

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR
CM



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 Infibnet 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.	ISSUES OF WOMEN EMPLOYEES IN GARMENT FACTORIES - RELATED TO WORK PLACE PRESSURE AND FAMILY ENVIRONMENT <i>DR. J. THIRUMARAN</i>	1
2.	ANDROID BASED EMERGENCY ALERT BUTTON <i>N.SENDHIL KUMAR, A. SANDYA & A. SHAMILI</i>	2
3.	REGIONAL ECONOMIC DEVELOPMENT: SELECTION OF PUBLIC PROJECTS <i>DR. ALEXANDER MOSESOV & DR. SUDHAKAR KOTA</i>	3
4.	DATA MINING IN KNOWLEDGE DISCOVERY PROCESS <i>M RANGARAJ, K R APARNA & K SYAMALA</i>	4
5.	A STUDY ON IPO'S AFTERMARKET PRICE PERFORMANCE OF INDIAN CAPITAL MARKET <i>K. S. DEEPARANI & DR. V. GAJAPATHI</i>	5
6.	OVERVIEW OF ANDROID OS AND ITS SECURITY FEATURES <i>M. SATISH KUMAR, J. THANUJA & G. DIVYA</i>	6
7.	A STUDY ON CUSTOMER PERCEPTIONS OF SERVICE QUALITY IN BANKS BASED ON THE SERVQUAL MODEL <i>AMEENA BABU V & DR. AMUDHA R</i>	7
8.	CLASSIFYING STUDENTS PERFORMANCE BY ANALYZING INTERNAL ASSESSMENTS OF STUDENT DATA <i>M. SATISH KUMAR, G SASI KUMAR & H NAWAZ</i>	8
9.	MISSING GIRLS IN INDIA: A NEED FOR SOCIAL MARKETING INITIATIVES <i>DR. KALE RACHNA RAMESH & SWAPNALI BHOSALE</i>	9
10.	A STUDY OF INCREASING THE PERFORMANCE OF ANDROID <i>T RAMATHULASI, M VISHNUVARDHAN REDDY & K GEETHANJALI</i>	10
11.	IMPACT OF PROMOTIONAL ACTIVITIES ON CONSUMER'S BEHAVIOUR AT SHOPPING MALLS WITH SPECIAL REFERENCE TO CHENNAI <i>DR. B. N. SHANTHINI</i>	11
12.	HOME AUTOMATION AND SECURITY SYSTEM USING ANDROID ADK <i>N. SENDHIL KUMAR, D. CHITTEEMMA YADAV & D. R. NANDINI</i>	12
13.	ANDROID SECURITY <i>T RAMATHULASI, M. ARCHANA & M.RAMA</i>	13
14.	A STUDY ON IMPACT OF ADVERTISEMENT ON CONSUMER BRAND CHOICE BEHAVIOUR TOWARDS MILK (WITH SPECIAL REFERENCE TO TIRUCHENGODE REGION) <i>DR. R. SUBRAMANIYA BHARATHY & N.GEETHA</i>	14
15.	ANDROID OS FOR EMBEDDED REAL-TIME SYSTEMS <i>M. SATISH KUMAR, ARUNKUMAR.G & GOWTHAMKUMAR.G</i>	15
16.	QUALITY AND AUDIT FEES: EVIDENCE FROM PAKISTAN <i>MUHAMMAD MOAZAM KHAN & FAHIM JAVED</i>	16
17.	DETERMINANTS OF NON-PERFORMING LOANS IN NIGERIA <i>ISRAEL ODION EBOSETALE IDEWELE</i>	17
18.	INVESTORS PERCEPTION ON MUTUAL FUNDS AT NELLORE DISTRICT <i>CHILLAKURU ESWARAMMA</i>	18
19.	WATERMARKING METHOD IN DIGITAL IMAGE USING PRIVATE KEY <i>HARJOT KAUR & MANISHA LUMB</i>	19
20.	COMPOSITION OF FOREIGN DIRECT INVESTMENT IN INDIA: A ROUTE-WISE ANALYSIS <i>NARENDER</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

CO-ORDINATOR

DR. SAMBHAV 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, 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/Education/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 authors have seen and agreed to the submitted version of the manuscript and their inclusion of names as co-authors.

