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Panimalar Institute of Technology started by Jaisakthi Educational Trust focuses on disseminating knowledge coupled with discipline and ethics. It is a Christian Minority Institution and a self-financing engineering college with five streams viz. CSE, IT, ECE, EEE and MECH at present. This institution is affiliated to Anna University meets the guidelines of AICTE, New Delhi in all aspects. Our college is a combination of a world class infrastructure built upon the greatest faculty strength combined with a pictures environment to chisel the finest minds into the most capable future generations of India. It is located in Poonamallee, not far away from Chennai city limits.

Our institution is likely to expand its sphere in other facilities also. The institution takes care to impart updated and high quality technical education throughout the year. Special care is taken in the matter of students become qualified as well as competent to face the challenges of the leading corporates in the present world of tough competition. Every effort is taken to transform the students into well rounded personality with strong confidence and sound character making no compromise in perfection, morality, dedication and commitment.
INSTITUTE

VISION

An Institution of Excellence by imparting quality education and serve as a perennial source of technical manpower with dynamic professionalism and entrepreneurship having social responsibility for the progress of the society and nation.

MISSION

Panimalar Institute of Technology will strive to emerge as an Institution of Excellence in the country by

- Providing state-of-the-art infrastructure facilities for designing and developing solutions for engineering problems.
- Imparting quality education and training through qualified, experienced and committed members of the faculty.
- Inculcating high moral values in the minds of the Students and transforming them into a well-rounded personality.
- Establishing Industry Institute interaction to make students ready for the industrial environment.
- Promoting research based projects/activities in the emerging areas of Engineering & Technology.
The Department of Computer Science and Engineering was established in the year 2008 with well-equipped, spacious and state-of-the-art laboratories. The department strives to impart best training to the students on Computer Science and Engineering. The department has dedicated and qualified faculty besides good infrastructure for computing. Research at the department are nurtured through various technical programs and always been on a high growth path and to keep pace with the current technological trends. The major objectives of the department are to assist and contribute in the development of top quality professional engineers and technicians needed by the industries and other organizations.

- Department of CSE creates new knowledge and opportunities to the students for learning through the process of research and enquiry.
- Department of CSE inculcates its students to recognize and value communication as the tool for creating new understanding, collaborating with others and furthering their own learning.
DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

VISION

To evolve as a Centre of Excellence in Computer Science and Engineering to compete with latest trends and also persistently strive to inculcate the requisite skills in research, innovation and entrepreneurship, making the budding engineers as competent professionals to take up any global challenge.

MISSION

- To produce high-quality Computer Engineers with employable skills and professional standards by imparting theoretical and practical training.
- To collaborate with industry in pursuit of education and research, leading to the development of commercially-viable technologies.
- To develop an overall personality of the students by encouraging them to participate in co-curricular and extra-curricular activities.
- To train teachers capable of inspiring the next generation of engineers and researchers.
- To develop research interest among the student community.
PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO-I:
To excel in Computer Science and Engineering program to pursue their higher studies or succeed in their profession through quality education.

PEO-II:
To acquire knowledge in the latest technologies and innovations and an ability to identify, analyze and solve problems in computer engineering.

PEO-III:
To become recognized professional engineers with demonstrated commitment to life-long learning and continuous self-improvement in order to respond to the rapid pace of change in Computer Science Engineering.

PEO-IV:
To be capable of modeling, designing, implementing and verifying a computing system to meet specified requirements for the benefit of society.

PEO-V:
To possess critical thinking, communication skills, teamwork, leadership skills and ethical behavior necessary to function productively and professionally.
DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

PROGRAM OUTCOMES (POs)

On completion of the B.E (CSE) degree the Computer science and Engineering graduates will have

PO1: An ability to apply knowledge of mathematics, science, and Computer engineering.

PO2: An ability to design and conduct experiments, as well as to analyze and interpret data.

PO3: An ability to design a system to meet the business activities within realistic constraints such as economic, environmental, commercial, political, ethical, health and safety.

