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A STUDY OF VILLAGE CONSUMERS' BEHAVIOUR TOWARDS PERISHABLE GOODS OF AURANGABAD DISTRICT IN MARATHWADA REGION

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ABSTRACT

Marketing plays a pivotal role in the growth and development of a country irrespective of size, population and the concepts are so interlinked that, in the absence of one, another virtually cannot survive. It is historical fact that the development of marketing has always kept pace with Economic growth of the country. Both have experienced evolutionary rather than revolutionary change. The objective of modern marketing is to make profits through satisfying consumer's needs and wants. Hence, the marketers have to understand the real needs, wants, beliefs and attitudes of the consumers towards their products and services. Today, network marketing is a multi-billion dollar business. A number of companies have adopted this business model. It has grown into one of the driving forces of the 21st century economy. Network marketing is now regarded by many business leaders as the business for future. But this marketing method was misunderstood as a get rich-quick scheme. It is also too common for network marketer's worldwide to answer the legality and soundness of their business.

ANALYSIS OF CODE CLONE DETECTION OF WEB LANGUAGE USING SUFFIX ARRAY BASED TOKENIZATION

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ABSTRACT

In recent time, code clones have gotten much consideration from numerous analysts in the field of software engineering. Code cloning of source code is a noteworthy issue for substantial, industrial systems. The real outcome of cloning is that it risks the maintenance procedure. Cloning is the most essential methods for software reuse. Code cloning has been widely utilized inside the product advancement outline group. A software clone is a code piece indistinguishable or like another in the source code. Clones are viewed as unsafe for programming support and evolution, since it expands complexity of the framework. In the event that a code is altered, it should be checked against all related code clones to check whether they should be modified also. Removal, avoidance or refactoring of cloned code is other essential issues in software maintenance. Detection of software clones minimizes the cost maintenance of software and furthermore builds understand ability of the framework. Many code clone detection procedures have been proposed to distinguish clones. Moreover, we propose a novel method and tool for clone location. The clones are distinguished by utilizing hybrid approach which is utilized to identify clones in different programming languages. The novel part of the approach takes the advantage of metric based and token based methods for clone identification. In the experiment, we compared the proposed tool with the existing tool with performance metrics such as Precision, recall and accuracy. Thus, we affirmed that the proposed instrument was better than the existing tool in simulation measures, which are appeared by utilizing Net Beans.

ORGANIC FOOD: CONSUMER ATTITUDE AND BEHAVIOUR WITH REFERENCE TO CUDDALORE CITY

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ABSTRACT

Nature is an endowment of God. Everybody ought to take after the laws of nature to have socially, culturally, financially and sound life as "wellbeing is riches. In any case, to meet requests of expanding populace on the planet, abuse of common assets began. Overabundances of utilization of chemicals have disintegrated soil and its water holding limit and penetration. Pesticides cause passing, handicap, organ brokenness, debilitation and numerous different diseases. Today, India is not in a position to get rid of the utilization of manufactured agro chemicals, particularly the inorganic composts, in perspective of the extensive and expanding populace interest for nourishment items. The present study attempts to find out the extent of utilization, problem faced and satisfaction experienced by consumers of organic food. The study was limited to Cuddalore city. The present research design was descriptive and experimental in nature. The 100 consumers of organic food contacted and gave information about the extent of utilization, problems, satisfaction about organic food. Testing of theory through ANOVA demonstrated that the degree of impact of different purposes behind purchasing natural sustenance. Dominant part of buyers were fulfilled for all parts of appearance of natural nourishment, however the sustenance things were little in estimate, area of shop, taste and cost of natural sustenance.

AN EMPIRICAL STUDY OF GENERAL ELECTION IMPACT ON EQUITY MARKET

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ABSTRACT

In democracy country like India, elections place a vital role in financial market. The present study has been emphasize on three elections periods of 2004, 2009 and 2014. The bi-variate correlation indicates that there is an association between liquidity variable of liquidity in the bank and liquidity in the country with nifty returns, granger causality test has been applied and found that liquidity in the country and with the banks are influence the market indicator nifty. The Sharpe performance method role has been applied on three election and found that nifty is performance is well stronger than market returns performance.

