

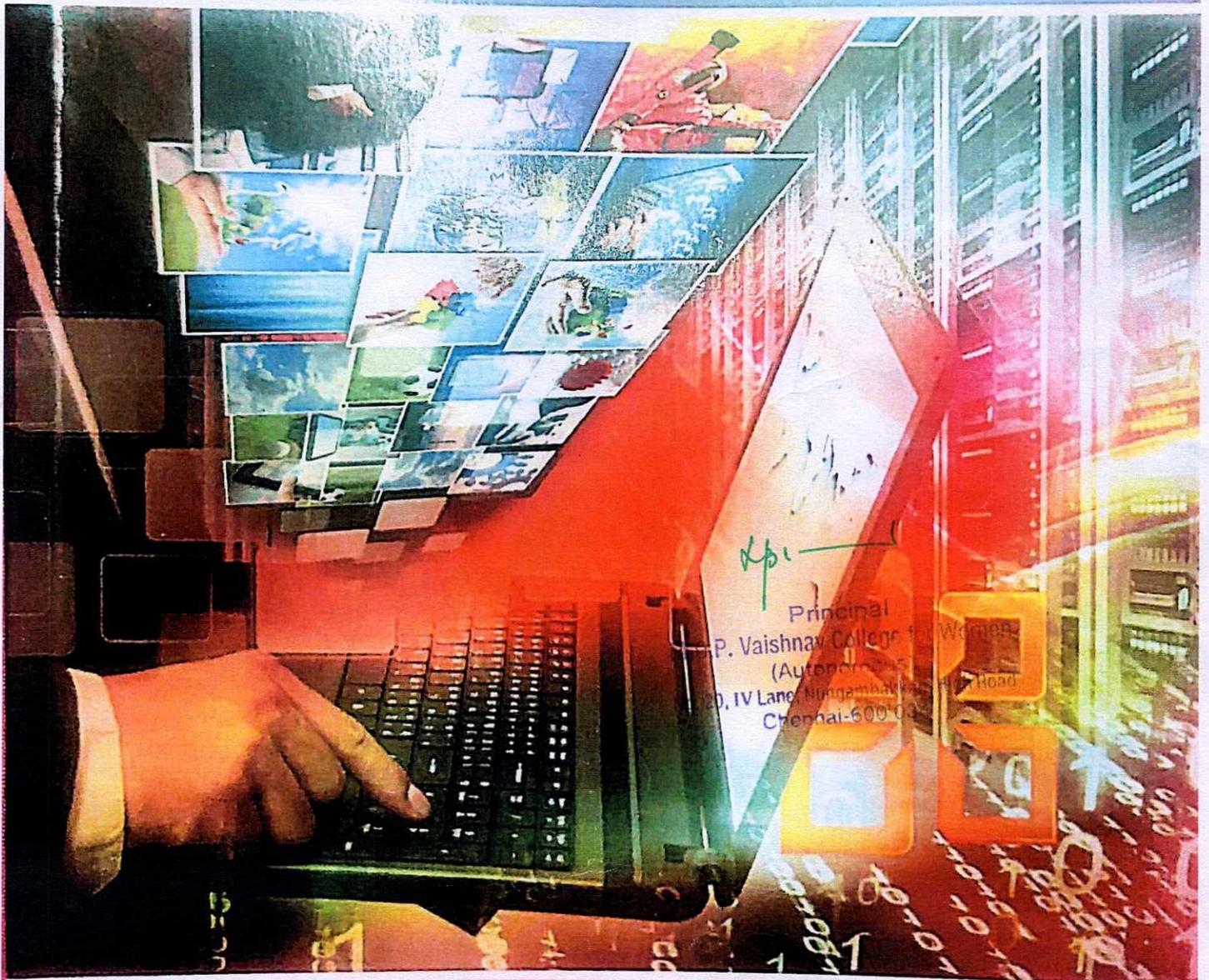


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# Client / Server Computing



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**Dr. A. Murugan, Dr. K. Shyamala, T. Sunitha Rani**

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# CLIENT / SERVER COMPUTING

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## PREFACE

The impact of *online business* has created a potential demand for the client server applications. Client Server applications provide a powerful and flexible mechanism for organizations to design applications to fit the business needs.