PO4: An ability to use the techniques, skills, and modern tools in the development of hardware/software components.

PO5: An ability to develop Leadership skill and work in a team during system design and implementation.

PO6: An ability to function on multidisciplinary team.

PO7: An ability to identify, formulate, and solve problems related to computer engineering.

PO8: An understanding of professional and ethical responsibility.

PO9: An ability to communicate effectively.

PO10: An ability to recognize that broad education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context.

PO11: A recognition of the need for life-long learning.

PO12: A knowledge of contemporary issues.

PO13: An ability to develop project management skills necessary for successful system design and implementations.
Engineers play the most vital role in building a nation. They create new innovations using best technologies to make human life more comfort, secure and productive. I am very much pleased to note that Department of Computer Science and Engineering of Panimalar Institute of Technology, advocates recent trends and advancements in Computer Science and Information Technology. CSE is the most promising sector with high growth opportunities and computer science department motivates their students to involve in the activities of both hardware and software products.

I hope that the activities performed by the department bring Industry-Institution collaboration to enhance and drives forward the research and development in the field of Computer Science and Information Technology. As the chairman of this renowned institution, I earnestly wish them in all their endeavors and to achieve success.
I am very much honored and pleased that Department of Computer Science and Engineering has involved in many technical and other activities in building up the student career. Students from CSE department have brought laurels to the institute through their contributions in different activities like academic and research. I extend my hearty congratulations to the entire faculty and students of Department of Computer Science and Engineering for their enthusiasm and effort to achieve success.
Mr. C. Sakthikumar, M.E.,
Director, Panimalar Institute of Technology

I am glad to note that the Department of CSE Magazine for 2013-2014 is being released shortly. Department magazine enables us to know the hidden talents among the student brought out thought their articles. The magazine also gives a glimpse of the college to the public-at-large who are one of the stakeholders of the college.

My felicitation and congratulations to the editorial board for their meticulous work which is reflected in the pages of the magazine.
MESSAGE FROM THE PRINCIPAL

Dr. T. Jayanthy, M.E., Ph.D.,
Principal, Panimalar Institute of Technology

I am very happy that Department of CSE is releasing a magazine named “Bits & Bytes’14” to commemorate technical publications of faculties and students for the academic year 2013-14.

The Department magazine is a forum which could aptly be used for recording events, fond memories and creative writing. I am sure that this magazine will be informative and resourceful. I owe my hearty appreciations to Dr. V. Subedha, Head / Dept. of CSE and her team for their sincere efforts to make the release of this magazine a reality. I wish them “The Very Best” in all their future endeavors.
Dear Readers,

Greetings! Being the Editor, I feel privileged in presenting our department magazine “Bits & Bytes’14”. It is designed to showcase the talents of our faculty members and students. With a sense of pride and satisfaction I would like to say that with the active support of the Management, Director, Principal, Faculty members and Students, the department magazine has come alive. I extend my thanks to the colleagues of my department for being a part of the editorial board. With all the efforts and contributions put in by the Faculty members and Students; I truly hope that the pages that follow will make some interesting reading.

Dr. V. Subedha
Editor
Professor & Head / CSE
Here we present one of Steve Job's best speeches that might definitely be the greatest reflections on life we've ever heard. The following is the full text of his commencement speech to Stanford in 2005.

I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal. Just three stories.

The first story is about connecting the dots.

I dropped out of Reed College after the first 6 months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out?

It started before I was born. My biological mother was a young, unwed college graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife. Except that when I popped out they decided at the last minute that they really wanted a girl. So my parents, who were on a waiting list, got a call in the middle of the night asking: "We have an unexpected baby boy; do you want him?" They said: "Of course." My biological mother later found out that my mother had never graduated from college and that my father had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would someday go to college.

