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USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE &
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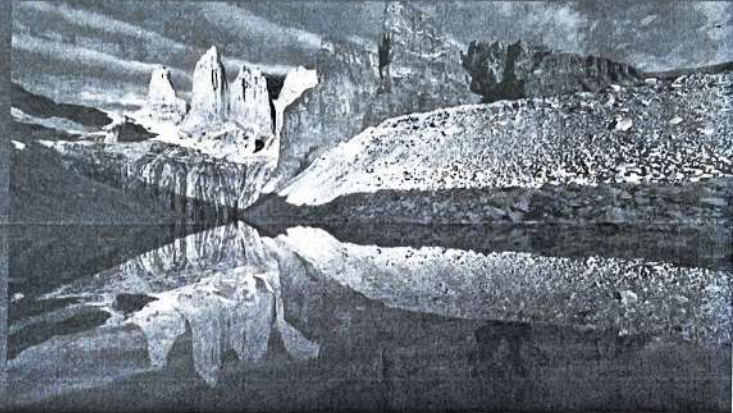
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1	Postmodernist reading of Joseph Heller's Cater 22 in edited book titled 'Reflections on Postmodern Literature' Rashmi Gahlowt
2	Fourth World Nationalism : Issues & Challenges for Nation's Self Determination in an edited book – Nationalism and Independence : An Anthology of Selected Essays Rashmi Gahlowt
3	Discrete Mathematic Bhupendra Kesaria
4	Linux Administration Practical Jagdish Sanas
5	Contribution of girl education in nation building: challenges and solutions – Girl Education in India – still miles to cover Rashmi Gahlowt
6	Challenges & strategies in introducing technology to classrooms : An Indian Scenario in an edited book Use of I.T. Skills in Education Rashmi Gahlowt
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26	Discrete Mathematics Bhupendra Kesaria

27	Web Programming Smruti Nanavaty
28	History of Media Yatindra IngleMedia
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There have been many social, political and religious issues and challenges reflected in postmodern literature. Postmodernists have raised many issues like ethnicity, gender, marginalization, sex, commercialization, absurdism, existentialism, hybridity, cultural materialism, consumerism, violation of human rights, war and so on. Those several issues and new ideas reflected in contemporary postmodern poetry, drama, fiction, biographies, autobiographies and prose have come under one roof in the form of this book to facilitate understanding of students, teachers and researchers. It possesses the range of writers from varied socio-cultural background and literary texts rooted in diverse topics like folk, crime fiction, Islamic feminism, war, diaspora, magic realism etc are explored. Postmodernism thus reflects both the energy and diversity of contemporary life as well as its frequent lack of coherence and depth. The lines between reality and artifice can become so blurred that reality TV is now hard to distinguish from reality and from television entertainment. Being in the second decade of the 21st century, it is high time to critically observe zeitgeist of the present.

Reflections on Postmodern Literature

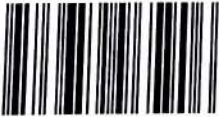


Vijay Chaudhari (Ed.)

Reflections on Postmodern Literature



Dr. Vijay Chaudhari is an Asst. Prof. in the PG Dept. of English, G.T.P. College, Nandurbar. Also he has been contributing to Journal of Higher Education & Research Society: A Refereed International as an Executive Editor and Co-authored a book published by LAP, Germany. He has edited a book titled as "Indian English Literature After 1990" with ISBN



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The Postmodernist Reading of Joseph Heller's *Catch-22*

- RASHMI GAHLOWT

The Modernism period was marked due to "its rejection of the literary conventions of the nineteenth century and by its opposition to conventional morality, taste, traditions, and economic values" (Gale Cengage learning, 2010). Post-modernism has certain distinctive themes and techniques such as Irony, playfulness, intertextuality, pastiche, metafiction, temporal distortion, magic realism and fragmentation amongst others. Postmodernism rejects the traditional forms of writing genres. The conventional novel follows a pattern and structure with a distinct introduction, body and conclusion. It is woven around a theme or a character. Jean-Paul Sartre coined the term anti-novel which doesn't follow the conventional formats. The anti-novel is marked by fragmentations and distortion of the linear narrative. This fragmented narrative is usually carried by a no reliable narrator. A postmodern work usually has an anti-hero instead of the regular conventional hero. A hero displays characteristics such as "idealism, courage and integrity" (Gale Cengage learning, 2010). The anti-hero doesn't exhibit these characteristics of a hero. The hero doesn't have any power over the world and he usually has no control over the situations and people around him.

Joseph Keller's novel *Catch-22* is one of the most important and prominent works of Postmodernist novels. It is a satirical novel published in 1961 written by the American author Joseph Heller. The novel employs a distinctive non-linear third-person narrative. The events are narrated from the points of view of different characters. The novel follows a fragmented timeline pattern and the life of Captain John Yossarian, a U.S. Army Air Forces B-25 bombardier. The events in the novel



NATIONALISM AND INDEPENDENCE

An Anthology of Selected Essays



Edited by
Sayan Dey

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Atapool

Fourth World Nationalism: Issues and Challenges for Nations' Self Determination

Rashmi Gahlowt

Abstract:

The term Fourth World is a generalised term for several countries which have self-identified themselves. Many such different groups seek various levels and types of self-determination. Any country or nation is a humungous mix of social and cultural features in a particular space. They are of the view that they have a right to claim a territory. These groups are now claiming to reshape international boundaries. Europe is a case in point where the fourth world claims to territory are in process of restructuring existing international boundaries. Fourth world perspectives advanced when many native populations were to a certain degree from their governments and ruler's tight suffocating holds. As these legal and geographical constraints began to loosen up with economic social and technological advances, the boundaries between natives non-natives started to become increasingly porous and not so distinct. The native started to assert their cultural self and lay claims to territory. The paper will reflect on the theoretical themes of cultural identity and the theory of nationalism in the present Post Cold War era with a few examples from across the globe.

Keywords: Fourth World Nationalism, Nation, State, Europe, Self-Determination,

Introduction:

Ben Whittaker of Minority Rights Group used the term Fourth World for any oppressed group, failing to distinguish between true, ethnic and social minorities and historic nations. Noel Dyck



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Syllabus

UNIT I

Introduction :
Variables, The Language of Sets, The Language of Relations and Function.

Set Theory :
Definitions and the Element Method of Proof, Properties of Sets, Disproofs, Algebraic Proofs, Boolean Algebras, Russell's Paradox and the Halting Problem.

The Logic of Compound Statements :
Logical Form and Logical Equivalence, Conditional Statements, Valid and Invalid Arguments.

(Refer Chapters 1, 2 and 3)

UNIT-II

Quantified Statements :
Predicates and Quantified Statements, Statements with Multiple Quantifiers, Arguments with Quantified Statements.

Elementary Number Theory and Methods of Proof :

Introduction to Direct Proofs, Rational Numbers, Divisibility, Division into Cases and the Quotient-Remainder Theorem, Floor and Ceiling, Indirect Argument: Contradiction and Contraposition, Two Classical Theorems, Applications in algorithms.

(Refer Chapters 4 and 5)

UNIT III

Sequences, Mathematical Induction, and Recursion :

Sequences, Mathematical Induction, Strong Mathematical Induction and the Well-Ordering Principle for the Integers, Correctness of algorithms, defining sequences recursively, solving recurrence relations by iteration, Second order linear homogeneous recurrence relations with constant coefficients, General recursive definitions and structural induction.

Functions :

Functions Defined on General Sets, One-to-One and Onto, Inverse Functions, Composition of Functions, Cardinality with Applications to Computability

(Refer Chapters 6 and 7)

UNIT IV

Relations :

Relations on Sets, Reflexivity, Symmetry, and Transitivity, Equivalence Relations, Partial Order Relations

Graphs and Trees :

Definitions and Basic Properties, Trails, Paths, and Circuits, Matrix Representations of Graphs, Isomorphism's of Graphs, Trees, Rooted Trees, Isomorphism's of Graphs, Spanning trees and shortest paths.

(Refer Chapters 8 and 9)

UNIT V

Counting and Probability:

Introduction, Possibility Trees and the Multiplication Rule, Possibility Trees and the Multiplication Rule, Counting Elements of Disjoint Sets: The Addition Rule, The Pigeonhole Principle, Counting Subsets of a Set: Combinations, r-Combinations with Repetition Allowed, Probability Axioms and Expected Value, Conditional Probability, Bayes Formula, and Independent Events.

(Refer Chapters 10 and 11)

Book Code : IBSC04A (New Code : RMT04A)

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□□□

CHAPTER

1

Introduction to Discrete Mathematics

UNIT I

Objectives

- After reading this chapter you should be able to identify, declare and assign variables.

Introduction

- This chapter will form the basics of Discrete Mathematics which students need to understand before proceeding for further chapters.
- This chapter will explain special language which is the foundation of any logic and will emphasize the importance of Language of variables, sets, Relations and Functions which would help students in formulating logic for solving problem manually and by developing computer programs which solve problems. Discrete Mathematics is also the foundation for "Theory of Computer Science."

Syllabus Topic : Variables

1.1 Variables

MU-Oct 2016

- A variables is sometimes used as a place holder when we are talking about something in general.
- A variable may hold one or more values but you don't know, or you want whatever you say about it to be equally true for all elements in a given set, and so you don't want to be restricted to considering only a particular, concrete value for it. To illustrate the first use, consider asking : Is there a number with the following property: doubling it and adding 3 gives the same result as squaring it?
- In this sentence you can introduce a variable to replace the potentially ambiguous word "it".
- Is there a number x with the property that $2x + 3 = x^2$?

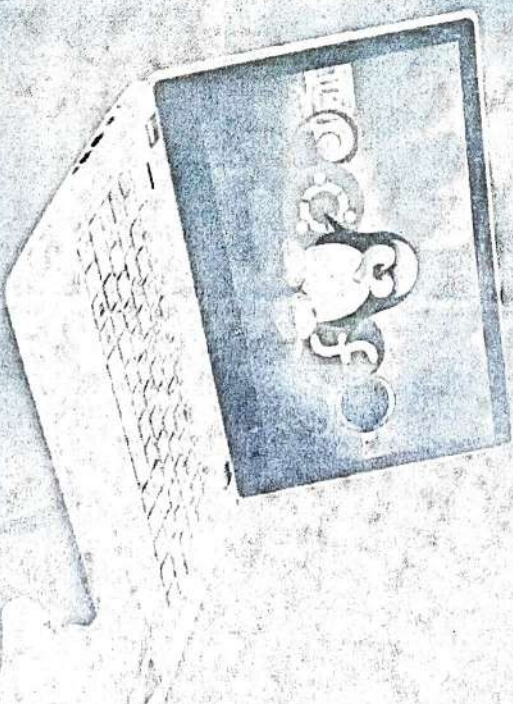


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PRACTICAL - 1

Installation of Red HAT Linux Operating System

Installation of RedHat Linux Operating System (RHEL6)

- Partitioning drives
- Network configuration
- Setting time zones
- Creating password and user accounts
- Shutting down

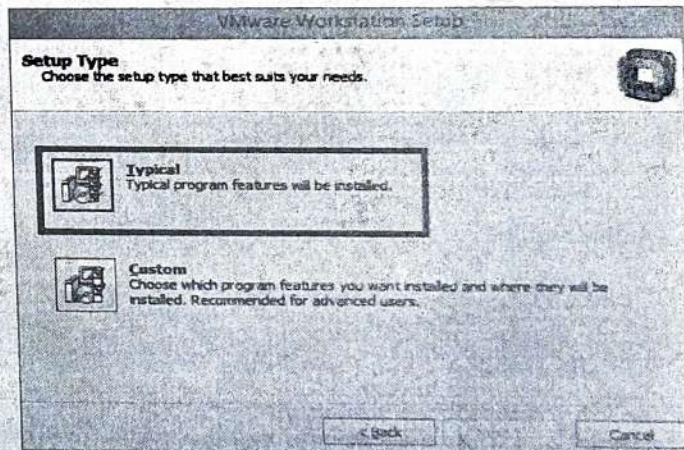
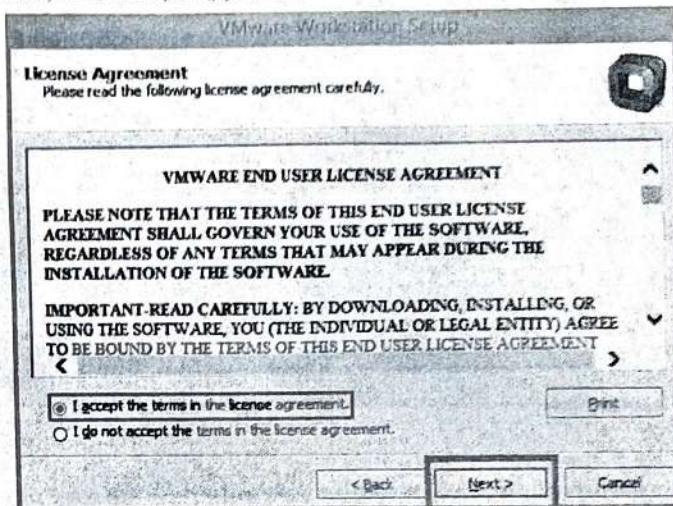
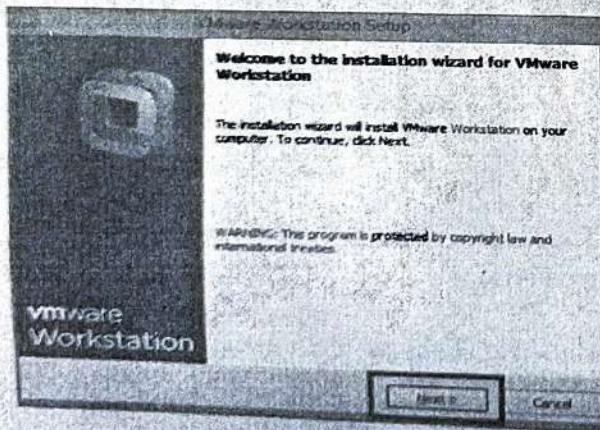
Before we begin to install RedHat Linux OS in our system, check the following files in your VMware Folder to be present.

