESSOR & HEAD
DEPARTMENT OF BUSINESS ADMINISTRATION & RESEARCH
PES INSTITUTE OF TECHNOLOGY
BANGALORE SOUTH CAMPUS
BANGALORE**

ABSTRACT

In today's global economy, Mergers and Acquisitions (M&A) are being increasingly used world over as a strategy for achieving larger size and faster growth in market share and reach, and to become more competitive through economies of scale. This research study aims to study the impact of mergers in the short run on the operating performance of acquiring corporate in different periods in India, by examining some pre- and post-merger financial ratios, with chosen sample firms, and all mergers involving public limited and traded companies of the nation between 2009 and 2013. The result shows that for a short run operating performance, the impact is not high on the performance of the acquiring companies. An analysis of pre- and post-merger operating performance ratios for the entire sample set of mergers shows that while there was no change in the mean operating profit margin and gross profit margin ratios, there was significant decline in the net profit margin. A small increase in ROCE and debt equity ratio is observed.

FIXED POINT RESULTS FOR P-1 COMPATIBLE IN FUZZY MENGER SPACE

RUCHI SINGH
RESEARCH SCHOLAR
MVM GOVT SCIENCE COLLEGE
BHOPAL

A.D. SINGH
PROFESSOR
MVM GOVT SCIENCE COLLEGE
BHOPAL

ANIL GOYAL
PROFESSOR
UNIVERSITY INSTITUTE OF TECHNOLOGY RGPV
RAJEEV GANDHI TECHNICAL UNIVERSITY
BHOPAL

ABSTRACT

The study of theory of Fuzzy sets was initiated by Zadeh in 1965. Since then many authors have extended and developed the theory sets in the field of topology and analysis. The notion of Fuzzy metric spaces has very important applications in quantum particle physics. As a result many authors have extended the Banach's Contraction Principle to Fuzzy Menger Spaces and proved fixed point and common fixed point theorems on Fuzzy Menger Space. The aim of this paper is to prove common fixed point theorem in Fuzzy Menger Space for P-1 compatible mappings.

ENTREPRENEURIAL MOTIVATION OF WOMEN: THE CASE OF AMBO TOWN MICRO AND SMALL ENTERPRISES, AMBO, ETHIOPIA

MISAEEL JALETA

STUDENT

DEPARTMENT OF RURAL DEVELOPMENT & AGRICULTURAL EXTENSION

INSTITUTE OF CO-OPERATIVES & DEVELOPMENT STUDIES

AMBO UNIVERSITY

AMBO

DR. J. PAUL MANSINGH

PROFESSOR

DEPARTMENT OF RURAL DEVELOPMENT & AGRICULTURAL EXTENSION

INSTITUTE OF CO-OPERATIVES & DEVELOPMENT STUDIES

AMBO UNIVERSITY

AMBO

ABSTRACT

Economic growth and development of a country is determined by human, physical and financial resources. Entrepreneurship is a necessary ingredient for stimulating economic growth and employment opportunities in all nations. Women contribute to the socio-economic wellbeing of their families and communities through entrepreneurial activities. Women entrepreneurs play extremely significant role for economic development in least developed countries such as Ethiopia. Currently Ethiopian women entrepreneurs are becoming increasingly visible and successful in all spheres as opportunities for women entrepreneurs have increased, but not sufficient enough. Entrepreneurship is strongly linked to micro and small enterprises (MSE), which are the main developing forces of countries. Micro and Small Enterprise (MSE) sectors have the potential to provide livelihood and jobs for a considerably large number of people especially for women in countries like Ethiopia. The purpose of this study was to identify the important women entrepreneurial motivational factors. The study was conducted in Ambo town which was purposively selected because the selected area in West Shoa Zone had more women entrepreneurs. A sample of 125 women entrepreneurs engaged in 5 sectors namely Urban Agriculture, Manufacturing, Construction, Service and Retail was taken for the study using stratified random sampling technique. The category of business was classified as micro and small enterprise level. Interview Schedule was used for collecting data from the women entrepreneurs. The scale contained 29 items to find out the factors that motivated women entrepreneurs in micro and small enterprises. The data were analyzed using descriptive statistics. Among 29 items the most important factors that motivated to start business was 'Be independent', followed by the second most important factor 'Supplement the family income'. It was revealed in this study that the most important (the highest mean) factors that motivated women to start own business were in "Individual Core". The second most important factors were in "Economic core". MSE's Development office should identify women with low incomes and offer better services for them to become entrepreneurs. Unemployed women (after leaving school) are the potential source of entrepreneurship. Therefore, they should be targeted by governmental and other agencies. Efforts should be taken to locate entrepreneurial potentialities among unemployed women after leaving school and opportunities should be provided to them.

