

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 3130 Cities in 166 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.	A ROBUST AUDIO STEGANOGRAPHY FOR HIDING ENCRYPTED DATA <i>R. VALARMATHI. & DR. G.M.KADHAR NAWAZ</i>	1
2.	EXAMINING FACTORS OF CUSTOMER EXPERIENCE AND THEIR MEDIATING ROLE IN RETAIL BANKING SECTOR: AN EMPIRICAL STUDY <i>MEENAKSHI CHANDOK & N. L. GUPTA</i>	2
3.	DETERMINING APPROXIMATE FUNCTIONAL DEPENDENCIES USING ASSOCIATION RULE MINING <i>SIKHA BAGUI & ANTON ZAYNAKOV</i>	3
4.	ATTRITION TRENDS IN INDIA: ISSUES & IMPLICATIONS <i>M. NAGABHASKAR, DR. P. SRINIVASAREDDY & M RAMU</i>	4
5.	A LITERATURE REVIEW ON THE ROLE OF MASS MEDIA IN RURAL DEVELOPMENT <i>DR. A. KUMUDHA & THILAGA.S</i>	5
6.	STUDY OF MOTIVATIONAL PARAMETERS OF FTAS (FOREIGN TOURIST ARRIVALS) FOR MEDICAL TOURISM IN INDIA <i>KAUSHAL DESAI, VISHVESH PATEL & PARAG MORE</i>	6
7.	STUDY LINUX POWER – BY DESIGN AND IMPLEMENTATION OF COMMANDS AS QUERIES FOR READING DATA <i>MANPREET SINGH SANDHU & DR. SAURABH SRIVASTAVA</i>	7
8.	STUDYING THE RELATIONSHIP BETWEEN ISSUING ACCEPTABLE AUDITING REPORT AND AUDITOR'S CHARACTERISTICS IN ELECTRICITY DISTRIBUTION COMPANIES IN IRAN <i>SEYYED SAMANEH SALEHI & MOHAMMAD MOHSEN NOURBAKSH</i>	8
9.	MEDITATION: A KEY TO OVERCOME STRESS <i>JYOTI VIJ, KAVITA VIJ & VINOD VIJ</i>	9
10.	NON-DISCLOSURE PRACTICES OF INTEREST RATE AND COMPOUNDING FREQUENCY IN SINKING FUND PROPOSALS BY THE BANKS OPERATING IN BANGLADESH: A SERIOUS PITFALL FOR INVESTORS <i>ABU SYEED MUHAMMED ABDULLAH</i>	10
11.	MEASUREMENT OF STATE CAPITAL FORMATION IN INDIAN AGRICULTURE: ISSUES AND FUTURE PERSPECTIVE <i>NITI PANDEYA</i>	11
12.	EFFECTIVENESS OF HARYANA FISCAL RESPONSIBILITY AND BUDGET MANAGEMENT ACT IN FISCAL CONSOLIDATION OF THE STATE <i>DEEPAK VATS</i>	12
13.	TRENDS AND PATTERNS OF FDI: A COMPARATIVE ANALYSIS OF INDIA AND CHINA <i>RENU BALA</i>	13
14.	IMPROVEMENT OF WORD SENSE DISAMBIGUATION WITH RULE BASED APPROACH <i>SHWETA VIKRAM</i>	14
15.	NOMADIC COMPUTING: AN IMPERATIVE TO HIGHER EDUCATION SECURITY IN NIGERIA <i>ALADE, O. A. & RAJI F. I.</i>	15
	REQUEST FOR FEEDBACK & DISCLAIMER	16

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.), 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, Guru Nanak Khalsa College, 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, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, 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

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, Aligarh Muslim University, 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

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

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 submitted 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):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

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 **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. 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 ROBUST AUDIO STEGANOGRAPHY FOR HIDING ENCRYPTED DATA

**R.VALARMATHI.
RESEARCH SCHOLAR
BHARATHIAR UNIVERSITY
COIMBATORE**

**DR. G.M.KADHAR NAWAZ
DIRECTOR& PROFESSOR
DEPARTMENT OF MCA
SONA COLLEGE OF TECHNOLOGY
SALEM**

ABSTRACT

In the current information age, secure data transfer is limited due to its attack made on data communication. So more robust methods are chosen so that they ensure secured data transfer. One of the solutions which came to the rescue is the audio steganography. But existing audio steganographic systems have poor interface, very level implementation, difficult to understand and valid only for certain audio formats with restricted message size. This is one proposed system which is based on audio steganography and cryptography, ensures secure data transfer between the source and destination. This uses most powerful encryption algorithm in the first level of security, which is very complex to break. In the second level it uses a more powerful modified LSB(Least Significant Bit) algorithm to encode the message into audio. It performs bit level manipulation to encode the message. The basic idea behind this paper is to provide a good, efficient method for hiding the data from hackers and sent to the destination in a safe manner.