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 :
Institution/College/University with full address & Pin Code :
Residential address with Pin Code :
Mobile Number (s) with country ISD code :
WhatsApp or Viber is 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 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.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and cover page of the manuscript, in the manner as mentioned in the guidelines.

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. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, funding institutions, etc., if any.

5. **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.
 6. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php
 7. **KEYWORDS:** JEL Code 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.
 8. **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.**
 9. **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.
 10. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These 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**
 - HYPOTHESES**
 - RESEARCH METHODOLOGY**
 - RESULTS & DISCUSSION**
 - FINDINGS**
 - RECOMMENDATIONS/SUGGESTIONS**
 - CONCLUSIONS**
 - LIMITATIONS**
 - SCOPE FOR FURTHER RESEARCH**
 - REFERENCES**
 - APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 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 parentheses, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilized. If any other equation editor is utilized, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that do 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 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 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 parentheses.
 - Headers, footers, endnotes and footnotes may not be used in the document, but in short succinct notes making a specific point, may be placed in number orders following 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 Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

ISSUES OF WOMEN EMPLOYEES IN GARMENT FACTORIES - RELATED TO WORK PLACE PRESSURE AND FAMILY ENVIRONMENT

DR. J. THIRUMARAN
DEAN (ACADEMIC)
RAHINAM COLLEGE OF ARTS AND SCIENCE
COIMBATORE

ABSTRACT

Work-life balance is a concept which includes proper prioritizing between 'work' and 'life' (Health, happiness, leisure time, family etc.). It requires attainment of equilibrium between professional work and personal work, so that it reduces roughness between professional and personal life. Finding a suitable balance between work and daily living is a challenge that all workers face. Families are particularly affected. Work is taking over the lives of many of us in today's fast-paced, global environment, and if we do not guard ourselves against work-life imbalance, there could be increasing work-family conflicts and stress resulting from long hours and workload escalation. The objective of this study is to measure job satisfaction and work life balance of working women employees of garment industries of Tirupur. This study conducted with 100 women workers. Data has been analysed with the help of descriptive statistics and correlation analysis by SPSS.

ANDROID BASED EMERGENCY ALERT BUTTON

N.SENDHIL KUMAR
HEAD
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

A. SANDYA
STUDENT
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

A. SHAMILI
STUDENT
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

ABSTRACT

Android is a java based working framework which runs on the Linux 2.6 part. It's lightweight and full included. Android applications are produced utilizing Java and can be ported to new stage effectively in this manner cultivating immense number of helpful portable applications. This paper portrays about a SOS application being produced and its effective usage with tried results. The application has target clients those segments of the individuals who shockingly fall into a circumstance where moment correspondence of their whereabouts gets to be vital to be educated to certain approved persons at remote end.

REGIONAL ECONOMIC DEVELOPMENT: SELECTION OF PUBLIC PROJECTS

DR. ALEXANDER MOSESOV
ASSOCIATE PROFESSOR
BUSINESS SCHOOL
KAZAKH-BRITISH TECHNICAL UNIVERSITY
ALMATY, KAZAKHSTAN

DR. SUDHAKAR KOTA
PROFESSOR
SKYLINE UNIVERSITY COLLEGE
SHARJAH

ABSTRACT

Local (regional) public projects evaluation and selection is quite important but not well developed topic in economic development (ED). The concept of ED itself is still transforming and amended. Public projects which target intangible outcomes, such as social and cultural development initiatives, are tough to evaluate and find out their priority among each other. This paper offers one universal method to evaluate and prioritize public projects with both tangible and intangible results. Suggested model is based on widely spread among different disciplines double- or weighted-scoring methodology. It works through formulating local (regional) ED priorities, then assigning them relative importance scores and eventually evaluating projects towards compliance to the ED priorities. This method was test-run both at national (Kuwait) level, and at a regional level (South-West Nova, Canada). It proved to be a simple, but reliable tool of prioritizing of public projects.