This text book on *Client / Server Computing* aims at introducing the concepts and purpose of Client and Server. It dispels the myths on the application of Client Server and helps the reader to understand the Client Operating System. The Authors have highlighted the importance of Network Management, Backup and Recovery mechanism. The chapters are written in a simple and lucid manner. Client Server Computing and its components are discussed in a nutshell. The evolution of Client Server technology and tools available for the same are also highlighted.

This book has been designed to cater the requirements of under graduate and post graduate students. It also guides initial learners, end users and programmers who wish to delve into client server computing technology.

Question papers of University of Madras are given at the end of this book, which will be helpful for the students to prepare for the examination. We place on record our sincere thanks to *Margham Publications* for bringing out this book. Suggestions for improvement and valid comments are welcome.

05-11-2015

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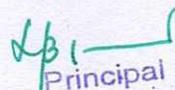
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## **33** Use of Online Social Media by Urban Women Entrepreneurs for Business Development

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### **Introduction**

During any discussion on the status of women in India, words like illiteracy, exploitation, discrimination crop up first. Gender disparity still exists in India, even in urban parts of the country. Discriminations against the girl child must be fought with the resources at our disposal. The Prime Minister launched the Beti Bachao Beti Padhao (BBBP) initiative in January 2015 to send a message to the nation to value every girl child. (Bhatnagar, 2015). Every year, we celebrate 24th January as the National Girl Child Day. Still, the lack of support systems, low level of skills, and lack of public and private institutions are among the factors that handicap women when it comes to organizing and running businesses.

However, the trend is slowly changing. Women are coming forward into the business arena with many innovative ideas that are driving small-, medium- and large-scale enterprises. There are many factors which contribute to this shift in the role of women. First, family structures are changing, leading to neutral structures, and women consider themselves capable of contributing alongside their partners. Secondly, with increasing education and competence, women are proving themselves competent enough in managerial fields in the same measure as their male counterparts. And finally, the business world is changing, becoming more and

**Arpita Maitra and Vidya Padmanabhan**

Assistant Professor, M.O.P. Vaishnav College for Women,  
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more gender-neutral. Immense flexibility has been provided by technological advancements so that women can work from anywhere and anytime. There are new avenues for economic participation for women today. With these conditions, women are becoming more conscious of their status and position in society.

Women entrepreneurs may be defined as women or a group of women who conceive the idea to initiate, organize and operate a business enterprise. The term "Women Entrepreneurship" means an act of business ownership and business creation that empowers women, increasing their economic strength as well as position in society.

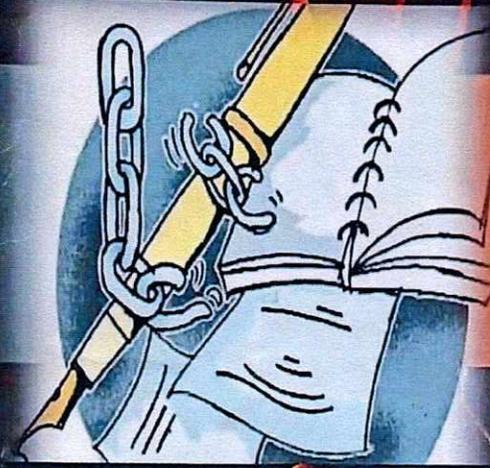
With growing sensitivity to economic status, the hitherto hidden entrepreneurial potential of women is now coming to the fore. More and more avenues of economic participation are being exploited by women today, breaking age-old barriers. The compelling desire of women to do something on their own drives many successfully runs organized enterprises. These entrepreneurs are multi-taskers, right from supporting life to creating wealth, (Kataria, 2007). They are creators of huge organizations, employing thousands of workers and major think tanks. Right from selling cupcakes to jewellery to salon services and banking services, female entrepreneurship has a huge canvas.

Women today have avenues to build their own public platforms, which actually bypass traditional power structures. One way they achieve this is through the power of the Internet. The number of people connected on social media is progressively increasing, and women are avid users, according to research data. Some 80% of women who have Internet access say they use social media, while only 73% of online men do so (Anderson, 2015).