EXAMINING FACTORS OF CUSTOMER EXPERIENCE AND THEIR MEDIATING ROLE IN RETAIL BANKING SECTOR: AN EMPIRICAL STUDY

MEENAKSHI CHANDOK
ASST. PROFESSOR
DEPARTMENT OF M.B.A.
UTTARANCHAL UNIVERSITY
ARCADIA GRANT

N. L. GUPTA
PRINCIPAL (RETD.)
D. A. V. (PG) COLLEGE
DEHRADUN

ABSTRACT

Banking occupies one of the most important positions in the modern economic world. The retail banking sector is undergoing sweeping changes due to heightened competition and the initiation of modern technology. This study was conducted within the evolving retail banking industry and investigated customer experience as a possible strategic differentiator in this industry. The paper identifies the critical success factors of Customer Experience which have been identified from the literature survey and through expert's opinion and to find their priorities for success in banking organizations. This, in turn, would help in the enhancement of the relationship between the retail banks and their customers, and thus aid the decision makers of the banks to identify the major factors that determine the satisfaction of their customers. Data from 400 survey respondents (100 each from four banks two public and two private sector banks) were collected from some branches of Garhwal region of Uttarakhand. The findings suggest that the managers in banking organizations must ameliorate these critical factors according to their weights, in order to attain favourable Customer Experience, sustainable Customer Satisfaction and Customer delight.

DETERMINING APPROXIMATE FUNCTIONAL DEPENDENCIES USING ASSOCIATION RULE MINING

SIKHA BAGUI

PROFESSOR

DEPARTMENT OF COMPUTER SCIENCE

UNIVERSITY OF WEST FLORIDA

PENSACOLA

ANTON ZAYNAKOV

IT SUPPORT TECHNICIAN

DEPARTMENT OF COMPUTER SCIENCE

UNIVERSITY OF WEST FLORIDA

PENSACOLA

ABSTRACT

In this paper we present a unique way to analyze the support and confidence of association rules to come up with Approximate Functional Dependencies (AFDs). We also discuss how the nature of AFDs determined from association rule mining is different from functional dependencies (FDs) in the relational model.

ATTRITION TRENDS IN INDIA: ISSUES & IMPLICATIONS

M. NAGABHASKAR
ASST. PROFESSOR
SCHOOL OF MANAGEMENT STUDIES
VIGNAN UNIVERSITY
VADLAMUDI

DR. P. SRINIVASAREDDY
PROFESSOR
SCHOOL OF MANAGEMENT STUDIES
VIGNAN UNIVERSITY
VADLAMUDI

M RAMU
ASST. PROFESSOR
SCHOOL OF MANAGEMENT STUDIES
VIGNAN UNIVERSITY
VADLAMUDI

ABSTRACT

The biggest challenge facing the corporate houses these days is not attracting the prospective employee but retaining the talent. Attrition has been a never-ending problem for every organization especially the developing countries like India due to either lack of appreciation or lack of proper job sculpting. It not only affects the morale of other employees but also on the financial position of the organization. As it becomes very necessary for the HR managers to understand the factors that prompt employees to quit an organization, firms are adopting many retention strategies to combat the attrition problem. This paper examines the faces of attrition within the global organization of today; and attempts to offer some insight that may alleviate future problems. In this paper an attempt has been made by authors to suggest suitable measures for controlling attrition. Lastly the authors have handled positive aspects of attrition.