DATA MINING IN KNOWLEDGE DISCOVERY PROCESS

M RANGARAJ

ASSOCIATE PROFESSOR

DEPARTMENT OF MCA

**SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR**

K R APARNA

STUDENT

DEPARTMENT OF MCA

**SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR**

K SYAMALA

STUDENT

DEPARTMENT OF MCA

**SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR**

ABSTRACT

This paper explains about Data Mining procedure, it indicates how the same information can be getting from large set of data. This is the process of collecting data within the dataset as many conditions. There are many types of steps occurs in data mining for mining the data from the large information. This explains how the original data can be retrieving from big data. In business sectors by using this data mining process we have to work down easily from any set of information.

A STUDY ON IPO'S AFTERMARKET PRICE PERFORMANCE OF INDIAN CAPITAL MARKET

K. S. DEEPARANI

ASST. PROFESSOR

DEPARTMENT OF MBA

**SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)
CHITTOOR**

DR. V. GAJAPATHI

PROFESSOR

DEPARTMENT OF MBA

**VEL TECH DR. RR & SR TECHNICAL UNIVERSITY
AVADI**

ABSTRACT

A study on Indian Initial Public Offering is an attempt to examine the price performance of IPOs in Indian Capital Market over a four years period. The study, takes a sample of 10 Indian Initial Public offering listed on National Stock Exchange (NSE) which follows book building process. It analyzes the short-run post issue performance of selected IPO firms in Indian capital market, for an interval of 6 months as short run analysis of underpricing. Offer price of the issue is determined on the basis of market feedback. Therefore, the present study is an attempt to investigate into the pricing phenomenon and the Short-run performance of IPOs in Indian capital market during the period beginning from 2010 to 2013. After IPO issue most of the stock are underpriced which goes to negative returns during the 6months periods, it has given high standard deviations on 3rd month in the study period The test results found that there is no signifance for stock returns except one stock i.e., Indo Thai Securities (0.38) at 5% and there is no single got significant market returns.

OVERVIEW OF ANDROID OS AND ITS SECURITY FEATURES

M. SATISH KUMAR
ASSOCIATE PROFESSOR
DEPARTMENT OF MCA

SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

J. THANUJA
STUDENT
DEPARTMENT OF MCA

SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

G. DIVYA
STUDENT
DEPARTMENT OF MCA

SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

ABSTRACT

Android powers countless cell phones in more than 190 nations around the globe. It's the biggest introduced base of any portable stage and developing quick consistently another million clients power up their Android gadgets shockingly and begin searching for applications, amusements, and other computerized substance. Android issues you a world-class stage for making applications and diversions for Android clients all over, and also an open commercial center for dispersing to them in a flash.

A STUDY ON CUSTOMER PERCEPTIONS OF SERVICE QUALITY IN BANKS BASED ON THE SERVQUAL MODEL

AMEENA BABU V
ASST. PROFESSOR
FACULTY OF MANAGEMENT STUDIES
SREE NARAYANA GURU INSTITUTE OF SCIENCE & TECHNOLOGY
N.PARAVUR

DR. AMUDHA R
ASSOCIATE PROFESSOR
KARUNYA SCHOOL OF BUSINESS, LEADERSHIP & MANAGEMENT
KARUNYA UNIVERSITY
COIMBATORE

ABSTRACT

Customer Perceptions assumes great importance in the banking industry. According to the master circular of RBI on Customer Service, the quality and content of dispersion of customer service has come under tremendous pressure mainly owing to the failure to handle the soaring demands and expectations of the customers. Irrespective of the manner in which services are delivered, the way by which customers perceive the same differs. This research paper is an analytical study based mainly on the primary data collected through a scientifically developed questionnaire. The questionnaires have been personally administered on a sample size of 120, chosen on a convenient basis. The study is based on the SERVQUAL Model (Parasuraman, Zeithaml & Berry, 1998) which is used as a scale to measure service quality. The model takes into consideration five important dimensions collectively termed RATER which comprises of Reliability, Assurance, Tangibility, Empathy and Responsiveness attributes to measure service delivery. The study focuses on understanding the quality of service delivery in nationalized banks with respect to the above dimensions. Many researchers had proposed several variations for the studies using SERVQUAL. A conceptual framework has been formulated on account of the nature of gaps and based on the literature review as well. Whatsoever, it has been evident that the model fits the data better than any extended models. The present study further discusses the findings based on descriptive statistics and the implications are laid down.

