

### 30. A Study on Customer Attitudes Towards Retail Purchasing Pattern in Chennai

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#### **ABSTRACT**

Retailing is the most prominent element of marketing where the marketer meets the ultimate consumer who exchanges value for the product and thus sanctions the very existence of business. Retailer is the last link in the distribution chain and his efforts to create demand and satisfy needs pave the way for the economic activity. Retailing is a business, easy to enter, with comparatively low capital and infrastructural requirements. In this paper highlight that the customer attitudes towards purchasing behavior in Chennai.

**Keywords :** Retailing store, Consumer, Demography, Distribution.

#### **INTRODUCTION**

The Indian Retail Industry is dominated by the multinational corporations as well as Indian Organized Retail organizations. India is the fifth largest market in the world. The country ranks fourth among the surveyed 30 countries in terms of Global Retail development. The population growth led to demand for FMCG (Fast Moving Consumer Goods) products all over India. The Indian Retail market comprises both organized retailers as well as traditional shop keepers. As Retail market consists of selling merchandise from a permanent location in small quantities directly to the consumers, these consumer may be individual buyers or corporate. In the world of trade and commerce, a Retailer purchases goods or merchandise in bulk from manufacturers directly and then sells in small quantities to the consumers known as Retailer or at Retail stores or Small Retail shops. Shops may be located in residential areas, colony, and community centers or in modern shopping arcades/ malls. However, the liberalization of the consumer goods industry initiated in the middle of 1980 and accelerated by 1990 and has begun to grow and its impact in structure, conduct leads to growth of the Retail industry. Also recent trends of consumer and metrics after liberalization the mindsets changed and also media's impact made aware of the consumer in Chennai city people towards Retail business and Retailers Strategy formulating leads to new opportunities and increasing wealth of the Retailing business people in India. In addition various scopes for Retailing Sector creates vast opportunity for a variety of businesses like real estate, store

**AN EFFECTIVE SOFTWARE IRREGULARITY FINDING METHOD IN CLOUD SITUATION  
CONSUMING BAYES ALGORITHM**

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**Abstract:** Now a days Cloud computing plays a vital role in the IT enterprise. Statistical Process Control cloud charts sense routine variances and their root causes are identified based on the differential profiling strategy. Most of the manual overhead incurred in detecting the software variances and the analysis time are reduced to a larger extent but detailed analysis of profiling data are not performed in most of the cases. At the same time, Trusted Computing Base (TCB) of a computing node does not achieve the scalability measure. This work, a Practical Bayes approach studies the problem of detecting software variances and ensures scalability by comparing information at the current time to historical data. GenProg uses an extensive structure of genetic programming to develop a program variant that retains essential functionality but it is not vulnerable to a known deficiency in cloud. The existing software testing suite identifies program defects in cloud environment. Delta debugging and Structural differencing algorithms minimize the dissimilarity among variant and the original program in terms of minimum repair. Subsequently, Defect Localization based on Band (DLB) mechanism is introduced to overcome the defects and rank the different acceptable patches.

**Keywords:** Cloud Environment, Variances, Practical Bayes approach, Gaussian mixture, Trusted Computing Base, Genprog

## **LINTRODUCTION**

Cloud Computing is being altered and distorted to a new model consisting of services that are commoditized and delivered in a fashion analogous to conventional utilities. In such a model, customers access services based on their necessities without knowing from where the services are hosted or how they are distributed. Cloud computing denotes the infrastructure as a Cloud from which commerce and clients are experienced and proficient to access applications from anywhere in the world using on demand techniques. The Cloud based Computing Service Model is based on three primary factors such as Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and Software as a Service (SaaS). All IT functions with applications, networking, security, storage space and software are developed for users to work in a service, based on the client server model.