And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents' savings were being spent on my college tuition. After six months, I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it out. And here I was spending all of the money my parents had saved their entire life. So I decided to drop out and trust that it would all work out OK. It was pretty scary at the time, but looking back it was one of the best decisions I ever made. The minute I dropped out I could stop taking the required classes that didn't interest me, and begin dropping in on the ones that looked interesting.
It wasn't all romantic. I didn't have a dorm room, so I slept on the floor in friends' rooms, I returned coke bottles for the 5$ deposits to buy food with, and I would walk the 7 miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. Let me give you one example:

Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was beautifully hand calligraphed. Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and san serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating.

None of this had even a hope of any practical application in my life. But ten years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in college, the Mac would have never had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computers might not have the wonderful typography that they do. Of course it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backwards ten years later.

Again, you can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.

R. PRIYADHARSINI
II Year CSE
1. The IT giant Tirnop has recently crossed a head count of 150000 and earnings of $7 billion. As one of the forerunners in the technology front, Tirnop continues to lead the way in products and services in India. At Tirnop, all programmers are equal in every respect. They receive identical salaries and also write code at the same rate. Suppose 12 such programmers take 12 minutes to write 12 lines of code in total. How long will it take 72 programmers to write 72 lines of code in total?

2. A software engineer has the capability of thinking 100 lines of code in five minutes and can type 100 lines of code in 10 minutes. He takes a break for five minutes after every ten minutes. How many lines of codes will he complete typing after an hour?

3. A man bought a horse and a cart. If he sold the horse at 10% loss and the cart at 20% gain, he would not lose anything; but if he sold the horse at 5% loss and the cart at 5% gain, he would lose Rs. 10 in the bargain. The amount paid by him was Rs. ______ for the horse and Rs.____ for the cart.

4. In a class of 60 students, 40% of the students passed in Reasoning, 5% of the students failed in Quants and Reasoning, and 20% of the students passed in both the subjects. Find the number of student passed only in Quants?

5. Five farmers have 7, 9, 11, 13 & 14 apple trees, respectively in their orchards. Last year, each of them discovered that every tree in their own orchard bore exactly the same number of apples. Further, if the third farmer gives one apple to the first, and the fifth gives three to each of the second and the fourth, they would all have exactly the same number of apples. What were the yields per tree in the orchards of the third and fourth farmers?

6. It takes Mr. Karthik y hours to complete typing a manuscript. After 2 hours, he was called away. What fractional part of the assignment was left incomplete?
7. If the sales of Acer laptop in 2015-16 is equal to 36% of Lenovo laptop Share in 2014-15 and Lenovo market share of 2014-15 is same as 2015-16, then what is the sales of acer laptop in 2015-16?

8. The average price of 100 mobiles in an electronic shop is Rs.27,000. If the highest and lowest mobiles are sold out then the remaining 98 mobiles average price are 26,400. The cost of lowest mobile is Rs.18,000. Find the cost of highest mobile price.

9. Fresh fruits contain 75% while dry fruits contain 20% water. If the weight of dry fruits is 300 kg, what was its total weight when it was fresh?

10. In a college election 35% voted for Person A, whereas 42% voted for Person B. The remaining people were not voted to any person. If the difference between those who vote for Person B in the election and those who are uncertain was 570, how many people are participated in the college election?

**Answers**

1) 12 min  
2) 250 lines of codes  
3) Cost price of horse = Rs. 400 & the cost price of cart = 200.  
4) 33  
5) 11 & 9 apples per tree.  
6) 1  
7) 60.5cr  
8) 94800  
9) 960kg  
10) 3000

R. RUTHRA PRAKASH  
IV Year CSE
COMPUTER POEM

Here's an easy game to play.
Here's an easy thing to say.
If a packet hits a pocket on a socket on a port,
And the bus is interrupted as a very last resort.
And the address of the memory makes your floppy disk abort,
Then the socket packet pocket has an error to report!
If your cursor finds a menu item followed by a dash,
And the double clicking icon puts your window in the trash,
And your data is corrupted 'cause the index doesn't hash.
Then your situation's hopeless and your system's gonna crash!
If the label on the cable on the table at your house
Says the network is connected to the button on the mouse,
But your packets want to tunnel on another protocol,
That's repeatedly rejected by the printer down the hall,
And your screen is all distorted by the side effects of Gauss,
So your icons in the windows are as wavy as a souse,
Then you may as well reboot and go out with a bang,
'Cause as sure as I'm a poet, the sucker's gonna hang!
When the copy of your floppy's getting sloppy on the disk,
And the microcode instructions cause unnecessary RISC.
Then you have to flash your memory and you'll want to RAM your ROM.
Quickly turn off the computer and be sure to tell your mom!