The business climate at large seems favourable for

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## संपादक की बात



शिक्षा मनुष्य को मनुष्य बनाने का साधन है। शिक्षा छात्रों को समग्र रूप में लौकिक और पारलौकिक ज्ञान देती है, उन्हें नैतिक नियमों से अवगत कराकर उन्हें सभ्यता निर्माण का एक आवश्यक अंग बनाती है। सार रूप में हम कह सकते हैं कि शिक्षा वास्तविक अर्थों में उन्हें समाज में जीने का योग्य बनाती है, उनमें सामुदायिकता का भाव भरकर उन्हें सबको साथ लेकर चलना सिखाती है, सबके कल्याण के लिए काम करना सिखाती है। यह समग्र शिक्षा न केवल शिक्षण संस्थानों में मिलती है, बल्कि समाज और परिवार भी बालकों के चरित्र निर्माण और व्यवहारिक शिक्षा की दिशा में महती भूमिका निभाते हैं। दुख के साथ कहना पड़ता है कि आज के समाज में अधिकांश लोगों में यह धारणा दृढ़ हो रही है कि शिक्षा आजीविका के लिए, जीविकोपार्जन का एक टूल है। शिक्षण संस्थान जो शिक्षा देते हैं, उसके लिए समाज से भी अपेक्षा रखते हैं कि उसे दृढ़ करने में हमारा सहयोग करें।

आज उत्कृष्ट साहित्य को ही हाशिये की चीज समझने का चलन जोर पकड़ रहा है। लोगबाग समझते हैं कि उतना ही पढ़ो जितना परीक्षा में आएगा। उसमें बाहर की चीज पढ़ने के लिए उत्साहित करनेवाले लोग कम हो गए हैं और हतोत्साहित करनेवाले बहुतेरे हैं। सच यह है कि उत्कृष्ट साहित्य के अध्ययन मनन से ही उच्च चरित्र का निर्माण होता है।

इस तरह हम पाते हैं कि किसी भी देश में अच्छे नागरिकों के निर्माण में शिक्षा के साथ समाज और साहित्य की भी अहम भूमिका होती है। और यह कहने की आवश्यकता नहीं है कि अच्छे नागरिकों से ही एक श्रेष्ठ राष्ट्र-निर्माण की कल्पना पूरी हो सकती है।

इन्हीं सब बातों को ध्यान में रखते हुए हमने देश भर के चिंतकों और विद्वानों को आमंत्रित कर इस विषय पर चिंतन मनन करने हेतु इस वर्ष 25 जनवरी 2016 को एक राष्ट्रीय संगोष्ठी का आयोजन किया। देश भर से जमा हुए तकरीबन 40 विद्वानों ने इसमें हिस्सा लिया और अपने शोध पत्र प्रस्तुत किए। इन प्रपत्रों में आज के समाज के यथार्थ दर्शन के साथ इस विषय के आदर्श रूप पर भी मंथन किया गया।

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# Fuzzy Logic Model for Load Balancing in Cloud

T Sunitha Rani, Dr. K. Shyamala and Rajalakshmi R

**Abstract---** Today Cloud Computing has become a social phenomenon in the field of research and industry. Cloud environment encompasses virtualization, distributed computing, internet and different kinds of services. The sharp growth of users on the cloud services has increased the load on the servers at cloud data centers. This is a core and challenging issue in cloud computing. Efficient load balancing is therefore a key to successful cloud-based architectures. Primary parameters that affect the performance of load balancing are throughput, fault tolerance, overheads, response time, points of failure, performance and resource utilization. This paper analyses load balancing in cloud using fuzzy logic that takes into consideration the three parameters namely, response time, resource utilization and fault tolerance. A weight factor has been associated with each of these parameters to determine their influence on load balancing.