CLASSIFYING STUDENTS PERFORMANCE BY ANALYZING INTERNAL ASSESSMENTS OF STUDENT DATA

M. SATISH KUMAR
ASSOCIATE PROFESSOR
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

G SASI KUMAR
STUDENT
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

H NAWAZ
STUDENT
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

ABSTRACT

Data Mining is used to extract meaningful information to develop relationships among variables. In this paper the student's performance are analyzed in order to learn how internal assessments will affect the final result. Here classifier algorithm is used to analyze the result attribute. The student internal assessments factors like mid terminal marks, assignments and attendance are studied. This analysis will help the faculty members to motivate students by predicting the final result.

MISSING GIRLS IN INDIA: A NEED FOR SOCIAL MARKETING INITIATIVES**DR. KALE RACHNA RAMESH****ASST. PROFESSOR****SURYADATTA INSTITUTE OF MANAGEMENT & MASS COMMUNICATION****BAVDHAN****SWAPNALI BHOSALE****ASST. PROFESSOR****SURYADATTA INSTITUTE OF MANAGEMENT AND MASS COMMUNICATION,****BAVDHAN****ABSTRACT**

Social Marketing is a planned process for influencing change in individuals and the society at large. It is a tool used to sell- ideas, change attitudes and alter behaviour. Social Marketing can be a very effective technique for bringing about a change in a country like India where the society is divided into two compartments. On the one hand we have people with liberal thoughts who are adopting Progressive Global culture. On the other hand there is another section of the society in fact a major chunk of it, which is still in the clutches of orthodox thoughts and views. In spite of being one of the fastest growing economies of the world, India still remains a backward country when it comes to treatment of fairer sex. The practice of female foeticide is still prevalent in India. There are about 100 million missing girls in India and the main reason apart from the various socio-economic causes is the son-prefering attitude of the people in the country. To bring about a change in this regard only the techniques of social marketing can be fruitful. No doubt the Government has taken various initiatives in this regard but still the problem remains very grave. The author of this paper firmly believes that we can bring a change in this only through social marketing. This paper aims to bring to light the grave problem of missing girls in India- its causes and consequences. Also it tries to bring forth the importance of Social Marketing in dealing with such socio-economic issues.

A STUDY OF INCREASING THE PERFORMANCE OF ANDROID

T RAMATHULASI
ASST. PROFESSOR
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

M VISHNUVARDHAN REDDY
STUDENT
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

K GEETHANJALI
STUDENT
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

ABSTRACT

Nowadays, a smart phone is an indispensable tool for everyday living and smart phone enthusiasts are eager to upgrade the performance of their devices. In this paper we present an approach to improve the performance of a smart phone. It is user friendly. Detailed procedures of these optimization steps are provided which ordinary users can apply. It is user friendly. Using these same techniques, we performed optimizing experiments on an Android phone and included the results. Memory cleaning also showed significant savings in terms of memory space in the device. Here we discuss about the performance matters and challenges.

IMPACT OF PROMOTIONAL ACTIVITIES ON CONSUMER'S BEHAVIOUR AT SHOPPING MALLS WITH SPECIAL REFERENCE TO CHENNAI

DR. B. N. SHANTHINI
ASST. PROFESSOR
DEPARTMENT OF COMMERCE (CA)
VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)
ERODE

ABSTRACT

The field of sales promotion or promotional activities are given due importance and large budgets are allocated for its use. Understanding how consumers respond to promotions is very vital in developing effective strategies for sales promotion. A shopping mall is a building or set of buildings which contain retail units with interconnected walkways enabling the customers to move from one unit or another. In India, there are three categories of malls- Value malls, Value cum-lifestyle malls and Lifestyle malls. Shopping malls are operating in an increasingly competitive environment characterized by over capacity and declining customers where the promotional activities of the mall are increasingly being used to differentiate the malls through image communication and stimulate merchandise purchase. This paper has been drawn up with the objective of identifying and analyzing the promotional offers offered by the malls to attract more customers and other key factors which influence consumer while deciding to visit a particular mall.