An innovative remote attestation framework called DRAFT as illustrated in [7] for efficient measuring of target system based on an information flow-based integrity model. The high integrity processes of a system are first measured and established, and these processes are then confined from



## MODELING ANALYSIS WITH ADVANCED TECHNOLOGY IN ENGLISH ONLINE LEARNING PLATFORM

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### Abstract

With the development of Internet innovation, an ever-increasing number of individuals pick online stage to learn on the web. The rise of English web-based learning stage has introduced an influx of upsurge. So as to improve student's reaction capacities and appreciate great learning assets, the online conduct displaying examination was utilized to enormously improve the impact of English internet learning. Based on the current stage, the students' activity treats in the stage order conduct were gotten, to set up an appropriate web based taking in conduct assessment model from the points of view of students' inclinations and learning results. The foundation of learning conduct assessment model can give logical and sensible direction and help for students' learning conduct.

**Key words:** Advanced Technology, Data mining, online learning, algorithm analysis, learning behaviour analysis

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### INTRODUCTION

In recent years, due to the rapid development of information technology, the establishment of our online platform has become more and more perfect, and the Internet has become the core of knowledge acquisition. How to make use of the Internet learning platform to further improve the teaching process is the urgent problem to be solved. Through the data mining technology, the establishment of education-related model can provide effective supports for platform decision-making.

The research shows the successful application of data mining in the commercial, financial and market fields, which is an inspiration for educators with all kinds of data in a rapidly growing field of education [1]. The attention on educational data mining at home and abroad is increasing year by year, and the research shows a rapid growth trend. The development of online courses is a small peak for online education [2]. As the Internet resources are easy to be accessed and so on, more and more learners who are hard to access formal English studies have chosen the online platform learning channel. A large amount of behaviour data accumulated on the platform obtains potential rules through data mining to provide supports for school teaching decisions [3]. However, there are problems with database information, and it can't make full use of data mining, which still needs further consideration. With the arrival of the micro era, learning resources will soon complete the online transformation [4]. English teaching practice is based on the characteristics of big data technology, and is adjusted through the selection, acquisition and evaluation of teaching resources, so as to improve the quality of teaching [5].

Based on important essential speculations, in the paper, the related information was dissected and the impact of information mining in English web-based learning stage was talked about as well. In the subsequent segment, the information mining innovation was considered, and the improvement procedure of information mining was additionally talked about. In the third area, the information mining innovation stream and examination calculation were dissected. In the fourth segment, models were given for the grouping examination in information mining and the utilization of affiliation runs in English internet learning stage. At last, in the fifth segment, the examination procedure and result were condensed. With the advancement of Internet innovation and the forward leap of conventional homeroom

learning, separation learning dependent on Web has been promoted quickly [6]. It is a well-known fact that WhatsApp messenger has replaced the use of personal computers whereas the arrival of smart phones has changed the behaviour of a student and his academic performance. Social networks have placed a permanent place in the young minds, which can be easily measured by their desperate involvement in social media that lead them to get connected with friends, relations and academicians [7]. Through mobile learning, the Lear2GO project of California University and the European University allows teachers and students to communicate effectively in the classroom, and it can also be extended to extra-curricular learning, so as to make it more convenient for students to learn [8]. Nonetheless, because of the undeniable character contrasts among students, the current remote instruction framework model is single, and students can just acknowledge a similar substance latently, which can't be picked and conveyed by their own needs [9]. This has prompted the absurd utilization of an abundance of instructive assets. Taking into account how to take care of this issue completely, the standard and structure of separation learning model PDLM is advanced. With the improvement of innovation and the fame of Internet, there is a requirement for a more amicable system stage that addresses the issues of clients. Tina has actualized an English learning framework dependent on Web Services arrange. The client experience is all the more inviting, and it can completely epitomize the understudies' dynamic interest, yet thinking about the memory consumptions, the framework doesn't include more activity impacts [10]. So as to fulfill the data advancement of instruction, the interface of English online stage training framework ought to be improved, and numerous scientists in India start with the specialized level, and the client need, by and large plan, framework execution and different parts of the online instruction stage have been improved too [11]. By extending the extent of educating, revamping the inquiry type, improving the online framework input and different angles, clients can encounter the adaptability of learning.