**Keywords---** Load Balancing, Response Time, Fault Tolerance, Resource Utilization, Fuzzy Logic, Cloud Computing.

## I. INTRODUCTION

CLOUD COMPUTING is a model that enables on-demand network access to a shared pool of computing resources, promotes availability, multi-tenancy, massive scalability and elasticity. Generally accepted cloud services are Software-as-a-service (SaaS), Platform-as-a-service (PaaS) and Infrastructure-as-a-service (IaaS). SaaS provides applications that are enabled for the cloud and supports stateless application architecture. PaaS provides a platform to developers for writing applications that run on the cloud. IaaS provides a scalable and shared computing infrastructure. Increasing number of cloud users is synonymous to the increasing number of requests for cloud services at any instant which is considered as the load of the server. The solution to this problem is to balance the load of servers based on the selected

parameters. The parameters used for balancing load are response time (total amount of time it takes to respond to a request for service), resource utilization (how effectively the resources are used) and fault tolerance (ability to withstand the faults). Fuzzy Logic (FL) is used to analyse load balancing in cloud. FL is a problem-solving control system that incorporates a simple, rule-based (IF X AND Y THEN Z) approach rather than modelling a system mathematically. This paper incorporates fuzzy logic to identify the states of the parameters to obtain measurable improvements in balancing the load.

## II. LITERATURE REVIEW

The authors in [8] have given an overview of cloud computing by highlighting the purpose and scope of cloud computing, essential characteristics such as on-demand self service, broad network access, resource pooling, rapid elasticity and measured service. It also focuses on the cloud services delivery model and cloud deployment model. Parameters that affect the load balancing in the cloud computing [7] are throughput, run time, fault tolerance, overheads, response time, performance and resource utilization. Simulated results revealed the extent of impact of these parameters on load balancing. Also parameter makespan (runtime) is of great significance for the data centers in cloud. So the task of the researchers is to reduce makespan for effective load balancing. Two other parameters processor speed and assigned load of Virtual Machine (VM) [3] of the system have been used to evaluate the balanced load on data centers of cloud computing environment through fuzzy logic. A method for energy consumption management using fuzzy logic technique [4] has also been introduced with input parameters as number of jobs submitted, percent of successful jobs and sum of run time of jobs.

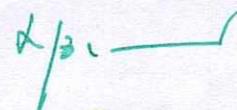
## III. FUZZY LOGIC MODELLING OF LOAD BALANCING

To model a system using fuzzy logic, the first step is to define the control objectives and criteria to determine the input and output relationships. A load balancing algorithm has to be effective enough to maintain a balanced load without causing damage to the servers in any way. In order to achieve this, the output parameter of fuzzy logic, requires more attention. Inputs and output of fuzzy logic system are shown in Figure 1.

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# Android Based Quick Response Code Authentication in Cloud for Student Information System

T Sunitha Rani, Dr. K. Shyamala and Asha D

**Abstract---** *Android is a technology that has started making things easy for users. Quick Response (QR) code was designed to store information with high speed reading capability. QR code holds encoded information. These codes can be captured with android mobile for processing. Encryption algorithms are used for encoding and decoding. The objective of this paper is to propose a real time QR code capturing model for cloud based storage of student information system and digital learning. In this model, the application in the mobile phone captures and decodes the image of the student's identification number and sends it to the Cloud Data Management Interface for authentication. Once authenticated, student details and loaded lectures can be accessed by authorised users.*

**Keywords---** *Quick Response Code, Cloud, Authentication, Encryption, Pixel*

## I. INTRODUCTION

**A**UTHENTICATION is an important process for any Application. It ensures that the specified user is an authorised person to access the details. Today, graphical codes, such as EAN, GS1 data bar, Quick Response (QR) code, Barcodes are frequently used in our daily lives. Barcode is designed as one-dimensional code that is encoded only in horizontal direction from left to right and can hold up to 20 characters as shown in Fig1. The angle of the scanner plays a major role for scanning. Quick Response (QR) codes are two dimensional barcodes, encoded in both horizontal and vertical directions and hold data hundred times more than a barcode as in Fig2. These codes have a numerous operations such as information storage, direction to URL, transaction tracking and identification. The popularity of QR is mainly due to its features such as robust to geometrical

distortions, easy to read and high encoding capacity enhanced by error correction facilities. A QR code encodes the information into binary form. Each information bit is represented by a black or a white module. The largest QR Code consists of 177x177 modules and holds up to 23,648 data modules. The Reed-Solomon error correction code is used for data encryption. Four error levels in error correction are L, M, Q and H with error correction capacity of 7%, 15%, 25% and 30% respectively. Three position tags are used for QR code detection and orientation correction. One or more alignment patterns are used to code deformation adjustment. The module coordinates are set by timing patterns. Format information areas contain error correction level and mask pattern. The code version and error correction bits are stored in the version information areas. The QR code generation algorithm consists of information encoding using Reed-Solomon error correction code, information division on code words, application of mask pattern, placement of code words and function patterns.