HOME AUTOMATION AND SECURITY SYSTEM USING ANDROID ADK**N. SENDHIL KUMAR****HEAD****DEPARTMENT OF MCA****SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR****D. CHITTEMMMA YADAV****STUDENT****DEPARTMENT OF MCA****SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR****D. R. NANDINI****STUDENT****DEPARTMENT OF MCA****SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR****ABSTRACT**

Android ADK. The configuration is in light of a standalone implanted framework board Android ADK(Accessory Development Kit) at home. Home machines are associated with the ADK and correspondence is secured between the ADK and Android cell phone or tablet. The home apparatuses are joined with the data/yield ports of the installed framework board and their status is gone to the ADK. We would build up a validation to the Today we are living in 21st century where mechanization is assuming vital part in human life. Home mechanization permits us to control family unit apparatuses like light, entryway, fan, AC and so on. It additionally gives home security and crisis framework to be actuated. Home robotization alludes to lessen human endeavors as well as vitality proficiency and efficient. The principle goal of home robotization and security is to help crippled and old matured individuals which will empower them to control home apparatuses and alarm them in basic circumstances. This paper put advances the configuration of home robotization and security framework utilizing framework for approved individual to get to home apparatuses. The gadget with ease and versatile to less adjustment to the center is much essential. It introduces the outline and execution of computerization framework that can screen and control home apparatuses by means of android telephone or tablet.

ANDROID SECURITY

T RAMATHULASI
ASST. PROFESSOR
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

M. ARCHANA
STUDENT
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

M.RAMA
STUDENT
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

ABSTRACT

Android Security has been burning spot recently in both intellectual search and public concern due to numerous instances of security attacks and privacy leakage on android platform. The marketing for smart phones has been developing in the past few years. There are now more than 400,000 applications on the Android market. Over that 10 billion Android applications have been downloaded from the Android market. Due to the popularity of Android, there are now a huge number of malicious vendors targeting the android platform. Many of the honest end users are being successfully hacked on a regular basis. Based on this work Android security has been built upon a permission based on the mechanism which restricts accesses of third-party android applications to critical resources on an Android device which greatly mitigates the malicious attacks targeting the Android market. Our security solution has advantage of the fact that each application in the android platform is assigned a unique user id (UID). Our explanation stores the reputation of Android applications in an anti-malware providers' cloud (AM Cloud). The experimental results witness that the proposed model could well identify the reputation index of a given application and hence it's potential of being risky or not. Finally we propose several methods to further mitigate the risk of Android Security.

**A STUDY ON IMPACT OF ADVERTISEMENT ON CONSUMER BRAND CHOICE
BEHAVIOUR TOWARDS MILK
(WITH SPECIAL REFERENCE TO TIRUCHENGODE REGION)**

DR. R. SUBRAMANIYA BHARATHY
ASST. PROFESSOR
PERIYAR INSTITUTE OF MANAGEMENT STUDIES
PERIYAR UNIVERSITY
SALEM

N.GEETHA
RESEARCH SCHOLAR
PERIYAR INSTITUTE OF MANAGEMENT STUDIES
PERIYAR UNIVERSITY
SALEM

ABSTRACT

The purpose of this study is to explore the impact of advertisement on consumer brand choice for milk where many brands are heavily advertised. Being milk is a basic Energetic Food to all age group people irrespective of their Economic status and occupation. This analysis will give some deep knowledge about how advertising is affect consumer buying behavior in their brand choice and level of influence of advertisement on consumer purchase decision of the customers is advertisement. For this Research study data collected through structured questionnaire among 100 randomly selected consumer in and around of Tiruchengodu region. With support of statistical tool of percentage and chi-square the collected data are examined and come to conclusion about the role of advertisement in consumer brand choice behavior.

