



www.ijmra.us

September 2013
Volume-3, Issue-9

International Journal of Management, IT and Engineering

ISSN: 2249-0558



Contact Us:

editorijmie@gmail.com

info@ijmra.us

www.ijmra.us

Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ

Member of the National System of Researchers, Mexico

Research professor at University Center of Economic and Managerial Sciences,
University of Guadalajara
Director of Mass Media at Ayuntamiento de Cd. Guzman
Ex. director of Centro de Capacitacion y Adiestramiento

DR. RAMACHANDRAN GURUPRASAD

Scientist, Knowledge and Technology Management Division (KTMD),
National Aerospace Laboratories.

Patron

Dr. Mohammad Reza Noruzi

PhD: Public Administration, Public Sector Policy Making Management,
Tarbiat Modarres University, Tehran, Iran
Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran
Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors

Dr. NAGENDRA. S.

Senior Asst. Professor,
Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

Dr. SUNIL KUMAR MISHRA

Associate Professor,
Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN

Lecturer and Chairperson (Centre for Business and Management),
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA

Assistant Professor,
Aloysius Institute of Management and Information, Mangalore, INDIA

Dr. A. JUSTIN DIRAVIAM

Assistant Professor,
Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,
Alangulam Tirunelveli, TAMIL NADU, INDIA



www.ijmra.us

September 2013
Volume-3, Issue-9

Dr. Krishan kumar

Dean,
School of Life Sciences, Singhania University Rajasthan, INDIA

Dr. G. D. Singh

Certified Manager - Cambridge Association of Managers, England,
Founder & President, The Indian Management Academy - IMA

Dr. Sorinel Capusneanu

Associate Professor,
Faculty of Finance and Accounting, "ARTIFEX" University, Bucharest, ROMANIA

Benard Okelo Nyaare

Assistant Lecturer,
Bondo University College, Bondo, KENYA

Dr. Meenakshi Gupta

Assistant Professor,
Shri Mata Vaishno Devi University- Katra, INDIA

International Editorial Board

Dr. N. Kavitha

Department Of Management,
College Of Business And Economics, Mekelle University, ETHIOPIA

Dr. Roli Pradhan

Mechanical Engg. Deptt., Nitttr Bhopal, INDIA

Dr. Pranam Dhar

Associate Professor,
Department Of Commerce & Management, West Bengal State University, INDIA

Dr. Sanjay Aswale

Head And Research Guide,
Department Of Commerce, Scs College Omerga

Dr. Farah Naaz Gauri

Associate Professor, Department Of Commerce,
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad 431 001, (M.S), India.

Prof. Dr. Badar Alam Iqbal

Professor,
Department Of Commerce, Aligarh Muslim University, 202002 (Up) India.

Dr. Jigar VITthalbhai Patel

Associate Professor,



Dr. Manisha Singhai

Assistant Professor,
Prestige Institute Of Management And Research, Indore, INDIA

Prof. (Dr.) Bharat Raj Singh

Director (R & D) And Hod-ME, School Of Management Sciences,
Kashimpur-Biruha, Near Gosainanj, Nh-56, Lucknow-227125, Up, India

Dr. Gajendra Singh

Associate Professor, School Of Management,
Doon University, Mothrowala Road, Kedarpur, Po Ajabpur, Dehradun, Uttarakhand-248001, India

Dr. S. N. TAKALIKAR

Principal,
St. Johns Institute of Engineering, PALGHAR (M.S.), INDIA

Dr. RAMPRATAP SINGH

Professor, Bangalore Institute of International Management, (BIIM),
Bangalore University, Bangalore - 560 059, KARNATAKA

Prof GURSEL ILIPINAR

ESADE Business School,
Department of Marketing, Av. Pedralbes, 60-62, E-08034, BARCELONA, SPAIN

Dr. ZEESHAN AHMED

Software Research Eng,
Department of Bioinformatics, Biocenter, University of Wuerzburg, GERMANY

Dr. Y. LOKESWARA CHOUDARY

Asst. Professor Cum Head (Academics) PG & Research,
SRM B-School, SRM University, Vadapalani, CHENNAI, INDIA

Prof. Dr. TEKI SURAYYA

Professor and Head, Department of Management Studies, Adikavi Nannaya University,
Rajahmundry-533105, ANDHRA PRADESH, INDIA

Dr. T. DULABABU

Professor & Principal, Nimra College of Business Management,
The Oxford College of Business Management, BANGALORE- 560 102, INDIA

Dr. A. ARUL LAWRENCE SELVAKUMAR

Professor, Department of Computer Science Engineering,
Adhiparasakthi Engineering College, MELMARAVATHUR, TN.