### METHODOLOGY

Data mining technology aims to obtain valuable information and knowledge that people want from huge amounts of data. A large amount of electronic management data accumulated on the platform can only serve as the first step in data mining, however,



## An Improved Travel Package Framework Utilizing (COPE)

Intelligent Computing and Innovation on Data Science pp 99-107 | Cite as

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### Abstract

Main classification goals are to make adapted transportable platform endorsements for the sightseers founded on the concerned POI and to progress the recognition exactness and endorsement concert. Lastly, supports toward treasure correct portable correspondences based on the POI. It progresses the endorsement scheme by choosing optimum travel suites constructed on user modified POI. Assistances to determinate the tricky provided an instinctive modified journey scheduling and plans. In this work, we pronounce the evaluations among the prevailing approaches and the planned and proposed algorithm of COPE, technique through treating interruption, exactness, and amount of repetitions besides the treating period aimed at the quantity of records.

### Keywords

NP-Hard technique GA models Journey scheduling TSP COPE  
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### References

1. Adomavicius G, Tuzhilin A (2005) Toward the next generation of recommender systems: a survey of the state-of-the-art and possible extensions. *IEEE Trans Knowl Data Eng* 17(6):734–749  
[CrossRef](#) (<https://doi.org/10.1109/TKDE.2005.99>)  
[Google Scholar](#) ([http://scholar.google.com/scholar\\_lookup?title=Toward%20the%20next%20generation%20of%20recommender%20systems%3A%20a%20survey%20of%20the%20state-of-the-art%20and%20possible%20extensions&author=G.%20Adomavicius&author=A](http://scholar.google.com/scholar_lookup?title=Toward%20the%20next%20generation%20of%20recommender%20systems%3A%20a%20survey%20of%20the%20state-of-the-art%20and%20possible%20extensions&author=G.%20Adomavicius&author=A))

# Factors Influencing Women Entrepreneurial Decision-Making Styles In Msmes

Dr.S.Yuvaraj, M.Sujatha

**ABSTRACT.**The women entrepreneurial action in the decision-making process gives different decision-making styles which improve the value of their enterprise. This decision-making styles creates the women as a potential entrepreneurial leader. The purpose of the present study was to analyze the factors of entrepreneurial decision making approach which influencing the women entrepreneurs towards their entrepreneurial decision making styles in Tiruvallur District of Tamil Nadu. To achieve the purpose of the study, 637 women entrepreneurs were identified as sample from the district. The lists of sample respondent were collected from the District Industries Center (DIC) and Women Development Corporation by adopting the convenient sampling method. The result of the factor analysis shows that entrepreneurial decision making approach was divided under the different quantitative variables namely conceptual style, directive style, analytical style or behavioral style. These are influencing the women entrepreneurs to have control over the situation by maintaining good employer employee relationship to achieve successes of the enterprise

**Keywords:** Women Entrepreneurs, Decision-making styles, Potential entrepreneurial leader, Entrepreneurial action, Conceptual style, Directive style, Analytical style or Behavioral style.

## 1. Introduction

The decision-making approach of the women entrepreneur is a human performance with regards to the decision, which is subject to the active research from several perspectives, it make her to think and reason, before they act as an entrepreneur. When the women decided to become an entrepreneur, her decision and action to be interpreted in terms of several basic approaches, these approaches may be changed and developed by a woman, being a self-employed and to be a good business leader in their field. The inborn and learned skills of the women in business promote individual ability to lead their business effectively as a good decision maker. The dimension of decision-making is based on the individual way of thinking the information logically or creatively, this may differ on the basis of the situation. The business behavioral decision-making approach focuses on the styles that women entrepreneurs using in choosing among alternatives. There styles reflect a number of psychological dimensions including, how they perceive the business information available in the environment by maintaining the structure and control over their enterprise to handle the uncertain situation. The task and employee oriented business decision are categorized into taking value oriented decisions, which tolerate uncertain situation exist in the business environment. The conceptual, directive, analytical and behavioral styles of the women entrepreneurs are concern about their entrepreneurial task and employee – oriented decisions which reflect in their decision making styles.