- redhat iso1.nrg (NRG File)
- VMware-workstation-full-10.0.1-1379776 (Setup file - Application)

What is redhat iso file?

In the context of files and programs, an "image", whether an ISO, floppy, or other media image, is simply a file that can be used as a virtually identical copy of the original media. This file not only contains individual data files, but it also contains track and sector information and arranges all this information in a file system, just like disk media. Image files, unlike normal files, are usually not opened; rather, they are mounted.

To start the installation click on the setup file 'VMware-workstation-full-10.0.1-1379776'.



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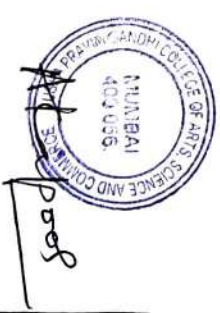
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Chapter-19

Contribution of Girl Education in Nation Building: Challenges and Solutions

—Rashmi Gahlout

Abstract

Women form an important and integral part of any country's development. Illiteracy of women can be a major obstacle when it comes to achieving the dream of a progressive and developing nation. Education is the cornerstone of women's empowerment because it gives them the essential tools to confront stifling social norms and to challenge pervading biases. Aspects of women's education are very varied in a country like India with its vast geography and different cultures. In India, it is the need of the hour to focus on strengthening and empowering women and girls. They are the worst affected by misery, poverty and discriminations. They are the objects of abuse and violations both inside and outside their homes. They are not aware of their rights had hence are unable to attain those. They have minimal access to resources. Educating girls will be the way to realise the objective of their empowerment and as a consequence the empowerment of nation and humankind as a whole. Literate and enlightened women raise better families in terms of health and education. They not only help their families but whole communities overcome poverty, marginalisation and social injustice. This chapter will investigate the issue from three angles which include assessment of how the promotion of girl's education will reduce the levels of poverty, what are the socio-cultural and economic hurdles

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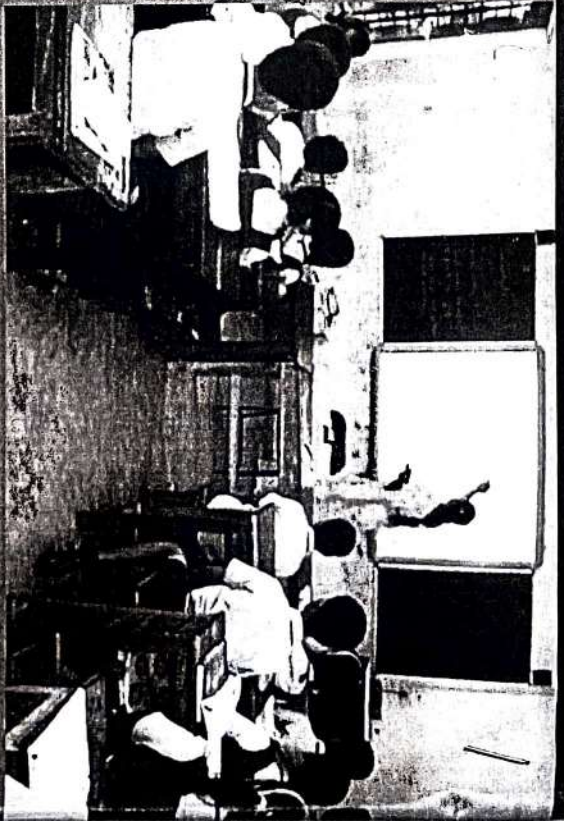
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At a page

CHALLENGES AND STRATEGIES IN INTRODUCING INFORMATION TECHNOLOGY TO CLASSROOMS

RASHMI GAHLOWT

INTRODUCTION

In India, we still have miles to cover when it comes to the issue of technology aided learning. There are chasms of differences between government and private schools in terms of infrastructure, trained instructors and openness to adopting information technology. But it is definitely not a task which can be done. With our resources and opened up economy we too can realize the dream of making the teaching learning process technologically aided. When the discourse on the technology use in teaching learning process takes place we must remember there have been three milestones or stages of application of technology in education. The goal of implementation of technology in education is to reach the peak in teacher effectiveness. Teachers belonging to knowledge level are compatible with technology and can follow direction. Application level educators can apply computer application to the teaching process. Analysis level teachers can extract parts of applications to aid in student achievement of identified learning objectives. Teachers occupying the synthesis level can combine and collate offline and online instructions for technology use and other supporting materials. Those educators at the evaluation level assess and appraise teaching learning through technology.





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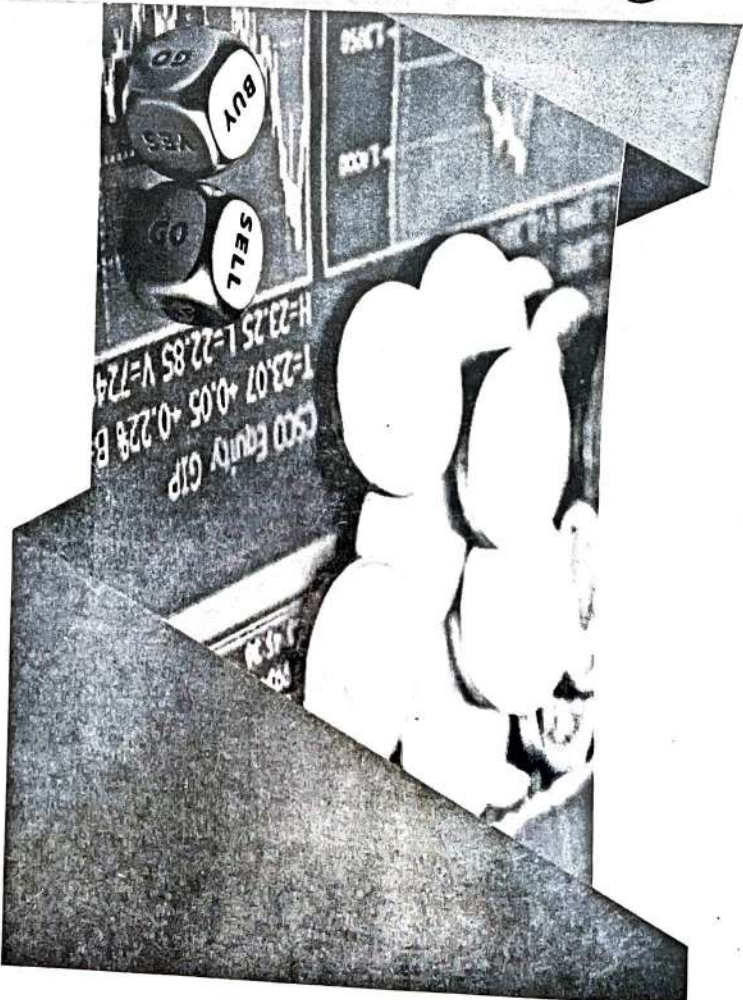
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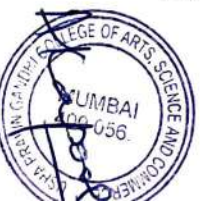


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1.1 INTRODUCTION

Corporate finance is the area of **finance** dealing with the sources of funds and the **capital structure** of corporations and the actions that managers take to increase the value of the firm to the **shareholders**, as well as the tools and **analyses** used to allocate financial resources. The primary goal of corporate finance is to **maximize** or increase **shareholder value**.

Corporate finance is the study of sources of finance and how to use the money raised to add maximum value to the shareholder's wealth.

Corporate finance is the study of a business's money-related decisions which are essentially all of a business's. Despite its name, corporate finance applies to all businesses, not just corporations. The primary goal of corporate finance is to figure out how to maximize a company's value by making good decisions about **investment, financing and dividends**. In other words, how should businesses allocate scarce resources to minimize expenses and maximize revenues? How should companies acquire these resources - through **stock or bonds, owner capital or bank loans**? Finally, what should a company do with its profits? How much should it reinvest into the company, and how much should it pay out to the business owners?

1.2 FEATURES OR CHARACTERISTICS

Financial Activity : Corporate finance is a financial activity. It includes planning, raising, investing and monitoring the finance of the company. In short, it includes all the financial aspects of the company. This work is done by the financial department headed by the finance manager.

Raising the finance : Corporate finance includes raising (collecting) finance for the company. Finance can be collected through shares, debentures, bank loans, etc. It is very difficult for new companies to collect finance because the investors do not have confidence in new companies. However, it is very easy for reputed companies to collect finance due to their well-established goodwill in the market.

Investing the finance : Corporate finance also includes investing (using) the finance. The finance is used to achieve the objectives of the company. It is used to purchase fixed assets. It is also used for running the company. The finance must be used profitably.

Objective oriented : Corporate finance is objective oriented. That is, it is used to achieve the objectives of the company. The main objectives are, viz., (i) To earn maximum profits, (ii) To give a proper dividend to the shareholders, and (iii) To create a proper reserve for future growth and expansion, etc.

Types of finance : There are two types of corporate Finance. viz., fixed capital

Introduction to Corporate Finance

meet the long-term needs of the company. It is used to purchase fixed assets. Working capital is also called short-term finance. It is used to meet the short-term needs of the company. It is used to pay the day-to-day expenses of the company. Medium term finance is also used to meet the medium term needs of the company.

Relationship with other departments : Corporate finance has a close relationship with all other departments in the company, i.e. Production Department, Marketing Department, etc. This is because all departments need finance continuously.

Dynamic in nature : Corporate finance is dynamic in nature. It goes on changing according to the changes in environment, circumstances, times, etc. So, the finance manager must use new and innovative ideas for collecting and investing money. He must use creativity while doing his job.

Requires proper planning and control : Corporate finance requires proper planning and control. Planning is required to collect finance from the investors. It is also required for investing the finance. Control is required to find out whether the finance is invested properly or not. If the finance is not invested properly, then corrective measures must be taken.

Managing finance is an art and science : Managing finance is an Art because it requires human skills and judgement. It is a Science because it follows a systematic approach.

Legal requirements : There are many legal requirements for corporate finance. The company has to take permission, from the Controller of Capital Issues, for collecting finance from the public. The company also has to follow all the rules of SEBI. A Sole Trader and Partnership Firm need not follow these rules.

Important part of business management : Corporate finance is an important part of business finance. "Finance is the life blood of business." Finance is required for all business activities. It is required for promoting business. It is required for conducting the business smoothly. It is required for expansion, diversification, modernization, replacement of assets, etc. Finance is also required for paying taxes, dividend, interest and for meeting contingencies.

1.3 SIGNIFICANCE

Corporate finance deals with various monetary aspects of a business organization. Every business organization needs finance for its efficient functioning, to increase its profits, to minimize the cost of production, to make decisions for acquisition and investment, to ensure that there are sufficient funds etc. In short, finance is the life blood for all types of businesses; profitable as well as non-profitable. The importance of corporate finance can be classified as follows:



Syllabus

Sr. No.	Modules / Units	Contents
1	Introduction	<ul style="list-style-type: none"> ● Introduction To Corporate Finance: Meaning, Principles of Corporate Finance, Significance of Corporate Finance, Amount of Capitalisation, Over Capitalisation and Under Capitalisation, Fixed capital and Working Capital funds. ● Introduction to ownership securities- Ordinary Shares, Reference Shares, Creditor Ship Securities, Debtors and Bonds, Convertible Debentures, Concept of Private Placement of Securities.
2	Capital Structure and Leverage	<ul style="list-style-type: none"> ● Introduction to Capital Structure theories, EBIT - EPS analysis for Capital Structure decision. ● Cost of Capital - Cost of Debt, Cost of Preference Shares, Cost of Equity Shares and Cost of Retained Earnings, Calculation of Weighted Cost of Capital. ● Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage.
3	Time Value of Money	<ul style="list-style-type: none"> ● Introduction to Time Value of Money - compounding and discounting methods) - NPV and IRR (Net Present Value and Internal Rate of Return) ● Importance of Risk and Return analysis in Corporate Finance
4	Mobilisation of Funds	<ul style="list-style-type: none"> ● Public deposits and RBI regulations, Company deposits and SEBI regulations, Protection of depositors, ● RBI and public deposits with NBFC's. ● Foreign capital and collaborations, Foreign direct Investment (FDI) Emerging trends in FDI ● Global Depository Receipts, Policy development, Capital flows and Equity Debt, Brief introduction & sources of short term Finance Bank Overdraft, Cash Credit, Factoring

