INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT



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.

Index Copernicus Publishers Panel, Polandwith 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 2840 Cities in 164 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

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.		
	LAGUNA INDUSTRIES' CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAMS: LAGUNA INTERNATIONAL INDUSTRIAL PARK, PHILIPPINES	1		
	DR. ANTONIO D. YANGO, DR. PEDRITO JOSE V. BERMUDO, DR. NONET AMA CUY, DR. MA. LINDIE D. MASALINTO & DR. LEONOR N. TIU			
2.	MAPPING THE INTELLECTUAL STRUCTURE OF HUMAN RESOURCES CHIN-HSIU TAI, CHE-WEI LEE & YUAN-DUEN LEE	9		
3.	ROLE OF COMPETENCE DEVELOPMENT FOR ENHANCEMENT OF TECHNICAL SKILL WITH SPECIFIC REFERENCE TO BHILAI STEEL PLANT	14		
	JAI PRAKASH PANDEY & SANJAY GUHA			
4.	EFFECTIVE SUPPLY CHAIN MANAGEMENT THROUGH SAP	17		
_	KURUGANTY SEETHA RAM BABU & A. V. SATYANARAYANA RAO CONVERSATION OF INNOVATION IN BUSINESS: INDIAN INDUSTRY CASE STUDY	23		
5.	DR. SURESH TULSHIRAM SALUNKE & SHWETA SURESH TULSHIRAM SALUNKE	25		
6.	CRYPTOGRAPHY: THE ESSENTIAL PART OF MODERN ERA	26		
	CHARU JAIN			
7.	EMPLOYEE PRODUCTIVITY MANAGEMENT SYSTEM ADOPTED BY THE HOSPITALITY INDUSTRY IN INDIA	29		
_	MILIND A. PESHAVE & DR. RAJASHREE GUJARATHI AN EMPIRICAL STUDY ON AWARENESS LEVELS OF CORPORATE SOCIAL RESPONSIBILITY WITH A SPECIAL REFERENCE TO FORD	20		
8.	FOUNDATION	38		
	V.PRATHIBA & DR. S. V. RAMANA			
9.	AN EMPIRICAL STUDY ON WEAK-FORM OF MARKET EFFICIENCY OF BSE BANKEX STOCKS	43		
	ASHA NADIG & DR. B. SHIVARAJ			
10 .	A SURVEY ON AUTOMATIC QUESTION-ANSWERING TECHNIQUES	47		
11	M. MAMATHA, D.KAVITHA & T.SWATHI MICRO SMALL &MEDIUM ENTERPRISES COMPETING IN GLOBAL BUSINESS ENVIRONMENT: A CASE OF INDIA	50		
11.	DR. D.LALITHA RANI & K.SANKARA RAO	50		
12.	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT (CRM) THROUGH E-BANKING	56		
	DR. BADIUDDIN AHMED & RIAZUDDIN AHMED			
13 .	FINANCIAL LEVERAGE AND ITS IMPACT ON STOCK RETURN	59		
	DR. KUSHALAPPA. S, VIJENDRA SHENOY. H & DR. P. PAKKEERAPPA			
14.	WEB SESSION CLASSES: PERFORMANCE METRICS FOR BUSINESS LOGIC ISSUES IN N-TIER AND MVC ARCHITECTURE	67		
15	ASHOK KUMAR, MANISHA JAILIA & MANISHA GARHWAL THE STUDY OF PROBLEMS FACED BY COMMERCE STREAM STUDENTS OPTING FOR COMPUTER EDUCATION	74		
15.	PRATIBHA GUPTA & RISHI RAJ BALWARIA	74		
16.	AN EVALUATION OF ETHICS IN INSURANCE SECTOR	81		
	DR. BADIUDDIN AHMED, SYED HAMID MOHIUDDIN QUADRI & MOHAMMED ABDUL LATEEF			
17 .	COMPARATIVE STUDY OF ADVERTISING MEDIA EFFECTIVENESS IN NAVSARI CITY	85		
	ZAKIRHUSEN PATEL & MIHIR SONI			
18.	DHARMA ENSURING WELFARE & TRANSPARENCY IN CORPORATE GOVERNANCE GEETU SHARMA	90		
19	A STUDY ON VALUE GENERATION IN LEVERAGED BUTOUT'S			
13.	SURESH A.S	94		
20.	DOES THE OWNERSHIP MAKE A DIFFERENCE IN PERFORMANCE?: AN ASSESSMENT ON PUBLIC AND PRIVATE INSURERS IN INDIA	97		
	SANGEETHA R			
21.	REASSESS OF CAPITAL STRUCTURE THEORIES	102		
22	RAJIB DATTA, TASNIM UDDIN CHOWDHURY & HARADHAN KUMAR MOHAJAN A STUDY OF ICT APPLICATION IN THE LIBRARIES AT THE TERTIAL LEVEL IN SIKKIM	107		
22.	NEERAJ KUMAR & AJAY KUMAR PANDEY	107		
23.	THE INTERPLAY OF ORGANIZATIONAL DYNAMICS ON CORPORATE GOVERNANCE IN THE FACE OF A PERFORMANCE CONTRACTING IN	110		
	KENYA			
	PRISCA BITTTOK & DR. OTIENO MOSES			
24.	WHAT DOES SUSTAINABLE DEVELOPMENT REALLY MEANS? - A STUDY ON DIFFERENT DIMENSIONS OF SUSTAINABILITY BASHEER. M	114		
25	GREEN AUDIT: NEXT GENERATION'S HOPE	117		
23.	DR. S. K. JHA			
26.	AN ANALYTICAL STUDY FOR FINANCIAL MANAGEMENT OF FLAT GLASS INDUSTRIES IN INDIA	122		
	SHAILENDRA SAXENA			
27.	SECURITY ISSUES IN DBMS	129		
20	A STUDY OF MOTIVATIONAL FACTORS FOR THE EMPLOYEES OF A POULTRY INDUSTRY	121		
4 ŏ.	SHANKAR K. JHA	131		
29.	AN ANALYSIS OF WORKING CAPITAL MANAGEMENT EFFICIENCY IN INDIAN TEXTILE INDUSTRY	135		
	OMID SHARIFI			
30.	AN ANALYSIS OF INCOME AND EXPENDITURES OF TAMIL NADU BASED PRIVATE SECTOR BANKS IN INDIA	141		
	M. ANBALAGAN & M. GURUSAMY			
	REQUEST FOR FEEDBACK	148		