'BIG DATA' PRIVACY CHALLENGE AND DATA PROTECTION: A GLOBAL CONCERN

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ABSTRACT

First section of the paper gives the brief about the Big Data and the traditional core privacy approaches and assumptions after that a critical analysis of these approaches are successful in meeting the challenges created by Big Data. in the next section describes the personal data services "PDS" and the extent it is able o cop-up with new business innovation, it application in new business strategy and to regulate the business and how it is help full in developing new business model with risk minimization.

A STUDY OF FACTORS AFFECTING QUALITY OF HEALTHCARE AND ITS EFFECTS ON CUSTOMER SATISFACTION: WITH REFERENCE TO ALL CORPORATE HOSPITALS IN NAGPUR CITY

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ABSTRACT

A modern health system which provides high quality care has trickle-down effect on the quality of life of the individual citizens and the overall economic development of the country. Quality care has become an important aspect in the development of healthcare services. Customer/Patient satisfaction on healthcare quality plays a vital part on the assessment of healthcare frequently. Improvement in quality reflects on the satisfaction level of the patients. The higher the quality the higher the satisfaction level of the patient This study focuses on finding out the factors affecting quality of healthcare and its effects on customer/Patient satisfaction with special reference to a private hospital in Nagpur city, Maharashtra, India.

A STUDY OF MONETARY POLICY IMPACT ON PMI (PRODUCTION MANAGER INDEX)

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ABSTRACT

In any economy, maintaining the liquidity by the central bank to keep the momentum in the economy intact will be a big challenge. In the modern economy, industrial growth is playing the key role for the growth of the economy. The present scenario has been emphasized how monetary policy is having a influence on PMI of India. The Granger casualty test has been applied on Johansen co integrated data and result reveals that CRR, Repo rate, reverse repo rate and SLR Granger causing the PMI. The linear regression model indicated that the PMI influence the GDP but it has failed to influence the IIP. The VAR model predicted the IIP future Momentum downwards but gold is expected to go upside based on the PMI. This study is useful to the industries production manager's investors of the equity, bankers and regulators.

A STUDY ON FINANCIAL STATEMENT ANALYSIS OF AMARA RAJA BATTERIES LTD.

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ABSTRACT

Financial Statement Analysis is done at Amara Raja Batteries Ltd, the main objective of this study to get the managerial performance of this firm relating to financial statement. The financial statement analysis will give the firm financial position. This study result will give an idea about the functioning of finance Department.

THE FOURTH INDUSTRIAL REVOLUTION: THE DIGITAL STORM IMPACT ON EMPLOYMENT

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ABSTRACT

India is being pushed towards a fourth industrial revolution emerging out of integration of digitization and technology, which will benefit all segments of society, however will hit Indian labor the hardest on the planet in the here and now by cutting occupations. The Fourth Industrial Revolution is associating with other financial and demographic components to make a perfect storm of plan of action change in all industries, bringing about significant interruptions to labor markets. New classifications of occupations will rise; halfway or entirely get out others. The skill sets required in both old and new positions will change in many industries and change how and where individuals work. It might likewise influence male and female workers diversely and change the elements of the industry gender gap. Rapid technological expansions like automation and digitization are set to influence careers of professionals in the coming years and will significantly affect job security. Even some of the industries like apparel and leather capable of creating half a million jobs, automation impacts on jobs in India.

HUMAN RESOURCE ACCOUNTING PRACTICES IN HPCL

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ABSTRACT

Despite the technological advances and the increasing importance of computerization, human resources continue to play a dominating role in the effective use of physical and financial resources. Infact the value of human resources is invaluable and cannot be measured accurately. They are the key elements of the knowledge economy. Human resources are recognized as an integral part of the total worth of an organization. Employees are assets that appreciate in value through the skill, knowledge and experience they acquire while working in the organization. Their departure from the organization makes the business lose an essential element of intellectual capital. This loss becomes great if such intellectual element is acquired by a rival business concern. This makes valuation of this asset essential for the success of the company and by reporting it to the public it enhances the image of the company. HRA helps the management to frame policies for human resources. Measurement of investment in human resources will help evaluate the change in human resource investment over a period of time. This paper attempts to discuss in detail the human resource accounting practices followed by HPCL.