CONTENTS	
<ol style="list-style-type: none"> 1. Introduction to Corporate Finance 2. Capitalization 3. Fixed Capital 4. Working Capital 5. Introduction to Ownership Securities 6. Capital Structure 7. Cost of Capital 8. Leverage 9. Time Value of Money 10. Introduction to Capital Budgeting 11. Risk and Return Analysis 12. Public Deposits 13. Foreign Capital 14. Short term source of Finance 	<ol style="list-style-type: none"> 1 6 13 18 26 38 69 100 129 148 189 209 216 228 233 241

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UNIT - 1

CHAPTER

Introduction to Corporate Finance

SYNOPSIS

- 1.1 Introduction and Definition
 - 1.2 Features of Characteristics
 - 1.3 Significance / Importance
- **Review Questions**





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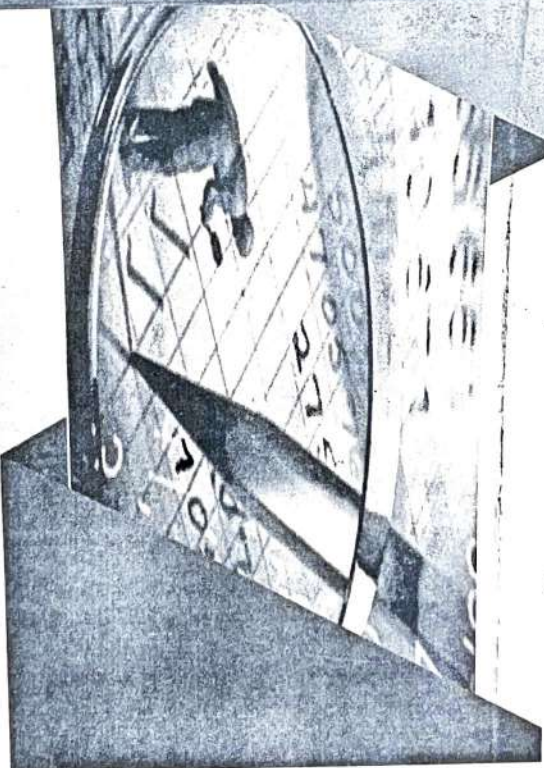
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RISHABH Introduction to Cost Accounting S.Y.B.M.S. Semester - III

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Introduction
to
Cost Accounting



Navin Rohatgi **Savita Bodke**
Dr. Lohrasp Sadri **Sneha Thakkar**

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Syllabus

Sr. No.	Modules / Units
1	<ul style="list-style-type: none"> ● Introduction ● Meaning, Nature and scope-Objective of Cost Accounting-Financial Accounting v/s Cost Accounting- Advantages and disadvantages of Cost Accounting-Elements of Costs-Cost classification (concept only)- Installation of Cost Accounting System, Process (Simple and Inter-process) and Job Costing (Practical Problems)
2	<ul style="list-style-type: none"> ● Elements of Cost ● Material Costing- Stock valuation (FIFO & weighted average method), EOQ, EOQ with discounts, Calculation of Stock levels (Practical Problems). Labour Costing – (Bonus and Incentive Plans) (Practical Problems) · Overhead Costing (Primary and Secondary Distribution)
3	<ul style="list-style-type: none"> ● Cost Projection ● Cost Sheet (Current and Estimated)) (Practical Problems) ● Reconciliation of financial accounts and cost accounting (Practical Problems)
4	<ul style="list-style-type: none"> ● Emerging Cost Concepts ● Uniform Costing and Interfirm Comparison, Emerging Concepts – Target Costing, Benchmarking, JIT, The Balanced Scorecard, Strategic Based Control, concept, process, implementation of Balanced Scorecard, Challenges in Implementation of Balanced Scorecard

CONTENTS	
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2.	Process Costing <u>Unit - 2</u>
3.	Material Costing 39
4.	Labour Costing 69
5.	Overhead Costing 87
6.	Cost Sheet 110
7.	Reconciliation 155
8.	Emerging Cost Concepts <u>Unit - 4</u> 183

(iv)

1

Introduction to Cost Accounting

SYNOPSIS	
1.1	Meaning of Costing Accounting
1.2	Nature of Cost Accounting
1.3	Scope of Cost Accounting
1.4	Objective of Cost Accounting
1.5	Financial V/S Cost Accounting
1.6	Advantages of Cost Accounting
1.7	Disadvantages of Cost Accounting
1.8	Classification of Cost Accounting
● Review Questions	

(1)



1.1 MEANING OF COST ACCOUNTING

Modern business needs information about activities to be planned for the future. A major function of management is decision-making. It requires selection of an optimal course of action from among a set of alternatives. Costing techniques play an important role in gathering and analyzing revenue and cost data. It also helps to control business results and to make a proper appraisal of the performance of persons working in an organisation. Cost accounting has found to be of assistance to management. It has developed rapidly and assisted management in providing valuable information to take appropriate decision in time. Cost Accounting throws light on the excessive waste of materials, inefficient labour operations, idle machinery and many other similar factors, which are responsible for reduction in the profit of the business activities

People always tend to relate cost accounting to financial accounting. But let me tell you that they are different subjects. I am sure that I will be able to change this at the end of this chapter. Let me give you some brief information regarding the evolution of costing as a subject and profession.

Financial accounting is based on the double entry principle - which was developed in 14th century. The systematic view was introduced by Luca Pacioli in 1494. It was designed to suit the needs of trading organisation as during that period trading was people's prime business.

As the nations started developing, manufacturing took a more prominent stage. Manufacturing required more detailed analyses of expenses. Towards the end of 18th century emphasis was shifted to present costing information to management to help in decision making, planning and control.

I would credit the development of cost accounting to mathematicians more than the accountants. It gained momentum in U.S.A, UK and much later in India. An Institute of Cost and Works Accountants was established in U.K. National Association of Cost Accountants was set up in U.S.A. The Institute of Cost and Works Accountants was set up in India in 1944 and statutory reorganization was given to it in 1959.

1.2 NATURE OF COST ACCOUNTING

The nature of cost accounting can be brought out under the following headings:

- 1. Branch of knowledge:** Though considered as a branch of financial accounting, cost accounting is one of the important branches of knowledge, i.e., a discipline by itself. It is an organized body of knowledge consisting of its own principles, concepts and conventions. These principles and rules vary from industry to industry.
- 2. A science:** Cost accounting is a science as it is a body of systematic knowledge relating to not only cost accounting but relating to a wide variety of subjects such as law, office practice and procedure, data processing, production and material control, etc. It is necessary for a cost accountant to have intimate knowledge of all these field of study in order to carry on his day-to-day activities. But it is to be admitted that it is not a perfect science as in the case of natural science.
- 3. An art:** Cost accounting is an art in the sense it requires the ability and skill on the part of cost accountant in applying the principles, methods and techniques of cost accountancy to various management problems. These problems include the ascertainment of cost, control of costs, ascertainment of profitability, etc.
- 4. A profession:** In recent years cost accounting has become one of the important professions which have become more challenging. This view is evident from two facts. First, the setting up of various professional bodies such as National Association of Accountants (NAA) in USA. The Institute of Cost and Management Accountants in UK, the Institute of Cost and Works Accountants in India and such other professional bodies both in developed and developing countries have increased the growing awareness of costing profession among the people. Secondly, a large number of students have enrolled in these institutes to obtain costing certificates and memberships for earning their livelihood.



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Syllabus...

Elective Courses (EC)

INTEGRATED MARKETING COMMUNICATION

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Integrated Marketing Communication	15
2	Elements of Integrated Marketing Communication - I	15
3	Elements of Integrated Marketing Communication - II	15
4	Evaluation & Ethics in Marketing Communication	15
Total		60

Objectives	
SN	Objectives
1	To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.
2	To understand the various tools of Integrated Marketing Communication and the importance of co-ordinating them for an effective marketing communication program.

(u)

Sr. No.	Modules / Units
1	<p>Introduction to Integrated Marketing Communication, Reasons for Meaning, Features of Integrated Marketing Communication.</p> <p>Evolution of Integrated Marketing Communication, Role of Growth of Integrated Marketing Communication process, Role of Promotional Tools for Integrated Marketing Communication, Role of Integrated Marketing Communication in Marketing</p> <p>Integrated Marketing Communication and alternative Response Communication process, Traditional and alternative Response Communication Models</p> <p>Hierarchy Models</p> <p>Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the Integrated Marketing Communication Program.</p>
2	<p>Elements of Integrated Marketing Communication - I</p> <p>Advertising - Features, Role of Advertising in Integrated Marketing Communication, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising.</p> <p>Sales promotion - Scope, role of Sales Promotion as Integrated Marketing Communication tool, Reasons for the growth, Advantages of Sales Promotion, Types of Sales Promotion, objectives of Sales and Disadvantages, Types of Sales Promotion, evaluation of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.</p>
3	<p>Elements of Integrated Marketing Communication - II</p> <p>Direct Marketing - Role of direct marketing in Integrated Marketing Communication, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing - direct mail, catalogues, Direct Marketing, Internet, telemarketing, alternative media direct response media, Internet, telemarketing, alternative media direct response effectiveness of direct marketing</p> <p>Public Relations and Publicity - Introduction, Role of Public Relations in Integrated Marketing Communication, Advantages and Disadvantages, Types of Public Relations, Tools of Public Relations, Managing Public Relations - planning, implementation, evaluation and Research, Publicity, Sponsorship - definition, Essentials of good sponsorship, event sponsorship, cause sponsorship</p> <p>Personal Selling - Features, Role of Personal Selling in Integrated Marketing Communication, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling</p>
4	<p>Evaluation & Ethics in Marketing Communication</p> <p>Evaluating an Integrated Marketing program - Evaluation process of Integrated Marketing Communication - Message Evaluation, Advertising tracking research - copy testing - emotional reaction test, cognitive Neuro science - online evaluation, Behavioural Evaluation - sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate</p>

(v)



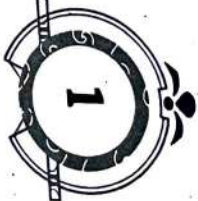
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1. <i>Introduction to Integrated Marketing Communication</i>	01-09
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8. <i>Elements of Integrated Marketing Communication - II Public Relation and Publicity</i>	67-77
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Unit - IV	
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11. <i>Evaluation Process of Ethics and Marketing Communication</i>	107-114
12. <i>Current Trends in Integrated Marketing Communication</i>	115-120

Introduction to Integrated Marketing Communication

9789

UNIT - I



Introduction to Integrated Marketing Communication

INTRODUCTION

In past decade, the marketers perfected the art of mass marketing - selling highly standardised products to masses of customers. In the process, they developed mass media communications techniques to support these strategies. Large companies now routinely invest millions or even billion dollars in television, magazine or other mass media advertising, reaching tens of millions of customers with a single ad. Today, however, marketing managers face some new marketing communication realities. Several major factors are changing the face of today's marketing communication world. First, the consumers are changing, they are better powered and more communication empowered. Second, marketing strategies are changing. The focus is more on the development of marketing programs designed to build closer relationship with customer. Finally, the sweeping changes in communication technology are causing remarkable changes in the ways in which companies and customers communicate with each other.

The explosive development in communications technology, changes in marketer and customer communications. The new media have given birth to a new marketing communication model known as Integrated Marketing Communication. Today, more and more companies are adopting the concept of Integrated Marketing Communication (IMC).



Syllabus

Unit	Name of the Topic	No. of Lectures
I	<p>Matrices: Inverse of a matrix, Properties of matrices, Elementary transformation, Rank of Matrix, Echelon or Normal Matrix, Inverse of matrix, Linear equations, Linear dependence and linear independence of vectors, Linear transformation, Characteristic roots and characteristic vectors, Properties of characteristic vectors, Cayley-Hamilton Theorem, Similarity of matrices, Reduction of matrix to a diagonal matrix which has elements as characteristic values.</p> <p>Complex Number: Complex number, Equality of complex numbers, Graphical representation of complex numbers (Argand's Diagram), Polar form of complex numbers, Polar form of $x + iy$ for different signs of x, y, Exponential form of complex numbers, Mathematical operation with complex numbers and their representation on Argand's Diagram, Circular functions of complex angles, Definition of hyperbolic functions, Relationship between circular and hyperbolic functions, Inverse hyperbolic functions, Differentiation and Integration, Graphs of the hyperbolic functions, Logarithms of complex quantity, $f(=f)$ as an operator (Electrical circuits).</p>	12
II	<p>Equation of the first order and of the first degree: Separation of variables, Equations homogeneous in x and y, Non-homogeneous linear equations, Exact differential equation, Integrating Factor, Linear Equation and equation reducible to this form, Method of substitution.</p> <p>Differential equation of the first order of a degree higher than the first: Introduction, Solvable for p (or the method of factors), Solve for y, Solve for x, Clairaut's form of the equation, Method of Substitution.</p> <p>Linear Differential Equations with Constant Coefficients: Introduction, The Differential Operator, Linear Differential Equation $f(D) y = 0$, Different cases depending on the nature of the root of the equation $f(D) = 0$, Linear differential equation $f(D) y = X$, The complimentary function, The inverse operator $1/f(D)$ and the symbolic expansion for the particular integral $1/f(D) X$; the general methods, Particular integral: Short methods, Particular integral: Other methods, Differential equations reducible to the linear differential equations with constant coefficients.</p>	12
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V	<p>Multiple Integrals: Double Integral, Change of the order of the integration, Double integral in polar co-ordinates, Triple integrals, Applications of Integrations: Areas, Volumes of solids.</p> <p>Beta and Gamma Functions: Definitions, Properties and Problems. Duplication formula.</p> <p>Differentiation under the Integral Sign Error Functions.</p>	12



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- 1.1 Properties of Matrices
- 1.2 Elementary Transformation
- 1.3 Inverse of a Matrix
- 1.4 Rank of a Matrix
- 1.5 Echelon or Normal Matrix
- 1.6 Inverse of a Matrix by Adjoint
- 1.7 Linear Equations
- 1.8 Linear Dependence and Linear Independence of Vectors
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- 1.10 Characteristic Roots and Characteristic Vectors
- 1.11 Properties of Characteristic vectors
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- 1.13 Similarity of Matrices
- 1.14 Reduction of Matrix to a diagonal Matrix which has elements as Characteristic Values
- 1.15 Summary



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Introduction to Database and Transactions

Syllabus

Introduction to Database and transactions

What is database system, Purpose of Database Systems, View of Data, Relational Databases, Database Architecture, Transaction Management.