Fig. 1: Barcode



Fig. 2: Quick Response Code

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*Asha D, Post Graduate Student of Information Technology, M.O.P. Vaishnav College for Women, Chennai -34*

The QR code recognition algorithm includes the scanning process, image binarization, geometrical correction and decoding algorithm. This paper proposes a QR based recognition model for information sharing.

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## IMPACT OF NUTRITION INTERVENTION IN THE MANAGEMENT OF GESTATIONAL DIABETES MELLITUS

P. Savitha

Assistant Professor, MOP Vaishnav College for Women, Chennai.

Dr.S.Uma Mageshwari

Professor, Avinashilingam Deemed University, Coimbatore.

### Abstract

In the management protocol of Gestational Diabetes Mellitus (GDM), nutrition therapy is the most important foundational step to control GDM. Hence, a short term clinical intervention study was done to determine the nutritional practices and study the impact of medical nutrition therapy on the glycemic level of GDM mothers. About 243 pregnant mothers reporting to a diabetes referral centre at Chennai were selected by purposive sampling. The anthropometric and clinical assessment of the mothers was done and their nutritional practices were studied using a food frequency questionnaire and 24 hour recall method. The mean nutrient intake was calculated and compared with the RDA of pregnant women (ICMR). Intervention was carried out through Medical Nutrition Therapy (MNT) by assessing the dietary needs of the mothers and formulating diet charts tailor made to the individuals. The post intervention glycemic level was studied after a period of 16 weeks. The findings revealed that the diet of the GDM women was poor in quality and excess in quantity. The intake of energy- dense food, high saturated fat with low fibre and refined foods were the glaring defects in the nutritional practices. Maternal glucose levels after intervention showed significant difference when compared to the initial reading in 72% of the GDM women. It is utmost important to seek nutrition intervention for adequate maternal nutrient intake; regularize meal patterns with sufficient energy intake for growth of foetus without draining on mother's own tissue to maintain her pregnancy.

**Key words:** nutritional practices, glycemic level, anthropometric and clinical assessment, nutrient intake, and Intervention.

### Introduction

Diabetes is emerging as a major threat to the future health of our nation and the two major challenges in the field of diabetes during the next decade in the country would be diabetes in youth and women, particularly pregnant women, since gestational diabetes mellitus is one of the fore runners of Diabetes<sup>1</sup>. In India about 17-18% of pregnant women develop Gestational Diabetes Mellitus (GDM) and in most cases, the mother often has an increased weight gain mostly due to decreased

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# STUDY ON THE INFLUENCE OF PROMOTIONAL TOOLS USED IN FILM MARKETING AMONG YOUTH IN CHENNAI CITY

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**Abstract**— Film marketing is a growing phenomenon that has changed the phase of media business. With advent of technology and modern consumer society in media industry the distribution of films for their promotion has changed significantly over a period of time. Also new ways of promotional strategies are employed to target the audience at local, national and international markets. When marketing a film, youth has always been considered as an important demographic section of the population who are also said to be the major consumers of the film be it tangible or intangible. The emerging behavioural trends of the youth are generating a lot of interest among researchers. The affluence has made the youth market eminently worthy in search of movie promotion business. This paper examines to address the general promotional tools adopted to effectively market new movies to capture the youth population in Chennai city. Hence a survey study method is adopted to assess the sample in how they understand and identify the best promotional strategies adopted by the marketers to market new movies. Further the study also highlights the importance of using innovative promotional strategies to have an effective reach in order to maximize the profit.