AN OVERVIEW OF OPERATING EFFICIENCY OF BANKS: A STUDY WITH SPECIAL REFERENCE TO SBI, CANARA, HDFC AND KARUR VYSYA BANKS

**DR. N. LALITHA
ASST. PROFESSOR
DEPARTMENT OF FINANCE
GITAM INSTITUTE OF MANAGEMENT
GITAM UNIVERSITY
VISAKHAPATNAM**

ABSTRACT

Efficiency of emerging financial system largely depends upon the quality and variety of financial services provided by financial intermediaries. Commercial banks have come to play a significant role in the development of countries. Banks have become the prime movers and pace setters for the achievement of socio-economic objectives of the country. The operations of commercial banks record the economic pulse of economy of almost all countries big or small, rich or poor, socialist or capitalist. Present study has been undertaken to evaluate financial and operating efficiency of selected banks from public and private sector banks. Various parameters have taken to study the performance of the banks.

THE STOCHASTIC MODELLING AND RELIABILITY ANALYSIS OF A BEER BOTTLE FILLING PLANT IN AN INDUSTRY

NEHA KUMARI
RESEARCH SCHOLAR
DEPARTMENT OF STATISTICS
UNIVERSITY OF JAMMU
JAMMU

PAWAN KUMAR
ASSOCIATE PROFESSOR
DEPARTMENT OF STATISTICS
UNIVERSITY OF JAMMU
JAMMU

ABSTRACT

A model of Beer Bottle Filling Plant is developed for its stochastic analysis by personally visiting factory situated at District Samba in State Jammu and Kashmir. The said filling plant consists of five units- Conveyer belt, Filler, Crowner, Pasteurizer and Labeling Machine. Conveyer Belt is in series with other four units. The other four units are in parallel form but Filler machine is unified with crowner machine such that if any one of the two units fail, the other are kept in standby mode. After random period of time, if repair of failed unit is not completed then other units are kept in standby mode. If one unit is already in repair and within this period some other unit also fails then the whole system is put under emergency repair in order to make system ready as early as possible. A single repair facility is always available with the system to repair a failed unit. All the failure time distributions are taken to be negative exponential and all the repair time distributions are taken as arbitrary.

PUBLIC RELATIONS INDIA: A STUDY OF LIFE INSURANCE CORPORATION OF INDIA

**CHANDAN KUMAR KS
STUDENT
AMRITA SCHOOL OF ARTS & SCIENCES
MYSORE**

**SRI RANJINI. S
VICE CHAIRPERSON
DEPARTMENT OF MANAGEMENT & COMMERCE
AMRITA SCHOOL OF ARTS & SCIENCES
MYSORE**

ABSTRACT

Today's is an age of competition and to remain firm in the competition depends on how efficiently the Organization manages its Public Relation & projects the company's image. Public Relation will not sell goods and Services but it is bound to create an atmosphere which will make the free enterprise, a responsible enterprise. Public Relations, in fact will prove to be the most effective tool for communicating with the People who are still remote from industry for convincing them that corporate objectives are ultimately in the interest of the public. The PR Mantra has now become pervasive. Neither a individual nor the organization & not even the government Or a UN body can thrive or sustain in this age without effectively strategizing public relation.

SWOT ANALYSIS OF IOCL: AN OVERVIEW

VIKAS THAKRAN
ASST. PROFESSOR
MRDAV IMS
ROHTAK

SURENDER KUMAR
PGT
NVS
BUTANA

ABSTRACT

Indian Oil Corporation Ltd. SWOT analysis provides depth information for strategic decision making. SWOT analysis of Indian Oil Corporation Ltd. Provides list of controllable and uncontrollable factors which influence the IOCL directly or indirectly. Controllable factors of IOCL which are unfavorable can be controlled through effective management. SWOT analysis of IOCL provides present position of company in the market. With the help of SWOT analysis IOCL can predict its future opportunities and threats. SWOT analysis is the basic need of every organization to survive in the market without SWOT analysis a firm cannot measure the present position in the market within the industry and among its competitors.

DETERMINANTS OF PROFITABILITY OF SELECTED NON BANKING FINANCIAL COMPANIES IN INDIA

**DR. N. DEEPA
ASST. PROFESSOR
SRI VASAVI COLLEGE
ERODE**

**V. THILAGAVATHI
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
SRI VASAVI COLLEGE
ERODE**

ABSTRACT

Financial institutions play an important role in the economy by channelizing funds and that act as a prominent stakeholders. Financial sector plays an indispensable role in the overall development of a country. NBFCs are financial intermediaries engaged primarily in the business of accepting deposits and delivering credit. Financial performance of a financial company basically depends on its some key financial determinants. Specially operating efficiency is main influencing factor which is calculated through operating income. Besides in capital structure of companies, total equity, total liability, operating expenses and total assets significantly affect the profitability of any non banking financial companies. This study investigates the determinants of profitability of non banking finance companies in India during the period from 2003-04 to 2012-13. Different statistical techniques such as descriptive statistics and multiple regressions have been used. This research is an attempt to analyze the trends in profitability and to find out the statistically significant key determinants variable and the level of influence over the net profit and return on total assets.