Data Models

The importance of data models, Basic Building Blocks, Business Rules, The evolution of data models, Degree of data abstraction.

Database design, ER diagram and Unified Modeling Language

Database design and ER model : Overview, ER model, Constraints, ER diagrams, ERD issues, Weak entity sets, Codd's rules, Relational schemas, Introduction to UML.

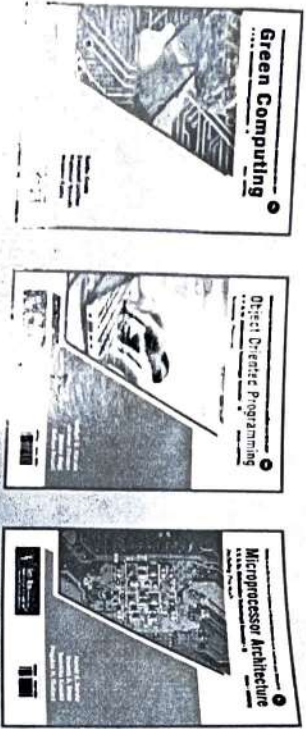
Syllabus Topic : What is Database System

1.1 What Is Database System?

- **Data** : Data is raw facts of information which should be translated into a form that is more convenient to process or move.
- **Database** : The collection of related data is termed as Database which is organized in such a way that it can be easily retrieved and managed.



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1-1 to 1-12

Chapter 1 : Overview and Issues

Syllabus : Problems : Toxins, Power Consumption, Equipment Disposal, Company's Carbon Footprint; Measuring, Details, reasons to bother, Plan for the Future, Cost Savings; Hardware, Power.

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Overview and Issues

Syllabus

Problems : Toxins, Power Consumption, Equipment Disposal, Company's Carbon Footprint : Measuring, Details, reasons to bother, Plan for the Future, Cost Savings : Hardware, Power.

Syllabus Topic : Problems : Toxins, Power Consumption, Equipment Disposal

1.1 Problems

- Many organizations are not following go green practices. The reason is money. Many organizations want to save environment, but they want to save money also.
- One of the business rule says that to be successful, one should save money and increase the performance. The truth is, making infrastructure green costs more money at first, but thousands of dollars can be saved in future by adopting these changes.

1.1.1 Toxins

Q. What is E-waste? What are the toxins generated from e-waste?



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Overview and Issues

Syllabus

Problems : Toxins, Power Consumption, Equipment Disposal, Company's Carbon Footprint : Measuring, Details, reasons to bother, Plan for the Future, Cost Savings : Hardware, Power.

Syllabus Topic : Problems : Toxins, Power Consumption, Equipment Disposal

1.1 Problems

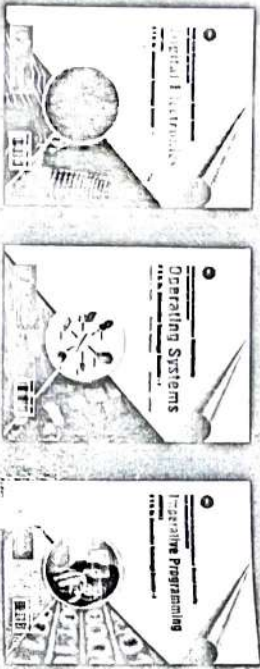
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1.1.1 Toxins

Q. What is E-waste? What are the toxins generated from e-waste?



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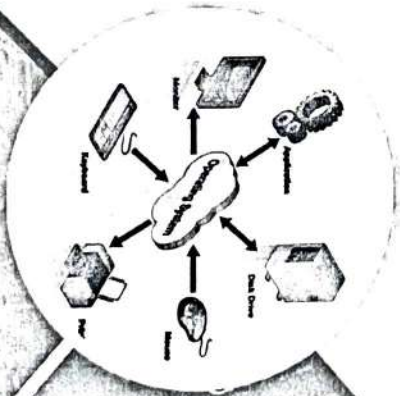
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w.e.f. academic year 2016-2017

Operating systems

F. Y. B. Sc. (Information Technology) Semester - I

Rajesh D. Kadu Prachi Mahajan Swapnali Lotlikar



UNIT I

Introduction :

What is an operating system? History of operating system, computer hardware, different operating system, operating system concepts, system calls, operating system structure.

Processes and Threads :

Processes, threads, interprocess communication, scheduling, IPC problems.

UNIT-II

Memory Management :

No memory abstraction, memory abstraction: address spaces, virtual memory, Page replacement algorithms, design issues for paging systems, implementation issues, segmentation.

File Systems :

Files, directories, file system implementation, file-system management and optimization, MS-DOS file system, UNIX V7 file system, CD ROM file system.

UNIT III

Input-Output :

Principles of I/O hardware, Principles of I/O software, I/O software layers, disks, clocks, user interface: keyboard, mouse, monitor, thin clients, power management.

Deadlocks :

Resources, introduction to deadlocks, the ostrich algorithm, deadlock detection and recovery, deadlock avoidance, deadlock prevention, issues.

UNIT IV

Virtualization and Cloud :

History, requirements for virtualization, type 1 and 2 hypervisors, techniques for efficient virtualization, hypervisor microkernel, memory virtualization, I/O virtualization, Virtual appliances, virtual machines on multicore CPUs, Cloud.

Multiple Processor Systems

Multiprocessor, multicomputers, distributed systems.

UNIT V

Case Study on LINUX and ANDROID :

Linux, Linux file system, security in Linux, Android

Case Study on Windows :

History of windows through Windows 10, programming windows, system structure, processes and threads in windows, memory management, caching in windows, IO in windows, Windows NT file system, Windows power management, Security in windows.

(Refer chapter 4)

(Refer chapter 1)

(Refer chapter 2)

(Refer chapter 3)

(Refer chapter 5)

UNIT 1

Chapter 1 : Introduction, Processes and Threads

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Introduction, Processes and Threads

Syllabus Topic : What Is An Operating System ?

1.1 What Is an Operating System ?

Q. What is an operating system ?

- An operating system is system software which manages, operates and communicates with the computer hardware and software. To complete the execution user program need many resources.
- The main job of the operating system is to provide resources and services to the user program. So without a computer operating system, a computer would be useless. Kernel is the lowest level of any operating system. While system boots, the very first layer that gets loaded in memory is kernel.
- The kernel offers access to a variety of common services to all application and system programs.
- The role of operating system is to work as interface between the user and hardware of the computer. Operating system provides an environment to execute user programs in a well-situated and efficient manner.
- The management of hardware is carried out by operating system. Computer hardware must offer appropriate mechanisms to ensure the correct operation of the computer system.

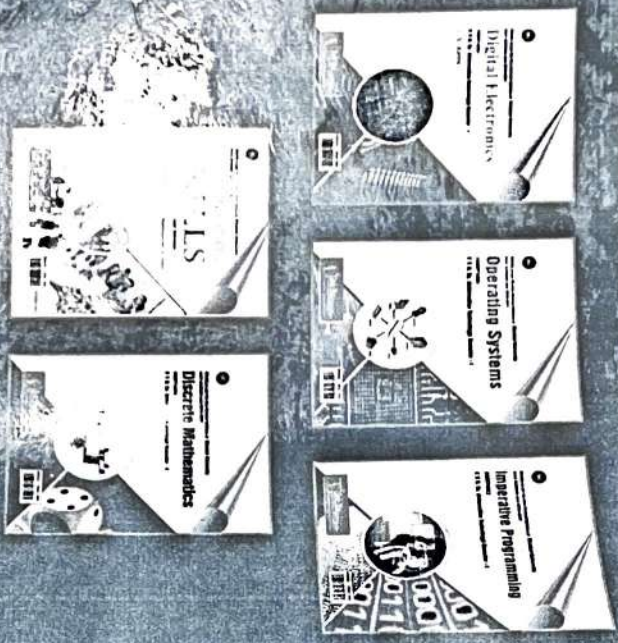
Q. What is the need of operating system? Explain.

Need of Operating System

Basically Operating systems perform tasks, for example identifying input from the input devices such as keyboard, mouse, etc. and sending output to the output devices such as monitor, printer, etc. and keeping track of files and directories on the disk and



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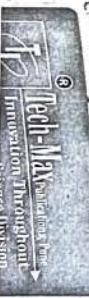
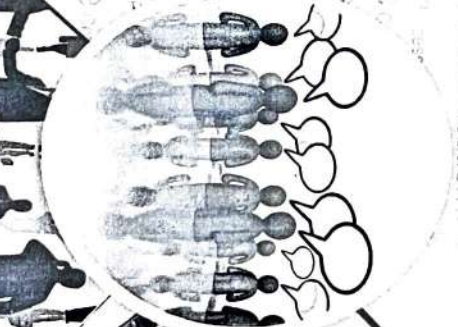
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COMMUNICATION SKILLS

F. Y. B. Sc. (Information Technology) Semester - I

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Business and Computer Applications
 For the Original Students



Syllabus

UNIT I

The Seven C's of Effective Communication :
 Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness
 Understanding Business Communication :
 Nature and Scope of Communication, Non-verbal Communication, Cross-cultural communication,
 Technology-enabled Business Communication. (Refer chapters 1 & 2)

UNIT-II

Writing Business Messages and Documents :
 Business writing, Business Correspondence, Instructions Business Reports and Proposals, Career
 building and Resume writing.
 Developing Oral Communication Skills for Business :
 Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews. (Refer chapters 3 & 4)

UNIT III

Developing Oral Communication Skills for Business :
 Meetings and Conferences, Group Discussions and Team Presentations, Team Briefing,
 Understanding Specific Communication Needs :
 Communication across Functional Areas. (Refer chapter 5)

UNIT IV

Understanding Specific Communication Needs :
 Corporate Communication, Persuasive Strategies in Business Communication, Ethics in Business
 Communication, Business Communication Aids. (Refer chapter 6)

UNIT V

Presentation Process : Planning the presentations, executing the presentations, Impressing the audience
 by performing, Planning stage : Brainstorming, mind maps / concept maps, executing stage : chunking
 theory, creating outlines, Use of templates, Adding graphics to your presentation : Visual
 communication, Impress stage : use of font, colour, layout, Importance of practice and performance.
 (Refer chapter 7)

□□□



UNIT I

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CHAPTER

1

Seven C's of Effective Communication

UNIT I

Syllabus

Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness.

In today's global economy, Business Correspondence serves as the Company's Brand Ambassador to the outer world.

Business correspondence includes written communication in the form of letters, emails, memoranda, policy manuals, reports, etc. Business correspondence often serves as the first point of contact and therefore is extremely pivotal in creating the favourable image of the organisations. Drafting of a business letter is a meticulous task. It requires a coherent flow of thoughts, articulation and a strong command over language.

1.1 Purpose of Business Correspondence

Q. What is the purpose of business correspondence?

Ans. : The purpose of business correspondence is given below :

1. Seeking information
2. Enquiries and reply to enquiries
3. Complaints and making claims
4. Adjusting claims of the customers
5. Job applications
6. Personnel letters
7. Bank and insurance letters
8. Sales letters
9. Social and goodwill letters.

The list could just be endless.

A business letter makes the first impression of the organisation and first impression is often decisive. In order to be effective as well as impressive the SEVEN C's of communication are suggested.





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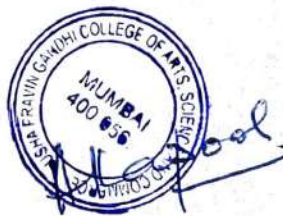
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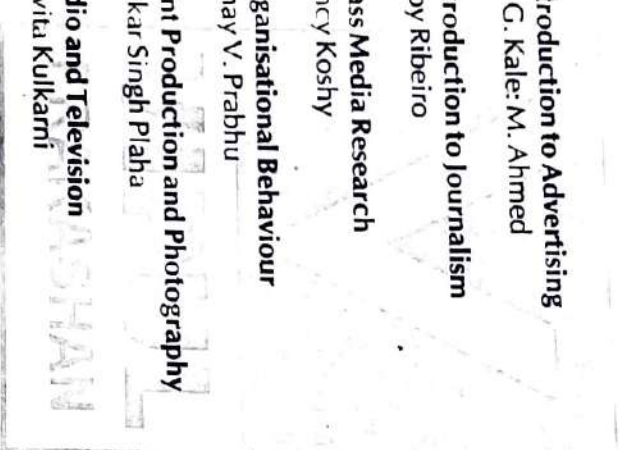
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PART - I RADIO

Chapter 1

The History of Radio

In this Part:

- I [A] Growth and Development of Radio Abroad
[B] BBC Radio
 - II [A] Growth and Development of Radio in India
[B] Development under Five Year Plans
- > Questions



I [A] Growth and Development of Radio Abroad:

Three names are very important in the history of radio, James Maxwell, Heinrich Hertz and Guglielmo Marconi. It was James Maxwell who showed that electromagnetic waves could propagate through free space. This was actually experimented by scientist Heinrich Hertz in the laboratory. In the year 1895, Guglielmo Marconi also built wireless system capable of transmitting signals at long distances. He started experimental radio and used it for military and marine communication near German boarder. In the year 1908, the first broadcast of radio programming was experimented from the top of Eiffel Tower in Paris. Regular radio broadcasting from the tower began during the year 1921, with the airing of music records and at the end of December 1921, live programming was produced.