Dr. S. D. SURYAWANSHI

Lecturer, Mech. Engg. Department,
College of Engineering Pune, SHIVAJINAGAR, PUNE-411005(MAHARASHTRA), INDIA

Dr. S. KALIYAMOORTHY



www.ijmra.us

September 2013
Volume-3, Issue-9

Professor & Director,
Alagappa Institute of Management, Alagappa University, KARAIKUDI, INDIA

Dr Sandeep Bansal

Dept of Commerce,
Indira Gandhi National College Ladwa, Kurukshetra,INDIA

Prof SANJAY ASATI

Dept of ME,
M. Patel Institute of Engg. & Tech., GONDIA(M.S.)

Dr. Gajendra Singh

Associate Professor,
School of Management, Doon University, Mothrowala Road, Kedarpur, Dehradun, INDIA

Dr.R.P.C.S.Rajaram

Assistant Professor ,
Kalasalingam University, 91/C,P.K.S.A.Arumuga Nadar Road, Sivakasi

Dr. D. R.Prajapati

Assistant Professor,
Mech. Engg. Deptt., PEC University Of Technology, Sector-12, Chandigarh, INDIA

Dr A. Justin Diraviam

Assistant Professor,
Sardar Raja College Of Engg, Alangulam, Tirunelveli, INDIA

Dr.V.S.Sreebalaji

PRINCIPAL,
Thamirabharani Engineering College, Tirunelveli, Tamilnadu 627 357, INDIA

Dr.B.C.M.Patnaik

Associate Professor,
School Of Management, KIIT University, Bhubaneswar, Odisha, INDIA

Technical Advisors

Mr. Rajan Verma

Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain

Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

Mr. Anil Chandra

Department of Biotechnology, Indian Institute of Technology Guwahati, Assam, INDIA

Prof. Bharati Veerendra

Asst. Professor - MCA, K. J. Somaiya's SIMSR,, univeristy of Mumbai, Mumbai, INDIA



Mr. Gagandeep Singh

Department of Biotechnology, Kurukshetra University, Kurukshetra, INDIA

Associate Editors

Dr. SANJAY J. BHAYANI

Associate Professor, Department of Business Management, RAJKOT, INDIA

MOID UDDIN AHMAD

Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

Mr. P. PRABHU

Assistant Professor, Alagappa University, KARAIKUDI

Mr. MANISH KUMAR

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA

Assistant Professor, Bhilai Institute Of Technology, DURG

Ms. MONIKA BHATNAGAR

Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA

Assistant Professor, CSE Department of ITM University, GURGAON

IJMRA


CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1	Location armoring in Sensor network using virtual objects. Anju Jayan and Jenopaul P	<u>1-10</u>
2	Multi Chaos-Based Image Encryption And Lossy Compression. CHANDRAN. S and T.RAJESH.	<u>11-22</u>
3	Indirect Tax System In India. MR. C. AZHAKARRAJA	<u>23-31</u>
4	Pyrolysis Of Sawdust Into Medium-Grade Fuels And Chemical Preservatives. Oladeji and J. T.	<u>32-39</u>
5	Challenges And Prospects Of Success In Diagnostic Imaging Entrepreneurship In Harare, Zimbabwe. Chingarande, G.R. and Gwavava A	<u>40-49</u>
6	Motivational Determinants Among Radiology Workers In Harare. Chingarande George	<u>50-57</u>
7	General Strategies for identifying Human Disease Genes Naila Rozi ssuet and Syed khalid Jawaid	<u>58-63</u>
8	Performance test of CVCRV Engine using blends of Soyabean and Mustard oils with Petrol. Dr. D. R. Prajapati	<u>64-82</u>
9	Factors Affecting the Performance of Students at University Campus Kotli. Imrab Shaheen and Arbab Shaheen	<u>83-95</u>
10	Data Stream Mining for Health Care Application. Satish Thombre and Snehlata Dongre	<u>96-105</u>
11	The Efficacy of a Bonus Scheme on staff morale and quality of service: A Case Study of a Private Hospital in Botswana. Cosmas Mwanza and George R. Chingarande	<u>106-120</u>
12	Taguchi approach to optimize the bad fusion defect of wheel rim industry: A case study. Dr. D. R. Prajapati, Dr. P. Satsangi and Daman Vir Singh Cheema	<u>121-139</u>
13	Ship Breaking Industry in Pakistan – Problems and Prospects. Dr. Rukhsar Ahmed and Dr Kamran Siddiqui	<u>140-155</u>