EFFECT OF FIRM CAPITALIZATION ON EQUITY RISK PREMIUM EXPECTATIONS OF THE INVESTORS: A STUDY OF INDIAN CAPITAL MARKET

**NIPUN AGGARWAL
RESEARCH SCHOLAR
SCHOOL OF MANAGEMENT STUDIES
PUNJABI UNIVERSITY
PATIALA**

**DR. DYAL BHATNAGAR
ASST. PROFESSOR
UNIVERSITY SCHOOL OF BUSINESS STUDIES
GURU KASHI CAMPUS (PUNJABI UNIVERSITY)
TALWANDI SABO**

ABSTRACT

In this paper, the effect of the market capitalization, the proxy for the firm size has been analysed in estimating the equity risk premium expectations of the investors in the Indian Capital Market. The firms are classified into three categories: large cap, mid cap and small cap companies and various financial market factors are analysed in each category and hypothesized that if the firm size affects the ERP expectations of the investors and also which factors affect the most to the ERP expectations in these categories separately. This study is crucial as the equity risk premium expectations of the investors determines the return expectations of the investors which is important for both the company and the investor as return to the investor is the cost to the company. So, higher the ERP expectation of the investors, higher is the cost of capital for the company.

ASSESSMENT QUEUING THEORY AND ITS APPLICATION: ANALYSIS OF THE COUNTER CHECKOUT OPERATION IN BANK (A CASE STUDY ON DASHEN DILLA AREA BANK)

TESFAYE HAILU
LECTURER
JIMMA UNIVERSITY
ETHIOPIA

ESAYAS DEGAGO
LECTURER
JIGJIGA UNIVESITY
ETHIOPIA

ABSTRACT

This paper contains the analysis of Queuing systems for the empirical data of bank checkout service unit. In any service system, a queue forms whenever current demand exceeds the existing capacity to serve. This occurs when the checkout operation unit is too busy to serve the arriving costumers, immediatly. One of the expected gains from studying queuing systems is to review the efficiency of the models in terms of utilization and waiting length, hence increasing the number of queues so customers will not have to wait longer when servers are too busy. In other words, trying to estimate the waiting time and length of queue(s) is the aim of this research paper. We may use queuing simulation to obtain a sample performance result and we are more interested in obtaining estimated solutions for multiple queuing models. This paper describes a queuing simulation for a multiple server process as well as for single queue models. This study required an empirical data which includes the variables like, arrival time in the queue of checkout operating unit (server), departure time, service time, etc. A questionnaire is developed to collect the data for such variables and the reaction of Dashen Dilla area bank from the customers separately and the researchers observe the trend of queue in the bank. This model is developed for a counter checkout operation in the bank, Dilla. The models designed for this example are both single server single queue and single queues multiple-server model. The model contains two servers (with one additional model server which is server 3 to compare with the existing servers).

ANALYSIS ON THE ROLE OF EDUCATIONAL LEADERSHIP FOR THE REALIZATION OF QUALITY EDUCATION SYSTEM IN ETHIOPIA: THE CASE OF SOUTH AND NORTH GONDAR ADMINISTRATIVE ZONAL PREPARATORY SECONDARY SCHOOLS