During 1930, regular broadcasting from the tower was noted in Europe and North America.

In India Radio broadcasting started in the year 1921. Within a year one of the world's most trusted broadcasting company was set up in UK and that was British Broadcasting Corporation.

[B] BBC Radio:

It's a public service broadcasting corporation in the Country United Kingdom. Their current Chairman is Chris Patten. BCC radio was launched on 18th October, 1922.

Known as BBC, it is largest broadcasting Corporation in the world in terms of audience number and revenue. It has 23000 employee in United Kingdom and their budget is more than 4 billion.

The corporation produces programme and information service broadcasting globally on television, radio and internet.

Their mission is to inform, educate and entertain

Their motto is "Nation shall speak peace unto nation".

It is run by BBC trust. Their service is praised in the world.

BBC has 5 national stations:

Radio 1: New music and entertainment.

Radio 2: Most popular weekly listeners 12.9 million.

Radio 3: Specialist interest music such as classical world, arts, drama and jazz.

Radio 4: Current affairs, drama and comedy.

Radio 5: 24 hr news, sports and talk.

Some new national stations on digital radio platforms BBC 7 (comedy, drama and children programming) and BBC.

6 Music, BBC Asian network (British South Asian talk, music and news in English and in many South Asian languages).



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Syllabus Topic : Business Intelligence

1.1 Introduction to Business Intelligence

Q. 1.1.1 What do you mean by business intelligence ? Write its advantages. (Ref. Sec. 1.1) (5 Marks)

- The term **Business Intelligence (BI)** refers to technologies, applications and practices for the collection, integration, analysis, and presentation of business information. The main reason behind Business Intelligence is to provide better business decision making.
- These systems are data-driven **Decision Support Systems (DSS)**. Business Intelligence is sometimes used interchangeably with briefing books, report and query tools and executive information systems. It is also called as a set of mathematical model and analysis methodology which is very useful for decision making process which are complex.
- Large amount of data can be easily accessed by individuals and organizations because of numerous internet connections and low data storage technologies.
- Transactions are commercial, financial and administrative, making the data heterogeneous in origin, content and representation. Emails, texts and hypertexts, and the results of clinical tests, are a few examples.
- Their accessibility opens various scenarios and opportunities, and raises a rather important question: is it possible to convert such data into information and knowledge that can then be used by decision makers to assist and improve the operation of enterprises and of public administration?



Syllabus Topic : Effective and Timely Decisions

1.2 Effective and Timely Decisions

Q. 1.2.1 Write short note on Effective and Timely decisions. (Ref. Sec. 1.2) (5 Marks)

- In public or private organizations, decisions are made continuously. Such decisions can prove to be critical, have long-term or short-term effects and involve people and roles at various rankings.
 - Performance and competitive strength of an organization is based on the ability of skilled workers to make decisions as individuals and a community.
 - Most people reach their decisions mainly using simple and easy approaches, which use specific elements such as experience, knowledge of the application domain and the available information.
 - Decision-making processes within today's organizations are often too complex and dynamic to be effectively dealt with through an intuitive approach, and instead require a much stricter attitude based on analytical tactics and mathematical models.
 - Example 1 shows two complex decision-making processes in rapidly changing conditions.
- ☛ **Example 1 – Retention In the cellular Industry**
- The marketing person of a cellular company realizes that most of the customers are diverting towards other service provider due to better option and low cost. It is critical for the company as it will reduce the number of customer which affects business.
 - So company manager can decide conduct a customer retention campaign. With the help of this campaign they can select the best target group which will maximize customer retention this will help them in to business growth.
 - The main purpose of business intelligence systems is to provide skilled workers with tools and methodologies that allow them to make effective and timely decisions.
- ☛ **Effective decisions**
- The application of stricter analytical methods allows decision makers to rely on information and knowledge, which are more dependable.
 - As a result, they are able to make better decisions and formulate action plans that allow their objectives to be reached in a more effective way.
 - Turning to formal analytical methods forces decision makers to describe both the criteria for accessing alternative choices and the mechanisms regulates the problem under investigation.



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Chapter 1

Amalgamation of Companies

1	INTRODUCTION
2	CONCEPT OF PURCHASE CONSIDERATION
3	ACCOUNTING FOR AMALGAMATION
4	DEFINITIONS
5	COMMENTS
6	METHODS FOR AMALGAMATIONS
7	DISCLOSURES
8	ACCOUNTING ENTRIES
9	POOLING OF INTEREST METHOD
10	AMALGAMATION IN NATURE OF PURCHASE
>	EXERCISES: OBJECTIVE-TYPE
>	EXERCISES: PRACTICAL

1. Introduction:

The term "amalgamation" in the business sense means merger or coming together of two or more business. Such merger or coming together can be

- (a) A new company formed to takeover the existing businesses of two or more companies - i.e. "amalgamation of companies".
- (b) One company taking over the businesses of one or more other companies - i.e. "absorption of companies" and
- (c) A new company formed for taking over the business of an existing loss-making company - i.e. "external reconstruction".

Sections 391 to 394 of the Companies Act, 1956, govern all the three types of mergers. Hence, though theoretically there is a difference between amalgamation, absorption and external reconstruction, in practice the procedures prescribed for all the three are more or less similar.

The accounting treatment for amalgamations that is discussed in the following paragraphs is thus similar and equally applicable for amalgamation, absorption as well as external reconstruction.



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Kaushalya's partition

Lahore, 1930

The little girl ran down the courtyard with the box of mithais. Her little feet made those tiny pitter-patter sounds that children make when they run around in excitement. She traced her path carefully on the old red cement walkway snaking through the lawn towards the house.

What had Bade Papa told her while holding her chubby little cheeks?

She remembered his exact words and breathlessly shouted out to gawking servants as she ran past them.

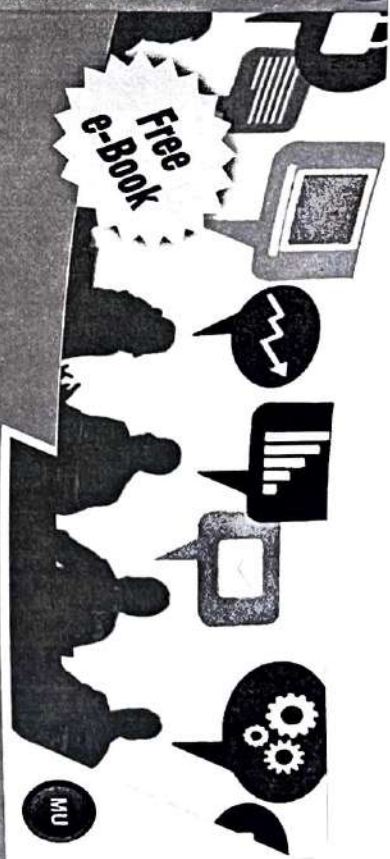
"They have fixed Kaushalya didi's rishta....," she proclaimed to no one in particular and everyone in the vicinity.

As she climbed the stairs, holding up her long skirt from kissing the stairs, she huffed and puffed but didn't slow down.

She burst into Kaushalya's room and found her combing her long hair into two neat ponytails.

Kaushalya dropped the comb in surprise and laughed at the little intruder. Picking the comb up in one graceful swoop, she clipped her cousin Geeta playfully on the head with it.





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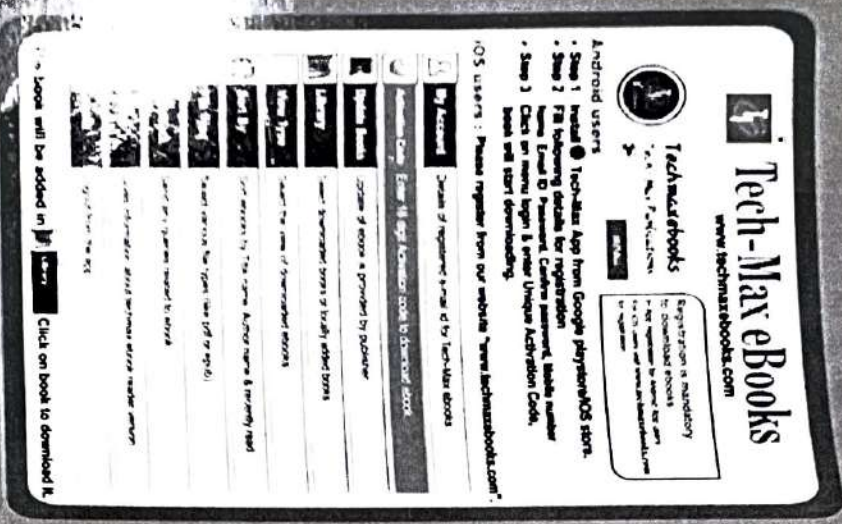
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MODULE 1

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Communication Theory

Syllabus

Concept and Meaning, Communication cycle, Objectives, Barriers to communication (linguistic and semantic, psychological, physical, mechanical, cultural), Methods of communication (verbal and non-verbal), Networks of communication (formal and informal), Language skills (listening, speaking, reading, writing), Corporate communication, Digital Content Creation.

Objectives

- To understand the basic concept and meaning of communication.
- Learn the theory of communication in order to analyse the communication process.
- Understand the role of language skills in communication.
- Interpret the message conveyed by gestures, dress and demeanour.
- Appreciate the necessity of effective communication and the importance of Corporate Communication.

Syllabus Topic : Communication Theory : Concept and Meaning

1.1 Introduction

- Communication is derived from the Latin word "Communis" which means to share. It involves the sharing of ideas, concepts, feelings and emotions. It stands for a natural activity of all human beings to convey opinions, feelings,





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Rhetorics of Feminist Screen Theory As Seen in Recent Bollywood Constructs

Dr. Machunwangliu Kamel

Abstract : Bollywood is often defined as the Indian Hindi-language film industry, based in Mumbai, the term being a combination of "Bombay" and "Hollywood". Bollywood is a part of the larger cinema of India, which includes other production centers producing films in other Indian languages. According to Film Federation of India (FFI), Indian cinema is the world's largest film industry in terms of film production and Bollywood is its largest film producer. Film which is the culmination of all art forms has been a reflection of the recent trends occurring in the society and is also an important text to look into social theories that exist through its narratives. This paper looks at the feminist narratives in recent Bollywood films based on the feminist screen theory. Renzetti and Curran (2003) present Bem's enculturated lens theory which addresses several cultural assumptions concerning women 'place' and how they should look, feel, and act. The paper analyses feminist thought and action, feminist screen theory and changes in portrayal of women in cinema over time where there is also a move away from the cult of femininity in these films in the way the male and female gaze functions. The paper further discusses how gaze is used as a medium for communication and transmits information and assumptions of the society and the objects gazed upon and how identity and identification takes place in the process.

Key words: Feminist Screen Theory, cult of femininity, female gaze

Introduction :

Bollywood narratives from cultural studies perspective are sites of 'inter-discursive space', whose substance and methods are constituted from the collaboration of disciplines around the topic of cul-ture where there are no fixed boundaries in the study. The models of research in Cultural Studies would require enquiry into production-based studies, involving the process and struggle over the production of cultural items; text-based studies, investigating the forms of cultural products; and studies of lived cultures, concerned with how experience is presented and meanings are created. Bollywood is considered as one of the biggest film industry in the world and has become crucial to the Indian way of living. Dudrah's work, *Sociology Goes to The Movies*, views Bollywood from a sociological perspective, and provides the globalisation

Assistant Professor, Usha Pravin Gandhi College of Arts Science and Commerce, Mumbai



The Editor



Ms. Manjula Srinivas is an Associate Professor and Head of the Department of Mass Media at Kishinchand Chellaram College, Mumbai. She has two decades of extensive experience of teaching undergraduate and postgraduate students. She holds an M.Phil Degree in English Literature from Maharaja Sayaji Rao University, Baroda and is currently pursuing her Ph.D in Media Economics from University of Mumbai.

Meticulous and a seasoned academician are the words that truly describe Ms. Srinivas—The editor of this book Media Integrity. She is a visionary whose unstinted efforts have not only added value to media courses but have taken the department to new heights. The department has recently been ranked among Top 15 media departments in the country by *India Today* magazine and Top 10 by *The Week* magazine. Ms. Srinivas has been actively involved with the development of the media programme of the University of Mumbai. She was the Chairperson for the Board of Studies for Bachelor of Mass Media from 2006–2009.