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

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

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.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, YanbulndustrialCollege, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

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

PROF. H. R. SHARMA

Director, Chhatarpati 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), GuruGobindSinghl. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, UniversityCollege, KurukshetraUniversity, 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. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

DR. SHIVAKUMAR DEENE

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

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

<u>ASSOCIATE EDITORS</u>

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

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

COVERING LETTER FOR SUBMISSION:	DATED:		
THE EDITOR URCM			
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF			
(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)			
DEAR SIR/MADAM			
Please find my submission of manuscript entitled '	' for possible publication in 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 author (s) have seen and agreed to the submitte	d version of the manuscript and their inclusion of name (s) as co-author (s).		
Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.			
NAME OF CORRESPONDING AUTHOR:			
Designation:			
Affiliation with full address, contact numbers & Pin Code:			
Residential address with Pin Code:			
Mobile Number (s):	the state of the s		
Landline Number (s):			
E-mail Address:			
Alternate E-mail Address:			
NOTES:			
NOTES:			

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail: New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/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 required to be below **500 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 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 separate mail to the journal.
- 2. MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
- 3. AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
- 4. **ABSTRACT**: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **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 stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **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.
- 11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **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**. 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 parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

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, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- 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 Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A SURVEY ON AUTOMATIC QUESTION-ANSWERING TECHNIQUES

M. MAMATHA
ASST. PROFESSOR
COMPUTER SCIENCE DEPARTMENT
G.PULLA REDDY ENGINEERING COLLEGE
KURNOOL

D.KAVITHA
PROFESSOR
COMPUTER SCIENCE DEPARTMENT
G.PULLA REDDY ENGINEERING COLLEGE
KURNOOL

T.SWATHI

ASST. PROFESSOR

COMPUTER SCIENCE DEPARTMENT
G.PULLA REDDY ENGINEERING COLLEGE

KURNOOL

ABSTRACT

The advent of WWW has reintroduced the need for user-friendly querying techniques that reduce information overflow, and poses new challenges to the research in automated QA. The goal of current works of the unity of research of Technologies is to improve efficiency of e-learning by introducing intelligence into e-learning environments and automating a set of its features. The system allows learners to post subject related questions / doubts to the subject experts. This usually requires the subject expert to answer the same query with different sentence framing a number of times. This paper discusses the development of an automated frequently asked questions retrieval system techniques. This paper discuss few simple FAQ retrieval techniques briefly.