MAKE IN INDIA: AN OVERVIEW OF VARIOUS SECTORS

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ABSTRACT

*On 25th September, 2014 our honorable Prime Minister Narendra Modi launched an initiative program **Make in India** to encourage Multinational Companies as well as domestic companies to manufacture their products in India. The major objective behind this program is to focus on major 25 sectors of the economy for job creation and skill enhancement and development. This paper takes an overview of the various sectors on which Make in India campaign is focused and it also tells the reasons for investment, growth driver and policy of those sectors.*

STATISTICAL STUDY ON WOMEN EMPOWERMENT THROUGH SELF HELP GROUP IN ATTUR, SALEM DISTRICT

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ABSTRACT

The women in the rural sector in India have immense potential and expertise in art and craft, handloom, food products, bamboo related articles, honey bee, and the like. Small scale units create more self -employment opportunities with less capital investment requirements. The raw materials are locally collected and there is less environmental pollution. It also requires simple technology and low managerial skills. The finished products are exported that help to earn valuable foreign exchange and preserve the balance of payment status. The credit worthiness in the international monetary front will also improve. But, largely the women are neglected group in the society in India. At this juncture, the need of the hour is that the women should be empowered. So, the present study has focused to examine the impact of Self Help Groups on the empowerment of women at a micro level.

PREVENTION AND DETECTION OF FINANCIAL STATEMENTS FRAUD: A STUDY

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ABSTRACT

Financial statement fraud is a deliberate misstatement of material facts by management in the books of accounts of a company with the aim of deceiving investors and creditors. This illegitimate task performed by management has a severe impact on the economy because it significantly dampens the confidence of investors. Every day, news of financial statement fraud is adversely affecting the economy worldwide, considering the influence of the loss incurred due to fraud, Prevention and detection of financial statement fraud has become a major concern for almost all organizations globally. However, it is a fact that prevention of financial statement fraud is the best way to reduce it, but detection of fraudulent financial reporting is critical in case of failure of prevention mechanism. Effective measures and methods should be employed for prevention and detection of financial statement fraud. This study of detecting financial statement fraud helps auditors, tax authorities and bankers to identify the false financial statements during the scrutiny. The aim of this paper is to provide a methodology for prevention and detection of financial statement fraud and to present the empirical results by implementing the framework.

FACTORS INFLUENCING WOMEN ENTREPRENEURS IN COIMBATORE DISTRICT

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ABSTRACT

Entrepreneurs play very important role in socio economic welfare of the country. They identify the needs of the business, purchase the other factors of production and coordinate them for some productive purposes. They are innovators, researchers and risk-takers of the society. Today business is built around human capital and women are one of the valuable factors. Globalization and Liberalization of market encouraged women to come forward to become an entrepreneur and start new enterprises. The present research study has been conducted to study the factors influencing women entrepreneurs with special reference to service sector of Coimbatore District.

FDI AS DRIVING FORCE FOR SUCCESS OF MAKE IN INDIA

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ABSTRACT

Make in India Campaign was launched to encourage companies to manufacture their products in India. Manufacturing Sector at present book for only 15% of India's GDP and the Government wants to gear up that to 25% by 2022. NDA government is committed to make over India into a global manufacturing hub, while confirming that manufactured goods have 'zero defect' and 'zero effect' on the environment. With 'Make in India', the Government aims to remove unnecessary regulations, shorten rigid processes, boost infrastructure and open up new sectors to foreign direct investment (FDI). Government of India has diagnosed twenty-five prece-dence sectors that will be accessed properly. Foreign Direct Investment is one of the major instruments of inviting International Economic Integration in any economy. It serves as a connection between investment and saving. Many developing economies like India are facing the shortfall of savings. This problem can be solved with the help of FDI. In this paper is an attempt to look at the role of FDI in Make in India campaign and impact of 'Make in India' initiative on FDI inflows. The study is undertaken with the help of secondary data (collected from various reports published by Reserve Bank of India Database on Indian Economy, database of department of Industrial Policy and Promotion). The results of the study shown that after the launch of 'Make in India' initiative, the FDI inflows augmented significantly across various sectors from different countries.