Ms. Srinivas has garnered many accolades, which include Best Professor Award in Media & Advertising category at the Academic Excellence Awards 2019 organized by the Academy of Management Professionals (AMP). She has also been recognised among 100 Most Dedicated Professors at the World Education Congress 2019. On an international platform, Ms. Srinivas had the honour of presenting India as the Keynote Speaker at GeM 2018 Conference organized by the CCD Research Group of Jönköping University Sweden.

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Insomuch, another paper on *Native Political Advertising and Media Integrity* by Dr. Richa Yadav, deals with the Global and Indian perspective of native political advertising and its effect on media integrity. The proliferation of digital platforms has added several dimensions to political communication and native political advertising content which is designed and planned in such a way that it suits the other content and mood of the media platform on which it is presented to the audience. When the advertising strategy is employed for political purpose it is termed as native political advertising. It is persuasive yet deceptive and therefore it poses a serious question on media integrity because in political communication the target audience is voters who give the mandate. This qualitative study is based on secondary sources and is exploratory in nature. The theoretical framework of this research work is based on persuasion model of communication, agenda theory and priming theory. It also entails the ethical aspects of native political advertising.

All research papers included in this post-conference proceeding is a compilation of diverse views on media integrity. A detailed reading of this book will enable the readers understand the concept of in a clearer and better way.

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About the Book

"Ethical Hacking" is a book developed for the students to familiarise them with every concept of information security and ethical hacking. The book encompasses a comprehensive coverage of the ethical hacking concepts such as various vulnerabilities and attacks on a system, ethical hacking phases, malware analysis described to enhance the understanding of students. It covers a wide range of topics, such as types of hackers, reconnaissance, system hacking, application hacking, scanning sniffing, etc. The book is specially designed keeping in mind the requirements of graduate students. The book is designed in such a way that it becomes student-friendly using a wide range of examples.

Salient Features of the Book

- A detailed coverage of all the important topics
- Self-review questions covering both theoretical and practical aspects
- Comprehensive recap to revise what you have learned
- Coverage of multiple-choice questions
- List of objectives which you are going to cover in each chapter

Rajesh Maurya
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Introduction to Information Security

1

Information plays a crucial part in almost every field. It is an asset that adds value to a person or an enterprise, and therefore, protecting this information is utmost important. Any loss of information can affect the individual or organisation in terms of time, money and reputation. This raises the need for information or data protection. The implementation of tools such as privacy policy, awareness training and technology to protect valuable information and its critical elements, including the systems and hardware that use, store and transmit that information from unauthorised individuals or entities is referred to as Information Security (IS). Information security is achieved using several strategies simultaneously or used in combination with one another.

OBJECTIVES

By the end of this chapter, you will be able to:

- ⊙ Define information system
- ⊙ Name types of information systems
- ⊙ Describe the development of information system
- ⊙ Define information security
- ⊙ Explain the need for information security
- ⊙ Describe information assurance
- ⊙ Define cyber security



- The objectives of book are to:
- ☐ Read and write simple Python programs
 - ☐ Develop Python programs with condition and loops
 - ☐ Manipulate Python programs using arrays and strings
 - ☐ Create Python functions as well as call them
 - ☐ Illustrate OOP concepts
 - ☐ Use Python data structures such as lists, tuples and dictionaries
 - ☐ Illustrate database connectivity

- To achieve the objectives, this book offers you:
- ☐ Fundamental concepts of Python programming language
 - ☐ Intensive but easy explanation of concepts
 - ☐ Hand-on examples with pictorial outputs
 - ☐ Extensive lab work at the end of the book
 - ☐ Detailed explanation of programs
 - ☐ Illustrative problems

About the Author



M. T. Savaliya is currently working as an Associate Professor and Head of Computer Engineering Department at V. J. Somaiya Institute of Technology, Gandhinagar, Ahmedabad. He has completed his B.Tech. in Computer Engineering (Engineering) in Gujarat Technological University. He has completed his M.Tech. in Computer Engineering in 27 years. He has contributed as author or co-author to the following books on subjects such as C, C++, Programming, Data Structures, Microprocessor, 8086, Programming and Logic Design, Operating and Advance Processor Architectures, Advance Java and Web Technology. He has organized a number of lectures on various topics at reputed institutes and universities. He has also served as a member of academic boards of reputed universities such as Gujarat Technological University, Nirma University and CHARUSAT. He is a recipient of the Chapter Patron Award for 2013-14 from the Computer Society of India.



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An Overview of Python



Python can be defined as a high-level and object-oriented programming language, which is easy to use and simple to understand. It was designed in the early 1980s by Guido Van Rossum. It has a simple syntax, which makes it a perfect language for beginners to learn and code. The length of Python code is much shorter as compared to other languages such as C and C++. Python is a general-purpose programming language as it provides support for various programming standards such as imperative programming and object-oriented programming.

OBJECTIVES

- By the end of this session, you will be able to:
- Discuss the Python language and its history and versions
 - Explain the features of Python
 - Describe the execution of a Python program
 - Illustrate the flavours of Python
 - Explain frozen binaries
 - Explain Python Interpreter
 - Explain memory management in Python
 - Explain garbage collection in Python
 - Compare Python with other programming languages



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1

Introduction to Computer Graphics and Display Systems

LEARNING GOALS

After completing the chapter, you will be able to:

- Identify need of computer graphics, its scope, and applications.
- Understand image and their representations.
- Understand the basic framework of a graphics pipeline.
- Learn about bitmapped and vector-based graphics.
- Understand different types of displays, their construction, and characteristics.
- Learn about 3D display technology.
- Learn input and output technologies for GUI systems.
- Know coordinate system and their representation.

1. Introduction

Computer graphics is a field of computer science that is concerned with digitally synthesizing and manipulating visual contents. It is also sometimes called the science and technology of creating, storing, displaying, and manipulating images and objects. Computer graphics broadly studies the manipulation of visual and geometric information using computational techniques.

The study of "real" world and its geometry requires us to build a mathematical model. After presenting the world mathematically, we need to transform (continuous) mathematical representations into finite or discrete representation in order to make them accessible to computers, usually to display them on a monitor or output on a printer in some cases. Computer graphics, as an academic discipline, focuses on the mathematical and computational foundations of image generation and processing rather than purely aesthetic issues. It includes almost everything on computers that is not text or sound. All computers used today use one or the



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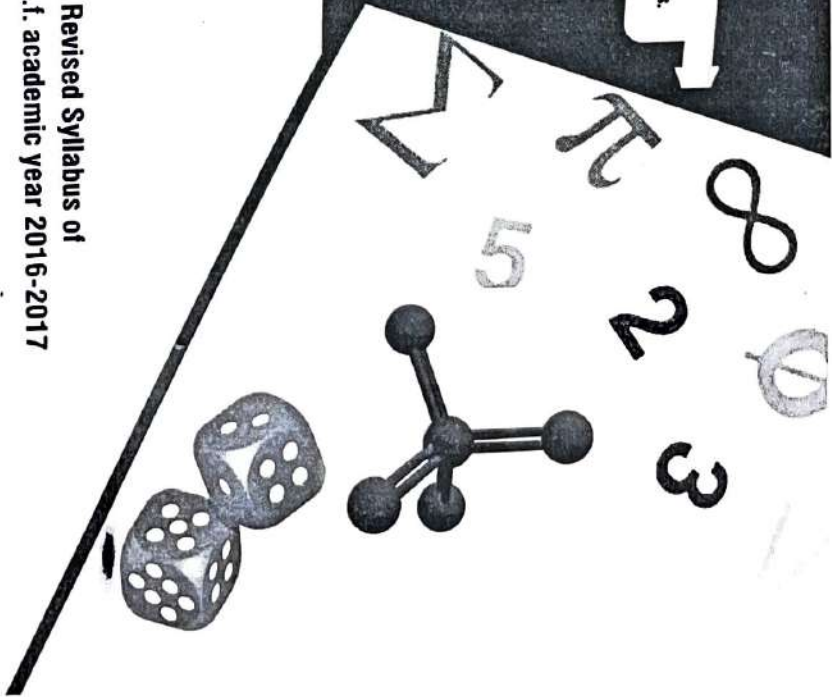
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Syllabus

UNIT I

Introduction :
Variables: The Language of Sets, The Language of Relations and Function.

Set Theory :
Definitions and the Element Method of Proof, Properties of Sets, Disproofs, Algebraic Proofs, Boolean Algebra, Russell's Paradox and the Halting Problem.

The Logic of Compound Statements :
Logical Form and Logical Equivalence, Conditional Statements, Valid and Invalid Arguments. (Refer Chapters 1, 2 and 3)

UNIT-II

Quantified Statements :
Predicates and Quantified Statements, Statements with Multiple Quantifiers, Arguments with Quantified Statements.

Elementary Number Theory and Methods of Proof :
Introduction to Direct Proofs, Rational Numbers, Divisibility, Division into Cases and the Quotient-Remainder Theorem, Floor and Ceiling, Indirect Argument: Contradiction and Contraposition, Two Classical Theorems, Applications in algorithms. (Refer Chapters 4 and 5)

UNIT III

Sequences, Mathematical Induction, and Recursion :
Sequences, Mathematical Induction and the Well-Ordering Principle for sequences, Mathematical Induction, Strong Mathematical Induction and the Well-Ordering Principle for the Integers, Correctness of algorithms, defining sequences recursively, solving recurrence relations by iteration, Second order linear homogeneous recurrence relations with constant coefficients. General recursive definitions and structural induction.

Functions :
Functions Defined on General Sets, One-to-One and Onto, Inverse Functions, Composition of functions, Cardinality with Applications to Computability. (Refer Chapters 6 and 7)

UNIT IV

Relations :
Relations on Sets, Reflexivity, Symmetry, and Transitivity, Equivalence Relations, Partial Order Relations

Graphs and Trees :
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CHAPTER 1

Introduction to Discrete Mathematics

UNIT 1

Objectives

- After reading this chapter you should be able to identify, declare and assign variables.

Introduction

- This chapter will form the basics of Discrete Mathematics which students need to understand before proceeding for further chapters.
- This chapter will explain special language which is the foundation of any logic and will emphasis the importance of Language of variables, sets, Relations and Functions which would help students in formulating logic for solving problem manually and by developing computer programs which solve problems. Discrete Mathematics is also the foundation for "Theory of Computer Science."

Syllabus Topic : Variables

1.1 Variables

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- A variables is sometimes used as a place holder when we are talking about something in general.
- A variable may hold one or more values but you don't know, or you want whatever you say about it to be equally true for all elements in a given set, and so you don't want to be restricted to considering only a particular, concrete value for it. To illustrate the first use, consider asking : Is there a number with the following property: doubling it and adding 3 gives the same result as squaring it?
- In this sentence you can introduce a variable to replace the potentially ambiguous word "it".
- Is there a number x with the property that $2x + 3 = x^2$?

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UNIT 1

CHAPTER 1

Internet and World Wide Web

Syllabus Topics : Internet, Introduction to Internet and its Applications, E-mail, Telnet, FTP, E-commerce, Video Conferencing, E-business

1.1 Internet

Q. What is internet?

- Internet is a network of worldwide system of interconnected computers using standardized communication protocol, TCP/IP for data transmission and communication with each other.
- Internet in broad sense refers to the network of commercial, educational, government and organizational network connected internationally with a use of standard Internet Protocol Suite serving users connected globally.
- **1.1.1 Introduction to Internet**
 - Internet was conceived by Department of Defence as a way to protect government communication system in the event of a military strike. The original network was named ARPANet (Advanced Research Projects Agency Network) which evolved into a communication channel among military personnel, University researchers and all those who were contributing to ARPA projects.
 - ARPA projects. Internet is a global network connecting over 100 countries that are linked to exchange data, information, news etc. Internet services can be accessed through commercial. Internet Service Providers (ISP). The computers and networks connecting to Internet follow standards, known as protocols that govern the transmission of data over the network e.g. TCP/IP (Transmission Control Protocol/Internet Protocol).

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Evolution of Press in India

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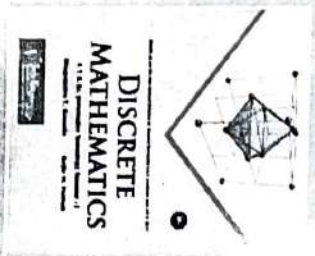
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Syllabus

UNIT I

The Seven C's of Effective Communication :
 Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness
 Understanding Business Communication :
 Nature and Scope of Communication, Non-verbal Communication, Cross-cultural communication,
 Technology-enabled Business Communication. (Refer chapters 1 & 2)

UNIT-II

Writing Business Messages and Documents :
 Business writing, Business Correspondence, Instructions Business Reports and Proposals, Career
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 Developing Oral Communication Skills for Business :
 Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews. (Refer chapters 3 & 4)

UNIT III

Developing Oral Communication Skills for Business :
 Meetings and Conferences, Group Discussions and Team Presentations, Team Briefing,
 Understanding Specific Communication Needs :
 Communication across Functional Areas. (Refer chapter 5)

UNIT IV

Understanding Specific Communication Needs :
 Corporate Communication, Persuasive Strategies in Business Communication, Ethics in Business
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UNIT V

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□□□

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Seven C's of Effective Communication

Syllabus

Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness.

In today's global economy, Business Correspondence serves as the Company's Brand Ambassador to the outer world.