MELESE BIRHANU

LECTURER

DEPARTMENT OF EDUCATIONAL PLANNING AND MANAGEMENT

SCHOOL OF EDUCATION

UNIVERSITY OF GONDAR

ETHIOPIA

ABSTRACT

This research is aimed at to make intellectual analysis on the role of educational leadership for the realization of quality education system in Ethiopia in particular to South and North Gondar Administrative Zonal preparatory secondary schools. To hold this study, 'Mixed Methods Research Design' was employed in order to analyze facts about the role of educational leadership for the realization of quality education system which in turn helps schools audit, enhance and assure quality education. Qualitative data were obtained through interviews with the selected key participants; school principals. Questionnaire was mainly used to gather data from the sample respondents. Qualitative descriptions were done to analyze data from the interviews. Descriptive statistics was processed to analyze quantitative data obtained through the questionnaire. Thoroughly, it was discovered that the majority of the preparatory schools are being led by specialists in educational planning and management. However, a considerable number of schools are being led by non-professionals. The finding also stated that the majority of the respondents know that school principals were assigned as principals without the genuine acceptance of the school teachers regardless of their political point of view. They were not properly elected by the school community. However, a considerable number of schools have been led by those principals who have full professional acceptance which might let the school leadership system conducive to its overall teaching learning process. This may tell us though most of the school directors are not elected with thier higher professional acceptance by the teachers, after their appointment their acceptance increases. In the study, ethical leadership system has been taken in to account by the majority of school principals in spite of some principals. And a considerable number of school principals do not have leadership training experiences which may imply that these leaders may not be professionals in educational policy and leadership. Principals' general approach daily shown to school teachers during their work process is vital for effective school leadership system. The study has also revealed that most of the school leaders found in the sample schools are free from bad addictions except in some of other schools. So we can guess that how much these some principals are truly and properly leading these public pre-college/university schools as far as bad addiction is prohibited by the law of academics. A lot of teachers put their strong belief on the practice of democratic leadership style in order to have quality education system for their own school. As educators it is foolish to desire rational decision making process and school leadership system from school principals who do not use their school's leadership policy as guide line. Briefly, it has also been examined that democratic leadership practice can be a true prerequisite to quality education system for effective school leadership system. There is a strong relationship between educational leadership practice and quality education of one's school. Therefore, it is safe to recommend that professional principals in the field of educational leadership and policy, or educational planning and management must be assigned to the preparatory secondary schools if we need to achieve quality education as national development goal.

A SKETCH OF IMPERATIVE ELEMENTS THAT AID IN STAFFING PROCESS OF HRM**KIRTI SUNIL BIDNUR****LECTURER****KMC COLLEGE****KHOPOLI****ABSTRACT**

This article tells about the role played by all the essential contents in stages of staffing. The term staffing is used in the orb of employment. It has been in applied in many forms of the working environment. This article will focus on all the vitalities in staffing process and will also tell about need to bring some changes in staffing process to match today's globalization needs and changing trends. Staffing function is an important tool in any field because as long as the organization exists, employees need to be hired. Every slight switch in employees from top level to lower level of management will require human resource planning to fill the vacant positions.

POWER DYNAMICS IN THE INDIAN CORPORATE CORRIDORS: AN EMPIRICAL EVALUATION OF POWER STRUCTURE BETWEEN EMPLOYEE AND THEIR SUPERVISOR

**SHATABDI S DAS
RESEARCH ASSOCIATE
ITM GROUP OF INSTITUTIONS
NAVI MUMBAI**

ABSTRACT

The present study which is on the power dynamics in the Indian corporate corridors conclude that, use of power bases is different in different industries and also across levels in an organization. Power shall be exercised which is most suitable for an organization, and which increases employee and organizational productivity.

AN ANALYSIS OF THE RELATIONSHIP BETWEEN RUPEE-DOLLAR EXCHANGE RATE, CRUDE OIL PRICES AND THE GOLD RATE

HARDIK VORA
MANAGER
ELLCIUM SOLUTIONS PVT. LTD.
KARVENAGAR

ABSTRACT

This study analyses the relationship between dollar exchange rate, gold and crude oil price. This paper proposes that gold price is likely to be a common driver of the two prices and therefore, the bilateral relationship is a part of a triangular system of gold price, dollar exchange rate and crude oil price. The results show that while in the short run gold price movement does not cause the movement of the dollar exchange rate and crude oil price, it is the causality between the two prices in the long run. Causality is also identified from dollar exchange rate to crude oil price in both short run and long run. But crude oil price is much less influential in its bilateral relationship with dollar exchange rate. As a result, a triangular system of gold price, dollar exchange rate and crude oil price is established. Dollar exchange rate not only has direct impacts on crude oil price, but also functions as an intermediary vehicle through which gold price movement indirectly affects crude oil price. However, the relationship between dollar exchange rate and crude oil price is unstable with multiple structural breaks over the sample period. This paper tries to establish a triangular system among dollar exchange rate, crude oil price, and gold price, hoping to fill the gap in past literature and present a new way to understand the connection between dollar exchange rate and crude oil price.

BUSINESS ENVIRONMENT: A NOTE

DR. CHANDRANI CHATTOPADHYAY
RESEARCH SCHOLAR
UNIVERSITY OF HYDERABAD
GACHIBOWLI

ABSTRACT

Business environment is an ever changing process. Organizations need to restructure themselves with the changing business environment. The impact of the business environment on any organization is very deep and intense. Business environment consists of different factors broadly classified as external and internal factors. Literature on the influence of environment on business strategies is conflicting in nature. Some studies give importance to internal factors more than external factors while there are other studies which prefer external factors over internal. Although different studies give importance to different factors, but almost all studies agree that both internal and external factors play a role in the strategy formulation process. Strategies of firms differ from company to company also from industry to industry. The difference in strategies gets reflected by the performance of the organization which can be measured using different methods. The paper is a theoretical review.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