ANDROID OS FOR EMBEDDED REAL-TIME SYSTEMS

M. SATISH KUMAR
ASSOCIATE PROFESSOR
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

ARUNKUMAR.G
STUDENT
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

GOWTHAMKUMAR.G
STUDENT
DEPARTMENT OF MCA
SRI VENKATESWARA COLLEGE OF ENGINEERING & TECHNOLOGY
CHITTOOR

ABSTRACT

Android has top trued the interest from associations, engineers and the general group. From that time up to now, this programming stage has been dependably improved either in terms of highlights or maintained hardware and, at the same time, extended to new sorts of devices various from the at first arranged convenient ones. Regardless, there is a highlight that has not been researched yet - its continuous limits. This paper anticipates that will research this gap and give a reason to examination on the suitability of Android set up to be used as a piece of Open Progressing circumstances. By looking at the programming stage, with the essential focus on the virtual machine and its basic working structure circumstances, we have the ability to point out its current breaking points and, thusly, give a knowledge on various perspectives of direction to make Android suitable for these circumstances. It can't avoid being our position that Android may give a suitable development demonstrating for steady embedded systems, however the continuous gathering should area its limits in a joint effort at all of the stage layers.

QUALITY AND AUDIT FEES: EVIDENCE FROM PAKISTAN

MUHAMMAD MOAZAM KHAN
RESEARCH SCHOLAR
INTERNATIONAL ISLAMIC UNIVERSITY
ISLAMABAD

FAHIM JAVED
LECTURER
COMSATS INSTITUTE OF INFORMATION TECHNOLOGY
ISLAMABAD

ABSTRACT

Audit quality has been in the limelight for researchers over the last two to three decades. Researchers have endeavored to find out the factors that impact the quality of audit conducted by the auditors. The recent financial crises and financial scandals have further enhanced the importance of this topic. Although it is an empirically established fact that auditor's performance is impeded by a number of factors that curb its independence however sudden surge in the emoluments of auditors during the last decades has actuated the researchers to study audit quality in context of compensation fee paid to the auditors. The results of studies differ as some are of the view that audit quality improves with the payment of excess fee while the rest are of the opposite view. Unluckily, Pakistan has been less explored in this regard and not even a single study has addressed the issue of audit quality in Pakistan. This study has attempted to analyze audit quality in context of abnormal or extra fee paid to auditor. Audit conducted without independence of auditor is futile and results in impairment of audit quality. Independence of auditor is usually curbed by extra fee paid to him, and auditor in fear of losing a lucrative fee does not report the misrepresentations of financial statements in his audit report. This study uses discretionary accruals as surrogate of audit quality which are computed by Cross-sectional Modified Jones Model (1995). The results are fortunately good for Pakistan and study has observed that auditors in Pakistan do not compromise on their standards and honesty when paid extra fee. In Pakistan, the quality of audit is not impaired when auditors are paid extra fee and the auditors work with diligence and exert extra effort to improve the audit quality. Therefore, the assertion that audit quality is impaired when high fee is paid to auditors does not hold well in Pakistan.

DETERMINANTS OF NON-PERFORMING LOANS IN NIGERIA

ISRAEL ODION EBOSETALE IDEWELE
RESEARCH ASSISTANT
DEPARTMENT OF BUSINESS ADMINISTRATION
CYPRUS INTERNATIONAL UNIVERSITY
TURKEY

ABSTRACT

The study examines the determinants of nonperforming loans in Nigeria. Secondary data were extracted from the Central Bank of Nigeria Statistical Bulletin and the Annual Reports of all commercial banks. The study employs an ordinary least square multiple regression analysis given that the data are cross – sectional and time series in nature. The cross – section random effect model was employed and the estimate parameter data were regressed and analyzed with the aid of EVIEWS 7.0 econometric software package. The findings of the study are that, the Gross Domestic Product is not a significant determinant of bad debt ratio, and poor credit risk management contributes significantly to non – performing loans in the Nigerian banking sector. We therefore insistently recommend that, Nigerian government should establish positive banking regulations that would contribute to oversee the administration of loans, and banks should adopts efficient loan appraisal techniques consisting of conventional investment analysis and risk measurements.