KEYWORDS

FAQ, Frequently Asked Questions, automatic answers.

1. INTRODUCTION

eople sitting in front of the computers expect quick solutions. People browsing a website want to get quick answers to their questions. In order to enable the latter, an evolving WWW-based automated FAQ answering system [1] has been developed. This system answers questions when asked in ordinary English, using pre-stored information. eLearning, subject expert consultation, provides a service to the learners to post subject related questions / doubts to the subject expert. The subject expert would then respond to the queries and clarify the doubts. Over a period of time the repository of questions posed by the learners would grow enormously and there is a high probability of posting repeated questions with different sentence framing though they may have similar semantics. The development of automated response generation for frequently asked questions would stimulate faster response. This requires the FAQ retrieval techniques. These techniques were developed in order to make automated FAQ answering affordable for virtually any website. This same concept is also useful in Educational institutes and companies, for customers/users post their questions and get response automatically.

2. FAQ RETRIEVAL TECHNIQUES

 $As the FAQs and answers are entered into the database, there are three {\tt generic approaches[2]}\ how a {\tt question-answering system can retrieve them}:$

- A. Al (Artificial Intelligence) solutions use complex knowledge bases in order to comprehend both the query (i.e., user question) and FAQs. Al solutions render good quality of question answering. Unfortunately, they require high qualifications and rare skills of the involved personnel. Development and maintenance of the knowledge bases is expensive. In a multi-lingual environment, the development and maintenance is required not only for the application domain data but also for language specific features in each language.
- B. Statistical techniques of Information Retrieval evaluate common terms in the query and each FAQ how many and how representative they are and decide whether or not the query and the FAQ are equivalent. Unfortunately, statistical techniques work rather poorly if pieces of text are 1-10 words short. They do not work at all if the query and FAQ use different wording to carry the same meaning. The main advantage of this technique is simple to implement.
- C. Manual indexing of documents is done for specialized collections. For example, all pieces of legislation issued by the Swedish parliament have manually assigned keywords used by search systems. Precision of the retrieval of manually indexed documents is high because the keywords are representative, selected using human intelligence.

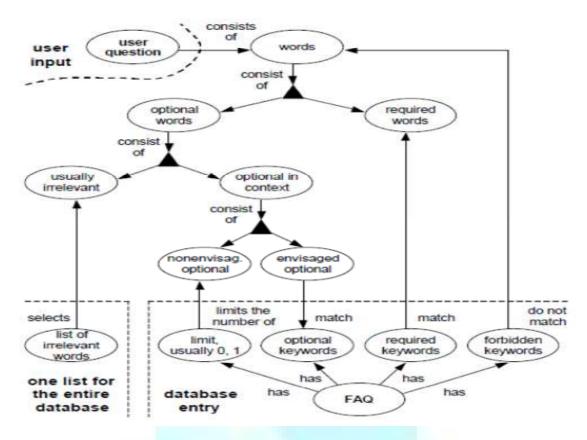
Some question-answering systems, the most well-known of which is Ask Jeeves, use manual indexing of their question templates alias FAQs. A shortcoming of this approach is that each document needs to be processed manually but the question templates are re-usable.

Apparently the multi-lingual environment and the human resources available in the KOM 2002[2] project call for manual indexing of FAQs. As far as automatisation of such work is considered, today's technologies cannot communicate the meaning of a natural language sentence from the human mind to the computer without any manual work done at some point of the development of the system itself or its imported components. Next sections discussing the two techniques of FAQ retrieval in detail.

3. PRIORITIZED KEYWORD MATCHING

The Prioritized Keyword Matching technique was developed in order to make automated FAQ answering affordable for virtually any website and easy way to comply with the conference paper formatting requirements is to use this document as a template and simply type your text into it[2].