## 2. Review of Literature

The women entrepreneurs in Asian developing countries are lagging in entrepreneurial education and skill, due to their marital status and heavy household responsibility imposed on them. The socio cultural practices reduce their involvement in the entrepreneurship. The inadequate legal, traditional and cultural support from the society and family members reduce the women entrepreneurial decision making power, it has showing decreasing trend in the selection of entrepreneurship profession when compare to employment opportunity. (Tambunan, T. 2009). The women entrepreneurship role and their styles are

different from male in administrative decisions. The gender-stereotypic role influence the women leader's social behavior and deliver the different approach in leading employee and make task –oriented decisions on the basis of situation. The women entrepreneurs are role models for those following participatory decision-making style with their employees and have their focus towards the task orientation Eagly, A. H., & Johannesen-Schmidt, M. C. (2001). They are playing different role as an owner, employee and member of the family business to have a people – oriented approach. The effective quality control management decision to bring change in traditional ideas of stakeholders and to frame the new police to grasp the business opportunity for their family business Friskhoff, P. A., & Brown, B. M. (1993). The women decision making approach in the family business reflect their business talents and to create the good interpersonal relationship with their employees and customers to get the business recognition. The stereotyping role and gender discrimination are not recognizing the women business decision. Salganicoff, M. (1990). The managerial styles of the manager from different countries in making decision are based on the logic or on their emotion. The personality of the women entrepreneur decides their approach to take action against the problem by considering the long term view of the business existence. They make managerial decision in a logical and objective way and they are extroverted and sociable in their interpersonal communication and maintain structured environment. They use to have their control over the situation to achieve entrepreneurial successes. Montequin, V. R. et al (2015).

## 3. Objectives of the Study

This research paper aims to find out the factors which influence the women entrepreneurial decision-making approach towards their entrepreneurial decision-making styles.

## 4. Research Methodology

The primary data has been collected from the women entrepreneurs who are involved in the entrepreneurial activity. The well-structured Questionnaires were framed to



RESEARCH ARTICLE

# EEMCCP - A Novel Architecture Protocol Design for Efficient Data Transmission in Underwater Acoustic Wireless Sensor Network

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Published online: 30 April 2020

**Abstract** – Underwater communication is a newer addition to the ad hoc network arena as it opens several avenues of research that can be carried out under water. It has a varied range of applications which it carries out with the help of Autonomous Underwater Vehicles (AUV). Acoustic waves are used for sending out the network signals because they tend to have a lower attenuation under water. Underwater Acoustic Communication (UWAC) is used to send and receive signals underwater. Since UWAC is a relatively new field, there are still a lot of challenges to overcome. Unlike terrestrial communication, UWAC has to encounter factors like limited bandwidth, longer propagation delay, Doppler Effect, and channel availability problems. All of these factors have a direct effect on the throughput. Clustering the network can effectively help in managing the network efficiently. We have proposed an Energy Efficient Minimum Cost Cluster routing Protocol (EEMCCP), which routes packets with the help of clusters. The clustering of the network is efficiently achieved by using the Chaotic Algae Algorithm (CAA). After clustering the network, one node from each cluster acts as the Cluster Head (CH). The proposed protocol does not require any node position information and also ensures that, only a minimal number of nodes are involved in the end to end routing process. Some of the Cluster Heads are selected as gateway nodes based on their RSSI (Received Signal Strength Indicator) values of the Hello packets. Selected CHs are appointed as gateway nodes that are responsible for supplying the data to the AUVs and for transferring the data to the terrestrial destination.

and position are not taken into consideration. The AUV nodes transfer the acquired information to a communication link which in turn transfers the data to a terrestrial destination. The EEMCCP focuses towards a cost effective solution for transmitting data. The performance of EEMCCP is compared with the existing protocols employed for underwater communication. From the analysis, we find that EEMCCP achieves a good throughput and PDR than the existing protocols.