AN OVERVIEW OF TOBACCO ISSUES IN INDIA

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ABSTRACT

India is the second world's largest populated country. India got third position in tobacco production and also third in export of tobacco product in the world. In India, tobacco consumption is responsible for half of all the cancers in men and a quarter of all cancers in women in addition to being a risk factor for cardiovascular diseases and chronic obstructive pulmonary diseases India also has one of the highest rates of oral cancer in the world. India's tobacco problem is more complex than probably that of any other country in the world, with a large consequential burden of tobacco related disease and death. The prevalence of tobacco use among men has been reported to be high (generally exceeding 50%) from almost all parts of India (more in rural than in urban areas). All forms of tobacco use are inferred to be unsafe for human health.

OCCUPATIONAL ROLE STRESS AND JOB SATISFACTION IN EMPLOYEES OCCUPYING BOUNDARY SPANNED ROLES: AN OVERVIEW

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ABSTRACT

Occupational Role Stress is framework to identify the factors causing role stress among employees occupying a role. This scale is widely used by researchers to identify the stressors in a role. This has been used to identify stressors in boundary spanned roles of IAF officers who are spanners involved in development of highly technological systems with the association of scientists of DRDO labs and Public Sector Undertakings. The co-relation of the stressors with job satisfaction is measured by the Job Satisfaction Survey developed by Paul Spector. The physiological stress level is measured by the Perceived Stress Scale developed by Sheldon Cohen. In this paper the concept of evaluating role stress and its effect on job satisfaction and perceived stress is discussed in detail.

**FACTORS AFFECTING JOINING AND RETENTION OF SECURITY FIRMS'
EMPLOYEES IN THE TRADE UNIONS: CASE OF G4S SECURITY SERVICES LIMITED,
NAIROBI, KENYA**

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ABSTRACT

There is recognition of trade unions in industrial relations throughout the twenty-first century. In the recent years, membership has sharply decreased as a result of privatization of public enterprises and liberalization of the economy. The research design that was employed in this study is descriptive research design. The target population of the study was the employees of security firms in Kenya. The selection of the sample population was done through stratified random sampling where a proportion of 10% was selected from each stratum: a sample population of 158 respondents was selected. The researcher used qualitative and quantitative techniques in analyzing the data. The study found that the economic conditions faced by workers in G4S Security Services Ltd influences their intention to join and remain in the trade unions to a great extent, workers were not allowed by their employer to join trade unions if they wanted to do so, there was a high level of victimization for employees who intended or have joined trade unions and this influenced their intention to join the trade unions. The study has also highlighted some policy recommendations aimed to encourage employees of security firms to join and remain in the trade unions such as negotiating of wages and rules governing hiring, firing and promotion of workers.

FACE RECOGNITION IN COMPUTER VISION

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ABSTRACT

Computer Vision is the process by which descriptions of physical scenes are inferred from images. Computer vision has also been explained as the enterprise of automating and integrating a wide range of processes and representations for vision perception. A facial recognition system is a computer application for automatically identifying a person from a digital image or a video frame from a video source that is computer vision. The multiple images of each person, then for each person compute in eigenspace from the points computed for each image of that person. The method requires that all images in the database contain faces of about the same size, position, and orientation, so they can be compared using this global distance function in eigenspace.

A SCHEME TO DETECT INTRUSION IN MOBILE AD HOC NETWORKS

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ABSTRACT

Mobile Ad Hoc Network (MANET) is collection of multi-hop wireless mobile nodes that communicate with each other without centralized control or established infrastructure. The attacker can attack the path or route established very easily as security measures are very less in case of mobile adhoc networks. In this paper two types of attacks has been introduced. One changes number of hops that are used to reach destination and other tried to create denial of service. The algorithm proposed has been implemented on AODV and results are simulated on NS2.

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