<u>14</u>	An evaluation of middle management skills in a private healthcare service in the Western Cape Province of South Africa. Chilanga, C., Mwanza, C. and Chingarande, G.R.	<u>156-169</u>
<u>15</u>	E-Tailing: Growth, Opportunities And Challenges In India. Anuj Gupta	<u>170-181</u>
<u>16</u>	Organizational Culture and Impact on Creativity and Innovation: The case study of Limkokwing University of Creative Technology. Kamelia Chaichi	<u>182-196</u>
<u>17</u>	Secure Network ID and Attack Measure Selection in Virtual Network. S.Uvaraj and S.Suresh	<u>197-210</u>
<u>18</u>	Women Empowerment: A Pathway Towards A Care Economy. Dr. Namita Rajput, Ms. Anu Priya Arora and Ms. Baljeet Kaur	<u>211-227</u>
<u>19</u>	“Mobile Recruitment”- A Cutting or a Bleeding Edge...? Sahana.Madan and Dr. Vasanth.Kiran	<u>228-241</u>
<u>20</u>	Harmonious Employer-Employee Relations: The Need for Industrial Harmony in Air India Airlines Sana Deeba	<u>242-256</u>
<u>21</u>	Export Processing Zone (EPZ) Approach IN INDIA with abroad. Research Scholar Anjali	<u>257-263</u>
<u>22</u>	Credit Cards And Consumer Behaviour: A Preliminary Investigation. Sudershan Kumar	<u>264-279</u>
<u>23</u>	Effects Of Employee Performance Appraisal On Service Delivery In Parastatals: A Case Of National Hospital Insurance Fund, Kisumu, Kenya. Achieng, Monica Akoth, Olala, Gilbert Owuor and Odote Bonventure Onyango	<u>280-302</u>
<u>24</u>	Millennium Development Goals, Government Health Spending, Infant and Maternal Mortality Rates in Nigeria. AMAGHIONYEODIWE and Lloyd Ahamefule	<u>303-322</u>
<u>25</u>	GREEN IT : Harvesting Heat using TPV (Thermophotovoltaic). MANU BUDHIRAJA and SHUBHRA SAGGAR	<u>323-333</u>
<u>26</u>	A Survey On Anomaly And Signature Based Intrusion Detection System(Ids). Roshni Dubey and Pradeep Nandan Pathak	<u>334-354</u>
<u>27</u>	Impact Of Urdu Language On Telugu Language. PSVSV Prasad	<u>355-368</u>
<u>28</u>	Association Of Technical And Organizational Translation With Balanced Scorecard - As A Tool To Strategic Management. K VENU GOPAL	<u>369-380</u>
<u>29</u>	Performance Analysis And Optimal Design Of A Gasketed Plate Heat Exchanger. Sridevi. T and dr.manivannan. A	<u>381-390</u>

<u>30</u>	Investor's Perception Of Mutual Fund Investments With Special Reference To Hdfc Mutual Fund-Chennai. R.V.Suganya and Dr.M.Chandran	<u>391-406</u>
<u>31</u>	Enhancing the Role of Women in Peace Building and Conflict Transformation in African Traditional Societies. Miruka Babu Dennis,Dr. Martin J . Babu and Gladys Mogoi Mauti	<u>407-426</u>
<u>32</u>	Capital Structure Behavior With Size Of Business– A Case Of Indian Pharmaceutical Industry. Dr. C.M. Shinde and Vikas Ramesh Adhegaonkar	<u>427-438</u>
<u>33</u>	Analyzing Fuzzy Reliability of Series-parallel System. Neeraj Lata	<u>439-446</u>
<u>34</u>	ProbClean: A Probabilistic Duplicate Detection System. Gagandeep Singh and Shubhra Saggur	<u>447-458</u>
<u>35</u>	Perceived Service Quality and Customer Satisfaction: An Empirical Study. Ravinarayana K.S.	<u>459-472</u>
<u>36</u>	Micro enterprises and Economic Empowerment of Women. Imrab Shaheen, Dr.Mushtaq A.Sajid and Mrs.Qudsia Batool	<u>473-484</u>