Business correspondence includes written communication in the form of letters, emails, memoranda, policy manuals, reports, etc. Business correspondence often serves as the first point of contact and therefore is extremely pivotal in creating the favourable image of the organisations. Drafting of a business letter is a meticulous task. It requires a coherent flow of thoughts, articulation and a strong command over language.

1.1 Purpose of Business Correspondence

Q. What is the purpose of business correspondence?

Ans. :

The purpose of business correspondence is given below :

1. Seeking information
2. Enquiries and reply to enquiries
3. Complaints and making claims
4. Adjusting claims of the customers
5. Job applications
6. Personnel letters
7. Bank and insurance letters
8. Sales letters
9. Social and goodwill letters.

The list could just be endless.

A business letter makes the first impression of the organisation and first impression is often decisive. In order to be effective as well as impressive the SEVEN C's of communication are suggested.



Cyber-bullying: Consequences and Prevention

Editor-In- Chief
Dr.Jitendra K. Aherkar



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07

Violence Against Women Of Pakistan's Religious Minorities - Human Rights Violation

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"Observe your duty to Allah in respect to the women, and treat them well."

- Imam Husayn quoted on al-islam.org

ABSTRACT

A lady can be focused by (people inside) her family for an assortment of reasons, including declining to go into an organized marriage, being the casualty of a sexual assault, looking for a separation—even from an oppressive spouse—or (supposedly) submitting infidelity.

This exploration will investigate the laws and foundations that are set up inside Pakistan to manage issues of viciousness against women belonging to minority Groups. Raw numbers will be utilized to measure the degree of the issue and its inclination, depending on information provided by the outsider diaries, reports by government, law enforcement agencies.

The reason for this paper is to spread out the key legitimate, institutional and moral issues concerning technology-mediated Violence against Women (VAW) mainly Honor Killing & Online Violence, to bring up basic issues for additional pondering and activity. This paper draws upon auxiliary writing around there, and contributions from women's activist

domains of gender-based violence, women's rights, digital rights, online violence.. The reason for this paper won't just be to break down the current structures however to situate them inside the lived encounters of minority ladies confronting brutality.

Keywords:- Religious Minority's woman, adultery, violence against Pakistani women, Online Violence, honor killing, forced marriage, Forced Conversion.

Introduction

Brutality against ladies and young ladies—including assault, murder through supposed respect killings, corrosive assaults, abusive behavior at home, and constrained marriage—stayed schedule. Pakistani human rights NGOs gauge that there are around 1,000 "honor killings" consistently every year.

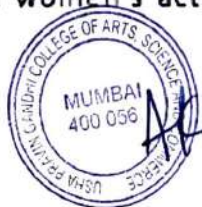
Women, religious minorities, and transgender individuals confronted vicious assaults, frailty, and mistreatment, with the administration neglecting to give sufficient assurance and consider culprits responsible. In spring, at any rate 74 individuals were slaughtered and 338 others harmed in a suicide besieging in an open park in Lahore. The essential objective of the assault was Christians observing Easter.

In any event, 19 individuals stayed waiting for capital punishment in the wake of being indicted under Pakistan's draconian irreverence law and hundreds anticipated preliminary. A large portion of those confronting impiety are individuals from strict minorities, frequently deceived by these charges because of individual questions.

The administration proceeded to effectively energize legitimate and procedural victimization individuals from the Ahmadiyah strict network by neglecting to nullify biased laws.

Women's and Girls' Rights

Child marriage remains a serious



Set in the year 1992, *The Tonic* is an emotionally wrenching tale of an unlikely friendship between Mishra and Raem, two young outcasts with psychological deficiencies. We see through their eyes what the riots do to them and the people of Bombay, which mysteriously connects decades later to the life of a media tycoon cum atheist, who has genocidal plans for the religious!

Member, 2017. Reymeg D'Souza, a media tycoon and powerful militant atheist, harbours an ominous plan to cleanse the country from religion.

Avanika Des, an investigative journalist, partners with a suspended cop to embark on a perilous journey to expose Reymeg's darker agendas.

Back in 1992, two young misfits are drawn together by the ravages of an approaching Hindu-Muslim riot.

Mishra, a difficult teenager with a speech disorder is forced into participating in an annual election contest held in his school.

During this period, he befriends Raem, a twenty-one-year-old recluse with a foreign descent, who gifts him a packet of mysterious chocolate pills.

The pills magically begin to embolden their lives. They begin to win moments and people. A Tonic that turns them from being misfits to superstars.

But soon the riots begin to take its violent form. As it takes away everything from one but not so much from the other.

The two tales separated by decades, strangely begin to converge towards the end, to forge a deadly truth that binds the lives of these people in the most unexpected manner and may be the key to stopping the atheist from executing his sinister plans.

THE TONIC

THE TONIC

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CHAPTER 1

1992, Bhuleshwar Jurisdiction, Bombay

The water cascaded down upon his naked body from the showerhead and blended with the clammy sweat unhurriedly across his forehead sprawled by a layer of small inflamed something distinctive of adolescence.

His left eye was partially closed, and his body trembled in exhilaration as one of his bony hands was glued to the wall and the other stimulated his phallus with great dexterity. The advancement to the point of discharge was predictably smooth; it made him softly moan in a rapturous delight followed by the utterance of a series of explicit in a hushed tone, engendering in his mind an intoxicating mixture of alleviation and gratification.

Inevitably and uncontrollably, he spattered a trickle on to the detritus of bathroom tiles.

Amongst the medley of emotions that had been formed, the gratification gave way to a frisson of unfettered ecstasy that culminated with a warm overwhelming relief.

"Damn this world, damn everyone...Am I not the king...?Am I not the fucking king with the world at my feet?" He rambled faintly gasping for air.

An unexplainably hollow sense of accomplishment had empowered him. "Masher...Masher!" He was barely heedful of the angry shouts... "I have exceeded your fifteen minutes of shower time!"

"Yes, Mal I am almost done," he chuckled in sheer ecstasy.

After wiping the wall and turning off the knob rather clumsily, he emerged from the bathroom in a towel draping his emaciated body. It was sudden like a flash, her hand smacked onto his cheeks. Masher was not jolted, instead sported an *indifferent smile*, still possessed by the feeling that peculiar form of unmatched ecstasy.

Present-2017, Mumbai

"Breaking news: Media tycoon, Reymerg D'Souza, has been detained by the CBI officials for what they have described as a preliminary level interrogation on grounds of reasonable suspicion. This is a move that comes after the yearlong protests and demonstrations made by the Hindu Rashtra Sangh (HRS) and other religious organizations, demanding the arrest and investigation of Reymerg in relation to the abduction of close to twenty-three God men in the last four years. When contacted Reymerg's office..." And the power button on the remote was squeezed by an irritated Rakhil viewing television at his residence. Half his face was covered in lather. He fixed himself a glass of imported whiskey and began gliding the razor blade gently down his sunken cheeks.

A mysterious smile emerged on his dismayed countenance right after the much-awaited vibrations of his phone, followed by a few long sips.

CBI Headquarters, Mumbai

A throng of Reymerg's disciples wrestling against a bevy of journalists with their cameramen had crammed the gate of the CBI office, barely being kept from barging inside by the tiny phalanx of security personnel. Quickly was this congregation transforming into a raging mob, hungry for answers and demanding explanations. Santosh Mishra, the Superintendent of police, slyly stole a glance at this from his plush cabin. Only half an hour had passed since Reymerg had been brought in for interrogation and the sight outside was a worrying one. He drew his cupboard, fished out his asthma inhaler, and viciously puffed it twice, as the incessant clamorous telephone bells began ringing. And he knew that they were coming from all kinds of people and places, important people and places...

Reymerg had made himself comfortable upon the poorly cushioned desk chair, which however, was barely able to hold his massive constitution. He had spent the last twenty minutes thoughtfully sipping away the specially made coffee, high on caffeine that his driver had delivered to him. He was brought into a poorly lit and mediocresly furnished room surrounded by glass walls, what he had inferred to be the interrogation room. The authorities had failed in their attempt to make the journey to the CBI headquarters a clandestine affair to escape any form of attention. Anxiety and vexation were emotions that had long ceased to exist for Reymerg. Neither did the fact that he had been brought in for questioning by the authorities quite succeed in evoking those emotions of consternation nor



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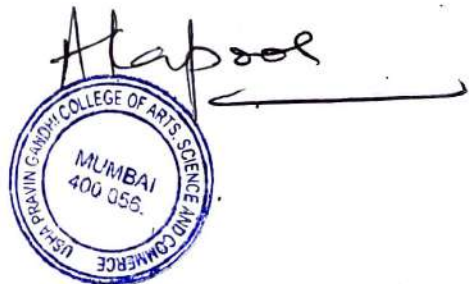
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for Development-Alternate Spaces

An International book of Media Studies



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Dr. Rupa Rani Sonowal



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Participatory Communication for Development

Dr. Machunwangliu Kamei
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University, Sweden

Abstract:

Participatory communication is “a dynamic, interactional, and transformative process of dialogue between people, groups, and institutions that enables people, both individually and collectively, to realise their full potential and be engaged in their own welfare” (Singhal, 2003). Participatory communication initiatives create opportunities for people to articulate their views, identify common concerns, and seek solutions from within their community. The paper discusses several cases of Communication for Development where the systematic use of participatory communication methods and tools were incorporated to facilitate information and knowledge sharing among the stakeholders of development initiatives, in order to achieve common goals.

Keywords: Participatory communication, Participatory photography, Community media, Folk media, Participatory Drama

I. Introduction

World Congress (2006) defined Communication for Development as a social process based on dialogue using a broad range of tools and methods. ComDev is about seeking change at different levels including listening, building trust, sharing knowledge and skills, building policies, debating, and learning for sustained growth. It is a transformative process by nature: the learning it generates and the empowerment it nourishes both lead to social change (Besset, 2005). This is well



FOLK AND PERFORMING ARTS FOR COMMUNITY DISCOURSE

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Abstract:

Performing Arts in Folk media are powerful means of communicating messages which can be used for development and for forming people's opinion. The paper through case study approach will look into the need and scope of folk and performing arts integration for development communication and in the transference of knowledge, experience and multiple perceptions by analysing some case studies that reflect the intersection of folk arts and traditions, performing arts and visual media forms. The paper will also bring up discourses on performing arts as a tool for development communication campaigns, based on the nature of these communication platforms and will also reflect on the position, sustenance and growth of the performing artistes themselves. Schramm W. states that "Communication scientists recognize that communication occurs at multiple levels of a social ecological system, namely, intrapersonal (the realm of emotion, cognition, and decision making), interpersonal (the realm of social relationships), networks and organizations (the realm of norms and social structures), and macro societal (the realm of large social systems and culture)". The paper will discuss aspects of communication processes through Performing Arts in folk media which when tactically designed can concurrently address several psychosocial and behavioural factors to bring about necessary awareness.



About the Book

This book of *Foundation of Human Skills* helps in understanding the skills and behaviour of individuals. This book is designed specifically for students so the contents of the book are written in a simple language with detailed information. A lot of practice questions are given at the end of each unit so that by the time students have worked through the book, they are well prepared for the examinations. This book includes examples and figures which will help students in simplifying the complicated topics. This book would be equally useful for students as well as for teaching professionals.

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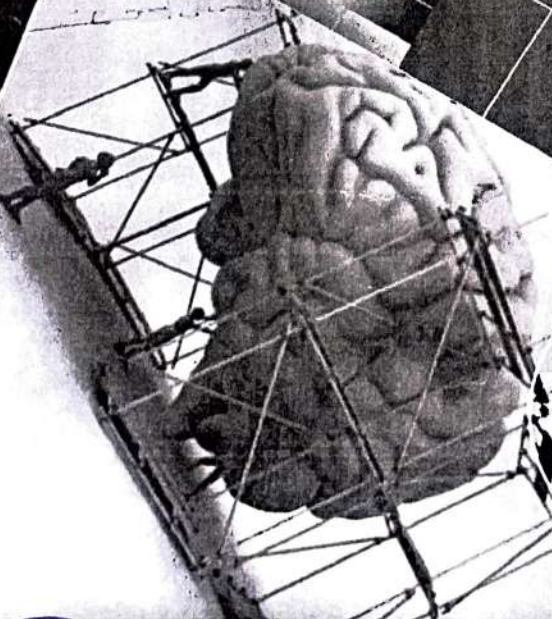
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CHAPTER 1

Understanding of Human Nature

1.1. INDIVIDUAL BEHAVIOUR

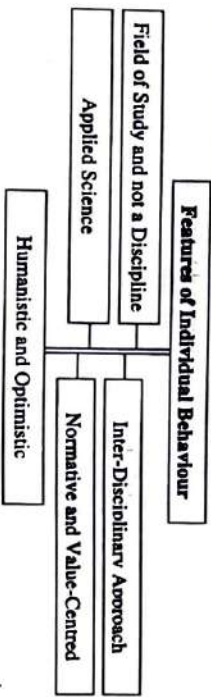
1.1.1. Concept of Man and Individual Behaviour

Genetically, a man or an individual means "A unique personality" or "A person distinguished from others by a special quality" or "A living thing that has (or can develop) the ability to act or function independently". Every person is born with a different character, at different time and place, under different circumstances. Until being an infant, each child is encouraged to develop his or her individuality. Each individual is a physiological system composed of a number of subsystems or processes – digestive, nervous, circulatory, and reproductive as well as psychological system composed of a number of subsystems or processes – values, attitude, perception, personality, learning capabilities, needs and feelings. Individual behaviour or human nature refers to the concrete actions engaged in by a person. It is the foundation of organisational performance. Understanding of individual behaviour is an essential tool to help us understand the way people behave and how they interact with each other and perhaps, even, to understand our own behaviour in an organisational context.