A LITERATURE REVIEW ON THE ROLE OF MASS MEDIA IN RURAL DEVELOPMENT

DR. A. KUMUDHA
ASSOCIATE PROFESSOR (BUSINESS ADMINISTRATION)
PSGR KRISHNAMMAL COLLEGE FOR WOMEN
COIMBATORE

THILAGA.S
RESEARCH SCHOLAR (BUSINESS ADMINISTRATION)
PSGR KRISHNAMMAL COLLEGE FOR WOMEN
COIMBATORE

ABSTRACT

With the development of new communication technologies, the power of mass media has gained greater importance. The media is pivotal in defining what we think, how we look and our social place and issues in the society. Mass media has been significantly influencing the social, cultural, economic, spiritual, political and religious aspects of society as well as personal level thinking, feeling and acting. Media disseminates information and had created the need for revolution in contemporary society. Mass media plays both positive and negative role in the society. In this article an extensive review of literature has been carried on to analyse and to get a good understanding on the role of mass media in rural development. Literature review has been done from various books, journals, published papers etc. These studies have been reviewed and presented in the following manner. Literature review has been collected from both within India and outside India.

STUDY OF MOTIVATIONAL PARAMETERS OF FTAS (FOREIGN TOURIST ARRIVALS) FOR MEDICAL TOURISM IN INDIA

KAUSHAL DESAI

ASST. PROFESSOR

**S. S. AGRAWAL INSTITUTE OF MANAGEMENT & TECHNOLOGY
NAVSARI**

VISHVESH PATEL

ASST. PROFESSOR

**S. S. AGRAWAL INSTITUTE OF MANAGEMENT & TECHNOLOGY
NAVSARI**

PARAG MORE

ASST. PROFESSOR

**S. S. AGRAWAL INSTITUTE OF MANAGEMENT & TECHNOLOGY
NAVSARI**

ABSTRACT

This research paper analysed the major motivational parameters for foreign tourists to visit India. There are various motivational parameters like beach tourism, heritage tourism, medical tourism etc. attract lots of tourists from all over the world to India but this literature is mainly focused on the medical tourism as one of the major motivational parameters for the foreign tourist to visit India. Literature also mention, with the help of secondary data, the various reasons like cheap medical services, speedy medical procedures, government support to medical tourists, simple visa procedure for foreign medical tourists, world class health care, specialised and educated doctors, Ayurveda therapy, yoga's etc. which helps INDIA to become the global destination for medical tourism.

STUDY LINUX POWER – BY DESIGN AND IMPLEMENTATION OF COMMANDS AS QUERIES FOR READING DATA

MANPREET SINGH SANDHU
RESEARCH SCHOLAR
MEWAR UNIVERSITY
CHITTORGARH

DR. SAURABH SRIVASTAVA
ASST. PROFESSOR
DEPARMENT OF MATH & COMPUTER APPLICATION
BUNDELKHAND UNIVERSITY
JHANSI

ABSTRACT

In today's scenario data is growing and people need it for personal and professional use. This data reporting helps understand consumer behavior, help build business plans and also other MIS reports for various other reasons. All this is required and with minimal cost. Costing or cost effectiveness, productivity, efficiency all are need of the hour in today's world – both personally and professionally.[1] It can cost up to \$40,000 to keep a large proprietary database on your own computer network or servers and to process it with your own software, according to former Sun Microsystems engineer Jignesh Shah (see his former colleague, fellow Sun, and now Oracle engineer, Allan Packer's blog post[2] All working professionals are involved in one type or the other type of report making activity from the raw data, and for this there are many reporting tools and databases in the market by some of the major giants. Obviously there is a lot of license cost one have to bear to use the branded reporting tools plus the training cost to get the work force get trained on the specific tool.[2] It has been observed that people who are into reporting believe in famous and favorite tools rather than fabulous efficient tools or techniques. The idea is to bring into picture the alternative, efficient, accurate, possible cost effective reporting methodology – for many normal, to above average reporting floors, professionals. In this paper, focus is on the demonstration of unix and unix based system commands for extraction of data like SQL commands to do the same.

STUDYING THE RELATIONSHIP BETWEEN ISSUING ACCEPTABLE AUDITING REPORT AND AUDITOR'S CHARACTERISTICS IN ELECTRICITY DISTRIBUTION COMPANIES IN IRAN

SEYYED SAMANEH SALEHI
RESEARCH SCHOLAR
ACCOUNTING DEPARTMENT
SCIENCE & RESERCH BRANCH
ISLAMIC AZAD UNIVERSITY
GIULAN

MOHAMMAD MOHSEN NOURBAKHSH
ASST. PROFESSOR
MANAGEMENT DEPARTMENT
ISLAMIC AZAD UNIVERSITY
RASHT

ABSTRACT

In this research the relationship between issuing acceptable reports of auditing with a characteristics of auditors' in electricity distribution companies in Iran (depending on the base company of Tavanir) was investigated. To do so, active companies in electricity distribution industry were studied for the period between 2008 and 2012. Independent variables of this research included: 1- auditing firm type, 2- tenure of an audit, 3- auditing cost, 4- auditor's job experiences, and 5- auditor's rank. The dependent variable for this research was acceptable auditing report. Our statistical sample included 34 companies from among those electricity distributing companies and the data gathered to study the research hypotheses were analyzed by Eviews software and analyzed in the form of logistic regression. Results of investigations showed that none of corporate governance system elements have had a meaningful relationship with acceptable auditing report.