FIG 1: CONCEPTS INVOLVE IN PRIORITIZED MATCHING KEYWORD



BASIC IDEA

As shown in the Fig:1 the idea of Prioritized Keyword Matching is based on the assumption that there are three main types of words in a sentence within a certain context in a certain subject:

- 1) Required keywords: are the words important for matching, that convey the essence of the sentence. They cannot be ignored.
- 2)Optional keywords: These keywords are not much important as 'Required key words', these keywords help to convey the meaning of the sentence but can be omitted without changing the essence of the sentence. The nuances may change though.
- 3)"Irrelevant" words: like "a", "the", "is", etc., are words that are too common in ordinary language or in the subject. The meaning of "irrelevant" words is close to that of stop-words in Information Retrieval. The only difference is that stop-words are assumed always unimportant in a given collection of documents. The Prioritized Keyword Matching technique Matching and the relationship sperforms formal keyword matching without understanding the meanings of the words and it is the statically technique.

4. QUESTION TEMPLATE METHOD

Let us introduce a *question template* – a dynamic, parameterized FAQ as opposed to the traditional static FAQ. A question template is a question with entity slots – free space for data instances that represent the main concepts of the question. For example, "When does <performer> perform in <place>?" is a question template where <performer> and <place> are the entity slots. If we fill these slots with data instances that belong to the concepts, we get an ordinary question, e.g., "When does Depeche Mode perform in Globen?" The question template's "answer" is created by the help of a *database query template* – a formal database query having entity slots for data instances, primarily primary keys. After the slots are filled, the template becomes an ordinary executable database query. Processing of a query template and executing the query returns raw data Basing on this raw data Answering a user question takes the following steps. The question assistant:

- 1. retrieves data instances that are relevant to the user question
- 2. retrieves question templates that match the user question
- 3. combines the retrieved data instances and question templates, and creates one or several interpretations of the original question; the user selects a desired interpretation, and the question assistant answers it.

5. CONCLUSIONS

This paper presents continued research in automated FAQ answering by using shallow language understanding. The Prioritized Keyword Matching technique discussed here was developed in order to match an arbitrary user question to an FAQ entry in the database. Relative simplicity of the Prioritized Keyword Matching is aimed at making automated FAQ answering affordable for an average website. In the second method, 'Question Template method' is, unlike a static FAQ, a question shape contains entity slots that are replaced by data instances from the underlying database. The entity slots are bound to the concepts, or entities, in the conceptual model of the database while the templates themselves express the relationships between these concepts in form of natural language sentences. The main advantage of the question assistant is its simplicity. The system is recommended in situations where answering of typical questions is appropriate, where the conventional keyword-based search retrieves too much irrelevant information.

REFERENCES

- Kista, Sweden "Automated FAQ Answering: Continued Experience with Shallow Language Understanding" Department of Computer and System Sciences Stockholm University / Royal Institute of Technology Electrum 230, S - 164 40 Kista, Sweden
- 2. Jacob Palme and Eriks Sneiders "Natural Language Question Answering System Classification Manual" Latest Revision: 13 Aug 2003

- 3. Eriks Sneiders "Automated Question Answering Using Question Templates that Cover the Conceptual Model of the Database" Department of Computer and Systems Sciences, Stockholm University and the Royal Institute of Technology, Kista, Sweden
- 4. Bubenko, J. jr. 1994. Enterprise Modelling. Ingènierie deSystemes d'Information, vol. 2, issue 6: 657-678.
- 5. Burke, R.; Hammond, K.; Kulyukin, V.; Lytinen, S.; Tomuro, N.; and Schoenberg, S. 1997. Question Answering from Frequently Asked Question Files: Experiences with the FAQ Finder System. *Al Magazine*, vol. 18, no. 2: 57-66.
- 6. EKD url. EKD Enterprise Knowledge Development. http://ekd.dsv.su.se/, valid in August 1999
- 7. G.A. Miller, "WordNet: A Lexical Database for English", Comm. of the ACM, 38 (11), ACM press, USA,1995.
- 8. Moldovan et al., "LCC Tools for Question Answering", in L.P. Buckland and E. Voorhees (eds): Proc of TREC 2003, NIST, Gaithersburg, USA, 2003.



REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application and 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-mailinfoijrcm@gmail.com for further improvements in the interest of research.

If youhave 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

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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.