The behaviour of an individual is influenced by various factors. Individual behaviour is influenced by culture, attitudes, emotions, values, ethics, authority, rapport, hypnosis, persuasion, coercion and/or genetics. The behaviour of people (and other organisms or even mechanisms) falls within a range with some behaviour being common, some unusual, some acceptable, and some outside acceptable limits. Some of the factors lie within himself, e.g., his instincts, personality traits, internal feelings, etc., while some lie outside him comprising the external environment of which he is a part, e.g., weather conditions, events conveying some information, and other peoples' behaviour that directly influence his behaviour.

1.1.2. Features of Individual Behaviour

Features of individual behaviour are as follows:



1) **Field of Study and not a Discipline:** Individual behaviour can be treated as a distinct field of study and not a discipline or even emerging discipline. A

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Chapter - 1

Introduction to Service Marketing

INTRODUCTION

Most organisations provide a service of some sort or other. For organisations such as airlines, trains, universities, car rentals, etc., service represents a major part of what they have to offer. They are known as service organisations. Others who are in manufacture of products service is of lesser importance albeit significant importance. There are particular problems in services industries namely – tangibility, inseparability, variability, and perishability. Services have to be contended with uncertainties over customer involvement and what they expect. A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interactions between the customer and the service employee and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to customer problems.

A service is an act or performance offered by one party to another. Although the process may be tied to a physical product, the performance is essentially intangible and does not lead to ownership of any of the factors of production.

Put in most simple terms services are deeds, processes and performances. Services include all economic activities whose output is not a physical product or construction is generally consumed at the time it is produced and provides added value in forms that are essentially intangible concerns of its first purchases. It encompasses a wide range of industries.

The best way to define services is to distinguish between core and peripheral elements of the services. The core services offering is the necessary outputs of an organisation which are intended to provide the intangible benefits customers are looking for. Peripheral services are those which are either indispensable for the execution of the core services or available only to improve the overall quality of the service bundle. Services include all economic activities whose output is not physical product or construction, is generally consumed at the time it is produced and provides added value in forms that are essentially intangible concerns of its first purchaser, e.g., are transportation and public utilities, hotels, personal services, etc.

“According to Kotler, Armstrong Saunders and Wong (1999) services are activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product.”



The book of 'International Marketing' is primarily intended to serve management and students pursuing various courses in management. It is designed to cover the important aspects of international marketing. This book not only thoroughly engages with the important aspects of international marketing, but also helps the students and academicians to survive and thrive in today's competitive business world.

The book primarily serves as a text for management students of 'University of Mumbai'. This book would help to understand the introduction to international marketing, international business environment, WTO, concepts of export packaging and distribution, pricing policy in international markets and overseas market selection. A variety of tools such as tables, figures and index are used to provide more adapting view to students and make the subject easier for them.

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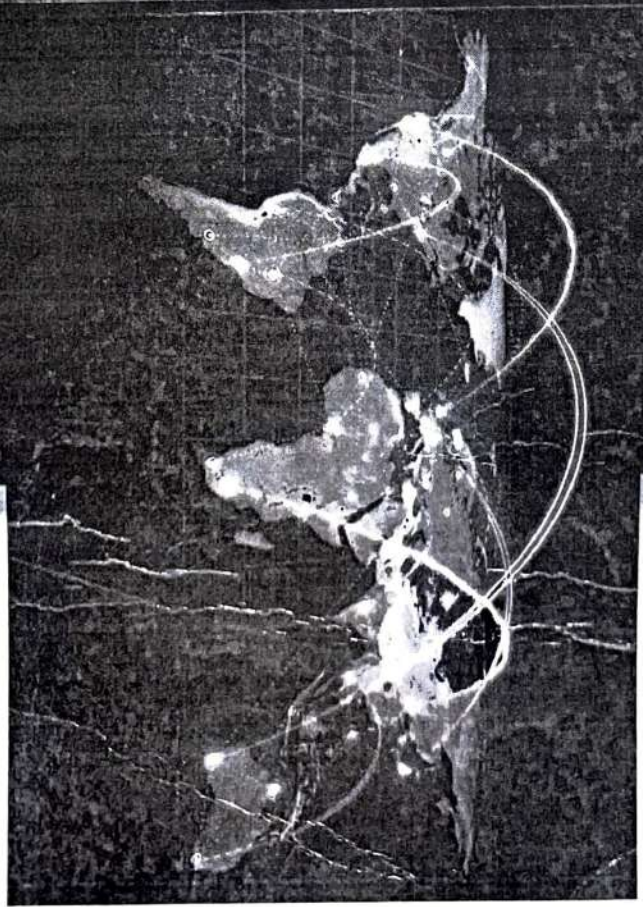
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International Marketing



Prof. Mayur S. Vyas
Prof. Shital Jigar Mody
Prof. Jitendra Ahirkar



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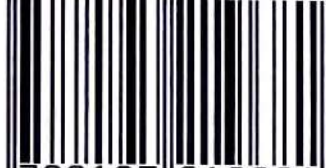




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UNIT 1

Introduction to International Marketing

1.1. INTERNATIONAL MARKETING

1.1.1. Meaning & Definition of International Marketing

International marketing means marketing activity carried on across the national boundaries. Thus, international marketing includes activities that direct the flow of goods from one country to the users of another country. International or multinational marketing refers to the marketing of products and services in more than one nation. It may consist of exporting goods from one country to another, or it may refer to a firm that both produces and markets in more than one country. International marketing is not the same thing as international trade. Only a part of the international trade flows represents international marketing.

According to AMA (American Marketing Association), "International marketing is the multinational process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organisational objectives".

According to Warren J. Keegan, "International marketing is the process of focusing the resources and objectives of an organisation on global marketing opportunities and needs".

International marketing would involve:

- 1) Identifying needs and wants of customers in international markets,
- 2) Taking marketing mix decisions related to product, pricing, distribution, and communication keeping in view the diverse consumer and, market behaviour across different countries on one hand and firms' goals towards globalisation on the other hand,
- 3) Penetrating into international markets using various modes of entry, and
- 4) Taking decisions in view of dynamic international marketing environment.

International marketing has also been defined as the performance of business activities that direct the flow of goods and services to consumers or users in more than in one nation. It is different from domestic marketing in as much as the exchange takes place beyond the frontiers, thereby involving different markets and consumers who might have different needs, wants and behavioural attributes.

1.1.2. Important Features of International Marketing

Important Feature of international marketing can be understood in form of following points:

- 1) **Large Scale Operations:** International marketing transaction is always conducted in large or bulk quantity. It is not conducted on a retail basis, but



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roduction to Radio

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Chapter

1

Introduction to Radio

- > Introduction
- > Growth and Development of Radio
- > Radio as a Mass Medium — Uses and Characteristics of Radio
- > Structuring and Signposting
- > The Script





INTRODUCTION:

Radio, sound communication by radio waves, usually through the transmission of music, news, and other types of programs from broadcast stations to multitudes of individual listeners equipped with radio receivers. From its birth early in the 20th century, broadcast radio astonished and delighted the public by providing entertainment with an immediacy never before thought possible.

From about 1920 to 1945, radio developed into the first mass medium, monopolizing "the airwaves" and defining, along with newspapers, magazines, and motion pictures, an entire general mass culture. About 1945 the appearance of television began to transform radio's content and role. Broadcast radio remained most widely available electronic mass medium in the world, though its importance in modern life did not match that of television, until the early 21st century it faced yet more competitive pressure from digital satellite- and Internet-based audio services.

Based on the human voice, radio is a uniquely personal medium, invoking a listener's imagination to fill in mental images around broadcast sounds. More readily and in a more widespread fashion than any other medium, radio can soothe listeners with comforting dialogue or background music, or it can jar them back into reality with polemics and breaking news.

Radio also can employ a boundless plethora of sound and music effects to entertain and enthrall listeners. Since the birth of the medium, commercial broadcast companies as well as government organs have made conscious use of its unique attributes to create programs that attract and hold listeners' attention. The history of radio programming and broadcasting around the world is explored in this article.

At its most basic level, radio is communication through the use of radio waves. This includes radio used for person-to-person communication as well as radio used for mass communication. Both of these functions are still practiced today.



Introduction to Radio

associate the term radio with radio stations that broadcast to the general public, radio wave technology is used in everything from television to cell phones, making it a primary conduit for person-to-person communication.

The Invention of Radio:

Guglielmo Marconi is often credited as the inventor of radio. As a young man living in Italy, Marconi read a biography of Heinrich Hertz, who had written and experimented with early forms of wireless transmission. Marconi then duplicated Hertz's experiments in his own home, successfully sending transmissions from one side of his attic to the other. He saw the potential for the technology and approached the Italian government for support. When the government showed no interest in his ideas, Marconi moved to England and took out a patent on his device. Rather than inventing radio from scratch, however, Marconi essentially combined the ideas and experiments of other people to make them into a useful communications tool.



Guglielmo Marconi developed an early version of the wireless radio

In fact, long-distance electronic communication has existed since the middle of the 19th century. The telegraph communicated messages through a series of long and short clicks. Cables across the Atlantic Ocean connected even the far-distant United States and England using this technology. By the 1870s, telegraph technology

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Thrasyvoulos Tsiatsos · Stavros Demetriadis
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Research on E-Learning and ICT in Education

Technological, Pedagogical and
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Goodbye Linear Learning: Posthumanism in Dialogue with Indian Communication Theory on Online Education



Machunwangliu Kamei and Sangeeta Bagga-Gupta

1 Introduction

Contemporary scenarios of learning with digital technologies and nexus are characterised by hyper-attention, hyperconnection and hyper-reading with multiple sources of information and knowledge building capabilities which are nonlinear in nature. Instead of viewing knowledge flow as linear, this highlights a scenario wherein the learner's capacity to enter unpredictable networks is encouraged. Kruger (2016, p. 83) refers to this as 'Potentia', an affirmative and creative power which does not take away the power of others to act but instead enables the power of the other 'to expand toward unknown futures' (MacCormack 2012, p. 2). This involves the dynamic movement of knowledge creation that is not limited to one restricted space or an a priori trajectory. Referring to Haraway's (2008) explanation of knowledge in 'Mutations of Thought', Snaza et al. (2014) suggest that:

knowledge is both highly local, in a particular situation that a body finds itself in, and simultaneously, a gaze from nowhere [...] Knowledge seems in these senses to be a result of inserting a bodied perspective into the world in order to generate a system consistent with the position of that body in that world, in other words establishing a dichotomy of domination by that body and non-universal, relative (and hence lacking dominant authority) knowledges (plural) associated with specific positions. (p. 50)

A posthumanism stance suggests that these technologies amplify people's experiences, options and choices in relation to themselves (Herbrechter 2018). Further-

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Contemporary Perspectives in Management

Dr. Anju Kapoor
Dr. Mayur S. Vyas
Prof. Abhijeet Mohite
Dr. Sharyn P. Bangera



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SMARTBOARDS VS BLACKBOARDS: A COMPARATIVE STUDY TO UNDERSTAND THE ATTITUDE OF TEACHERS USING SMARTBOARDS

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ABSTRACT

Purpose- This research paper is written to do a comparative study between smartboard and traditional blackboard. The purpose of this study was to find out whether Smartboards are really an effective teaching aid in the classroom.

Design/Methodology/Approach- Hence to understand this a study was carried out between the undergraduate and post graduate professors of colleges affiliated to University of Mumbai. A questionnaire was distributed among a random sample of the participants basically teachers to find out their attitude towards the smartboards. Paired sample T test and one sample T test have been carried out to analyze the data.

Findings- Although there was no significant difference between the genders, however using T test certain conclusions were drawn from the sample population. The sample population did agree that even though that the smartboards are a costly piece of equipment in the classrooms they are very easy to manage and make the classroom very interactive. The professors who answered the survey showed a positive attitude towards the use of smartboard in the classrooms.

Practical implications: Smartboard is an effective tool in a classroom. However, because of the cost factor very few schools and colleges in urban areas have adopted to this tool. If smartboards are brought to schools and colleges in the rural parts of India, this will help in enriching the learning experience of the students.

Originality/ Value: based on the literature review done in this area, no researcher has carried out this research to understand the effectiveness of smartboard in a teaching and learning environment in India. This original research will help us understand the potential of creating an interactive learning environment in untapped education sector.

Keywords: Smartboard, blackboard, whiteboard, ICT, interactive learning, E-learning, hybrid learning.

INTRODUCTION:

Blackboard is a very simple piece of wood painted in black which can be used as a writing surface using a white chalk. Blackboard are some of the original tools that was used by teachers for delivering their lectures to students. Black boards have been used almost everywhere including sign boards for restaurants and even notice boards at government or private organizations. Black boards have been extensively used in in underdeveloped countries and developing countries as a major medium for imparting knowledge to students. Black boards date all the way back since 1928 when Mustafa Kemal Ataturk, founding father of the Republic of Turkey and serving as the first President Started using black boards to teach the new Turkish alphabets. All the very simple to use blackboards were Limited by its capacity for creativity and