**Index Terms** – EEMCCP, AEERP, EEDBR, AUV, Gateway Nodes, RSSI, Routing, Cluster, Cluster Head, CAA.

## 1. INTRODUCTION

Underwater network communication is an advanced network where the nodes move and collect data underwater [1]. The collected data is distributed to the communication points using AUVs [2]. The sensor nodes have provisions to enable communication. In other words, the underwater nodes need to have self-set up capacities. Underwater communication has a lot of varied applications in both military and civil fields. It also helps in studying the ocean bed and the effect of environmental changes over it [3]. Underwater communication helps in collecting scientific data and supports monitoring activities based on it. The UWSNs need to exchange information regarding the configuration, location and movement of the nodes. After analyzing the data, the UWSNs transfer the data to inland points where the data is



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**Dr. S.Ponnusamy, Ph.D.**  
Controller of Examinations

Date: **09.03.2020**

Lr.No: **B.Sc - CS/Practical Viva/External/Mar-Apr 2020**

To  
**Dr. A. Ambethraja**  
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Sir / Madam,

Sub: **B.Sc - CS**– Practical Examinations- Appointment of External Examiner's –Reg.  
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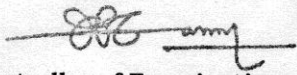
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Period : **21.03.2020**  
Time : **9.00 A.M. to 4.30 P.M.**

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11.03.2019

To

Ms. Anitha.S, M.Com., M.Phil., B.Ed.,  
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Department of Corporate Secretaryship  
Thiruthangal Nadar College,  
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Dear Madam,

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Dr. S.Ponnusamy, Ph.D.  
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Date: 19.11.2019

Lr. No. MCA/Evaluation/November/ 2019

To  
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Head / Dept. of MCA  
Alpha Arts and Science College,  
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Sir / Madam,

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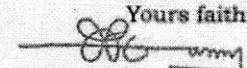
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Venue : Hall No. 1429, 14<sup>th</sup> Floor, University Building, SRM IST,  
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Also, I am happy to inform you that we have introduced the **ON SCREEN EVALUATION** of answer scripts. The answer scripts are scanned and assigned to you. (Refer back side for instructions). You are hereby requested to be available at the venue mentioned above at least 15 minutes prior to the commencement of the central evaluation. Due to the restricted number of computers in the evaluation hall, we have assigned the evaluation process in various slots on the same date for different programmes. Hence, you are supposed to be available at the venue on time.

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From

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\*\*\*\*\*

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The valuation work will be held between 9.30 a.m. and 4.30 p.m. every day with a break of an hour for lunch. Sunday will be a holiday. You are requested to be present at the camp till the valuation work allotted to you is over. The examiners, who have accepted to be an examiner and failed to report for valuation work at the concerned camp, will not be considered for future appointments. The Examiners who leave the valuation camp in the middle/before the completion of valuation work are not eligible for payment of TA/DA and such examiners can claim only the remuneration on a later date from the University.

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The chief examiners are requested to distribute the answer scripts along with a copy of the scheme for valuation to the examiners as per the distribution statement available with the Camp Officer. The chief examiners should see that the answer papers assigned to the examiners for valuation are in accordance with the subjects taught by the examiners.

The teachers working within the University of Madras area alone are eligible to be examiners for under-graduate examinations. If any member of your family viz. spouse, son, daughter, brother, or sister, is appearing for the examination in your subject in this University, you are NOT ELIGIBLE to value the answer papers.

You are requested to bring the necessary text books if required for the papers you have opted in the acceptance form for valuation work and also the BLUE/RED/GREEN ball points pens and refills. **You should not use whitener for any corrections.** Any corrections in the marks should be attested by the respective chief examiners. Your kind co-operation is requested in this regard.

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A Transparency system has been introduced from 2003. The photocopies of valued answer scripts are to be provided to the candidates. Therefore, the examiners are requested to be extremely careful while valuing the answer scripts.

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