**Keywords**— Film Marketing, Promotional Tools targeting Youth, Marketing strategies

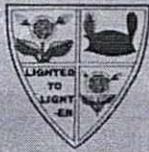
## INTRODUCTION

In today's film industry world, the success or failure of any film depends on the film promotion. Film marketing across the world are adopting and adapting various promotional strategies in making the movie reach catering to different section of people. Transformation of

one of the major overseas distributions. The traditional method of movie promotion includes Cinema trailers, Posters, Print and Magazine Advertisements. Earlier, movies were promoted by airing movie trailers on TV channels, advertising through Radio stations and also by promoting hoardings and banners in metro cities and posters in small towns and cities. Parallel Cinemas were promoted by National Film Development Corporation with the help of state funding. Recently movies are promoted in many such forms through Television shows, Radio channels, Public places, Malls, Concerts, Press conferences, Media interactions, Tie-ups with Branded production houses, Corporates and the most important way of promotion in today's era, is through the web based marketing. Suresh Sanappa (2014).

The growth of multiplexes has improved the movie-going experience for Indian audiences and has led to increased per-ticket realization. Rising urbanization and growing disposable incomes are also driving increased investments in multiplexes. Harry Potter is as an evergreen franchise for Warner Bros and while eight movies were based on the seven books, which had already been released, the franchise will be kept alive in memory through theme parks, video games and digital initiatives.

In India, Ra One movie was perhaps first to organize a 360 degree campaign for Indian film with 25 brands associating themselves with the film in various capacities, Ernst Young (2012). The promotion of this movie done on slabs targeting a larger audience everytime. The release of two teasers during World cup 2011 was followed by the launch trailer after three months. Also there was a



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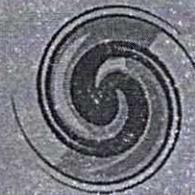


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WOMEN'S CHRISTIAN COLLEGE  
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## Stereotypes in Marriage Advertisements in Globalized India – A Study

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**Abstract:** Gender stereotyping refers to ascribing to a man or a woman specific attributes and characteristics by reason only of her or his membership in the social group of man or woman. Social orientation with solidarity and closeness is an age-old feminine role whereas power status is the social orientation of a typical masculine role and this has been continuing in India since time immemorial. In India, matrimonial advertisements are one area where one can find gender stereotypes. This paper compares matrimonial advertisements published in the print medium ten years ago and today, to seek changing gender-specific attributes, both self-ascribed, and ascribed by the other gender. Content analysis of newspapers advertisements was done to ascertain changing gender expectations in globalized India.

**Keywords:** Stereotyping, gender, matrimony, marriage, advertisements

### Introduction

Marriage dynamics in India are evolving with factors such as increased education, mounting independence of women and dual-earner households, as a result of globalization and industrialization. Married couples today negotiate an understanding of what their role in the marriage might be. It is an unspoken recognition of division of labour and responsibilities. Keeping this in mind, the paper aims to do an analysis of matrimonial advertisements to examine the expectations and attitudes of people when they seek brides or bridegrooms.

### Review of literature

Over the decades, a number of studies have used Indian matrimonial advertisements to examine attitudes towards gender. The authors of this paper found the following papers particularly relevant: a study by Jha and Adelman (2009) based on member profiles and success story photographs on matrimonial websites; Murty and Rao's 1984 paper based on matrimonial advertisements in *The Hindu* newspaper; and a media ethnology study based on matrimonial advertisements published from 1967 to 1997 undertaken by the advertising agency McCann Erickson India (2000).

The following paper, in particular, has been used a reference point on which the study for the current paper has been designed. Ramasubramanian and Jain (2008) collated matrimonial advertisements published in 2001 and 2005 in India, approximately a decade before the period under consideration in this paper, and found that men were more likely to state attributes sought in their potential mate, while women were more likely to only state their own attributes. Further, the study found that women were more likely to announce their physical attributes such as fair skin or weight, and seek financially stable spouses, while men were more likely to declare their own financial status and state their expectation of fair-skinned or slim spouses.

### Objectives

- To study the changing attitudes towards gender roles over time
- To study the current differences and similarities between expectations of men and women of their prospective spouses
- To decipher connections between globalisation and an expanding job market, and changing gender dynamics

### Methodology

As a representation of prevailing attitudes towards gender and marriage, the matrimonial section published on one Sunday (the section is published every Sunday) for each of the five years from 2012 to 2016 in the Chennai edition of the daily newspaper *The Hindu* was studied. To eliminate any seasonal variations, the first Sunday of March each year was chosen, and using the convenience sampling method, the first 100

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