MEDITATION: A KEY TO OVERCOME STRESS**JYOTI VIJ****ASST. PROFESSOR****DEPARTMENT OF COMPUTER SCIENCE****BABA MASTNATH UNIVERSITY****ASTHAL BOHAR, ROHTAK****KAVITA VIJ****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT & COMMERCE****BABA MASTNATH UNIVERSITY****ASTHAL BOHAR, ROHTAK****VINOD VIJ****ALUMNI****SHRI BABA MAST NATH INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH****ASTHAL BOHAR, ROHTAK****ABSTRACT**

Meditation is considered a type of mind-body complementary medicine. The purpose of this study was to evaluate the effectiveness of a meditation-based stress reduction. Regular practice of this technique appears to reduce trait anxiety and to develop qualities associated with self actualization, such as inner peace, satisfaction, and creativity. Meditations have tremendous benefits for stress management and overall health. There is no single relaxation technique that is best for everyone. Stress is harmful when it becomes overwhelming and interrupts the healthy state of equilibrium that your nervous system needs to remain in balance. Meditation can give you a sense of calm, peace and balance that benefits both your emotional well-being and your overall health. These days, meditation is commonly used for relaxation and stress reduction. Meditation is considered a type of mind-body complementary medicine Different styles of meditation have been reported in the experimental literature.

NON-DISCLOSURE PRACTICES OF INTEREST RATE AND COMPOUNDING FREQUENCY IN SINKING FUND PROPOSALS BY THE BANKS OPERATING IN BANGLADESH: A SERIOUS PITFALL FOR INVESTORS

ABU SYEED MUHAMMED ABDULLAH
SR. LECTURER
DEPARTMENT OF BUSINESS ADMINISTRATION
SYLHET INTERNATIONAL UNIVERSITY
SHAMIMABAD, SYLHET, BANGLADESH

ABSTRACT

Economic development essentially depends on the ultimate savings by people and the resulting investment by the proper utilization of such savings. Undoubtedly, banks and financial institutions operating in an economy play the significant role to persuade people for savings. By means of creating fixed deposit, different sinking fund provision and other types of funds, banks normally extend their hands to play this important role. This study mainly focuses only on Sinking Fund offerings of banks and attempts to find out the disclosure level of information regarding interest rate and compounding frequency required for better decision by the investor. At the same time, this study reveals the possible pitfalls due to non disclosure of such vital information. To depict a meaningful result, the analysis rests on the sample size of 20 commercial banks of different categories and the analysis greatly bases on different data only available from those selected sample size. Finally, the study finds that non-disclosing of interest rate and compounding frequency are more common in sinking fund offerings by banks and discrepancy in investors' return eventually may prevail due to the unavailability of such vital information. Finally, the study extends some recommendations to overcome the underlying pitfall for the betterment of the investors.

MEASUREMENT OF STATE CAPITAL FORMATION IN INDIAN AGRICULTURE: ISSUES AND FUTURE PERSPECTIVE

NITI PANDEYA
SENIOR RESEARCH SCHOLAR
DEPARTMENT OF ECONOMICS
PANJAB UNIVERSITY
CHANDIGARH

ABSTRACT

Measurement of capital formation in Indian agriculture has always been a controversial affair. What to be included as agricultural capital formation remains a question which has failed to find any consensus among researchers. The problem remains much severe in case of measurement of state level capital formation. The paper presents the major issues/controversies in measurement of public and private capital formation in Indian agriculture at state level along with the differential approaches followed by the centre and states which hinder the comparative analysis of agricultural term investments. It also throws light on the various attempts by institutions or individual researchers with their respective modifications and conceptualization and overtime efforts to estimate state capital formation in agriculture. The paper contributes to the existing literature by highlighting the problems of the existing methods adopted by different states to estimate capital formation in Indian agriculture along with suggesting future pathways for building a sound data base of the same at the state level.