INVESTORS PERCEPTION ON MUTUAL FUNDS AT NELLORE DISTRICT

CHILLAKURU ESWARAMMA
RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT STUDIES
S. V. UNIVERSITY
TIRUPATI

ABSTRACT

The mutual fund is the most suitable investment for the common man as it offers an opportunity to invest in a diversified, professionally managed basket of securities at a relatively low cost. The plethora of schemes provides variety of options to suit the individual objectives whatever their age, financial position, risk tolerance and return expectations. In the past few years, we had seen a dramatic growth of the Indian Mutual Fund industry with many private players bringing global expertise to the industry. Investment in mutual funds is effected by the perception of the investors. The objectives of the study are to identify the small investor's perceptions on mutual funds and to analyse the factors affecting small investors' perception towards mutual fund. The study aims at finding out the attitude of the small investors towards investment in mutual funds in Nellore. By adopting convenience sampling, 200 sample respondents were selected for this study. Simple statistical tools are used for analysing the data whatsoever collected in this study. Small investors are now turning more to mutual funds because of safety, liquidity, capital gains and transparency. The present investigation outlined that mostly the small investors have positive approach towards investing in mutual funds.

WATERMARKING METHOD IN DIGITAL IMAGE USING PRIVATE KEY**HARJOT KAUR****STUDENT****LUDHIANA COLLEGE OF ENGINEERING & TECHNOLOGY****KATANI KALAN****MANISHA LUMB****ASST. PROFESSOR****DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING****LUDHIANA COLLEGE OF ENGINEERING & TECHNOLOGY****KATANI KALAN****ABSTRACT**

According to the paper watermarking used to hide data or identifying information. Watermarking may be applied at digital images, through digital video, audio and documents are also routinely watermarked. Digital watermarking is become popular for adding undetectable identifying marks, such as author or copyright information. The technique can hide an entire image or pattern as a watermark directly into the original image. The quality of image is to be preserved the entire image is not altered for embedding, instead few blocks are used based on the size of watermark. Watermark is tested with Lena grey scale image of size 256×256 and watermark of size 64×64 using mat lab software. Watermarking System based on Discrete Cosine Transform (DCT) and Discrete Wavelet Transform (DWT) which is used to protect the security and integrity of transmitted biometric color images. Data hiding method based on interpolation which calculates the interpolation error and the residual histogram of the interpolation errors of the host image to hide secret data. The residual image is obtained by interpolation and histogram shifting is applied to obtain the watermarked image. Entropy masking model for watermarking embedding algorithm to keep the balance between watermarks imperceptibility and its robustness.

COMPOSITION OF FOREIGN DIRECT INVESTMENT IN INDIA: A ROUTE-WISE ANALYSIS

NARENDER
RESEARCH SCHOLAR
FACULTY OF MANAGEMENT STUDIES
UNIVERSITY OF DELHI
DELHI

ABSTRACT

Foreign Direct Investment in India is undertaken in compliance with the FDI policy which is originated and announced by the Government of India. The pre-liberalization period was challenging for the Indian economy to emerge without much resource and there were many constraints to overcome. In 1991, Globalization, Privatization and Liberalization intend for making the Indian economy a faster growing economy and globally competitive. As a result of the continual efforts by the Government of India, FDI has received to the tune of US \$ 355415 million by the end of December 2014. This study has analyzed the trends of foreign investment as per International, Country wise and Route wise inflow through Automatic Route and Government approval route since liberalization in between two decades and revealed that much flow of FDI through Approval route has been undertaken by the Automatic route due to much liberalization in the FDI policy by the government to promote the foreign capital in India.

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