EFFECTIVENESS OF HARYANA FISCAL RESPONSIBILITY AND BUDGET MANAGEMENT ACT IN FISCAL CONSOLIDATION OF THE STATE

**DEEPAK VATS
RESEARCH SCHOLAR
PANJAB UNIVERSITY
CHANDIGARH**

ABSTRACT

Government of India had enacted Fiscal Responsibility and Budget Management Act, 2003 to consolidate the fiscal position of the country. This suit was followed by all the state governments also. The present study attempts to evaluate the effectiveness of fiscal responsibility legislation in Haryana. It examines the fiscal situation of the State that necessitates the adoption of fiscal rules for the State. The study aims at analysing the key fiscal parameters of the State to examine the fiscal health of the State and finding out the role of Haryana Fiscal Responsibility and Budget Management Act in the fiscal consolidation process of the State. To analyse the effectiveness of the Act, the study period of 15 years (1997-98 to 2011-12) has been divided into two sub-periods of pre and post HFRBM Act period. Accordingly, an attempt has been made to evaluate the impact of the Act in improving the fiscal indicators of the State.

TRENDS AND PATTERNS OF FDI: A COMPARATIVE ANALYSIS OF INDIA AND CHINA

RENU BALA
RESEARCH SCHOLAR
CHAUDHARY DEVILAL UNIVERSITY
SIRSA

ABSTRACT

FDI is the process whereby residents of one country (the home country) acquire ownership of assets for the purpose of controlling the production, distribution and other activities of a firm in another country (the host country). According to the BPM5, FDI is the category of international investment that reflects the objective of obtaining a lasting interest by a resident entity in one economy in an enterprise resident in another economy. The lasting interest implies the existence of a long-term relationship between the direct investor and the enterprise and a significant degree of influence by the investor on the management of the enterprise. The present study analyzes the inflow and outflow of funds in India and China. The data is obtained from various reports of IMF, RBI, economic journals of China and India. The obtained data is compiled and T test is used to obtain the results. After compilation it can be said that a substantial amount of money has been invited in both the countries and there is a significant difference in the amount and patterns of investment of funds

IMPROVEMENT OF WORD SENSE DISAMBIGUATION WITH RULE BASED APPROACH

**SHWETA VIKRAM
STUDENT
BANASTHALI VIDYAPEETH
JAIPUR**

ABSTRACT

The task of word sense disambiguation is to examine word tokens in context and specify exactly which sense of each word is being used. Word Sense Disambiguation (WSD) improves rule based machine translation in Anusaaraka. In this paper we describe one word have many ambiguities in respect of their meaning. How we remove these ambiguities with apply some methods, and also we show some results. Anusaaraka machine translation is use wsd rules for improve machine translation. Many words have multiple meanings, with respect to context. Word Sense Disambiguation task is determining the correct meaning or sense of a word with respect to context. WSD is regarded as an important research problem and is assumed to be helpful for application such as machine translation (MT) and information retrieval.

NOMADIC COMPUTING: AN IMPERATIVE TO HIGHER EDUCATION SECURITY IN NIGERIA

ALADE, O. A.
PRINCIPAL LECTURER
COMPUTER SCIENCE DEPARTMENT
FEDERAL POLYTECHNIC
BIDA

RAJI F. I.
ALUMNI
COMPUTER SCIENCE DEPARTMENT
FEDERAL POLYTECHNIC
BIDA

ABSTRACT

Various tools have been used over the ages in learning and research. A deficiency in one always leads to the discovery of another. The new technologies always emerge to refine or modify the existing ones. Printing of publications in various forms is what is common at every level of formal education. This makes the learning to be sedentary and/or restricted to the forewall of a building – classrooms, laboratory or library. The emergence of computer has, over the years, revolutionized literacy in printing and providing learning tools. Computers have helped the production of better publications, analysis of experimental data, and presentation of papers and reports of all kinds. Also it has served as wonderful complement of many research equipment, yet almost all these usages tend to be restricted to classrooms, laboratories, offices, houses and conference halls. This paper discusses nomadic computing technology and then surveys the prevalence of mobile computing devices and their suitability for nomadic computing among students, then proposes the use of these handheld computing devices to promote nomadic education in our institutions of learning to secure qualitative and quantitative learning habits among staff and students. It also advocates the provision of nomadic computation infrastructures in schools to achieving a secured qualitative education, research and social networking.

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, nor 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 is 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