E. SARANYA
II Year CSE
EVOLUTION OF ARTIFICIAL INTELLIGENCE

What was once just a figment of the imagination of some our most famous science fiction writers, artificial intelligence (AI) is taking root in our everyday lives? We’re still a few years away from having robots at our beck and call, but AI has already had a profound impact in more subtle ways. Weather forecasts, email spam filtering, Google’s search predictions, and voice recognition, such as Apple’s Siri, are all examples. What these technologies have in common are machine-learning algorithms that enable them to react and respond in real time. There will be growing pains as AI technology evolves, but the positive effect it will have on society in terms of efficiency is immeasurable. AI isn’t a new concept; its storytelling roots go as far back as Greek antiquity. However, it was less than a century ago that the technological revolution took off and AI went from fiction to very plausible reality. Alan Turing, British mathematician and WWII code-breaker, is widely credited as being one of the first people to come up with the idea of machines that think in 1950. He even created the Turing test, which is still used today, as a benchmark to determine a machine’s ability to “think” like a human. Though his ideas were ridiculed at the time, they set the wheels in motion, and the term “artificial intelligence” entered popular awareness in the mid-1950s, after Turing died.
American cognitive scientist Marvin Minsky picked up the AI torch and co-founded the Massachusetts Institute of Technology’s AI laboratory in 1959 and he was one of the leading thinkers in the field through the 1960s and 1970s. He even advised Stanley Kubrick on “2001: A Space Odyssey,” released in 1968, which gave the world one of the best representations of AI in the form of HAL 9000. The rise of the personal computer in the 1980s sparked even more interest in machines that think.

But it took a couple of decades for people to recognize the true power of AI. High-profile investors and physicists, like Elon Musk, founder of Tesla, and Stephen Hawking, are continuing the conversation about the potential for AI technology. While the discussion occasionally turns to potential doomsday scenarios, there is a consensus that when used for good, AI could radically change the course of human history. And that is especially true when it comes to big data. The very premise of AI technology is its ability to continually learn from the data it collects. The more data there is to collect and analyze through carefully crafted algorithms, the better the machine becomes at making predictions. Not sure what movie to watch tonight? Don’t worry; Netflix has some suggestions for you based on your previous viewing experiences. Don’t feel like driving? Google’s working on a solution for that, too, racking up the miles on its driverless car prototype.

**The Business Effect**

Nowhere has AI had a greater impact in the early stages of the 21st century than in the office. Machine-learning technologies are driving increases in productivity never before seen. From workflow management tools to trend predictions and even the way brands purchase advertising, AI is changing the way we do business. In fact, a Japanese venture capital firm recently became the first company in history to nominate an AI board member for its ability to predict market trends faster than humans.

Big data is a goldmine for businesses, but companies are practically drowning in it. Yet, it’s been a primary driver for AI advancements, as machine-learning technologies can collect and organize massive amounts of information to make predictions and insights that are far beyond the capabilities of manual processing. Not only does it increase organizational efficiency, but it
dramatically reduces the likelihood that a critical mistake will be made. AI can detect irregular patterns, such as spam filtering or payment fraud, and alert businesses in real time about suspicious activities. Businesses can “train” AI machines to handle incoming customer support calls, reducing costs. It can even be used to optimize the sales funnel by scanning the database and searching the Web for prospects that exhibit the same buying patterns as existing customers.

There is so much potential for AI development that it’s getting harder to imagine a future without it. We’re already seeing an increase in workplace productivity thanks to AI advancements. By the end of the decade, AI will become commonplace in everyday life, whether it’s self-driving cars, more accurate weather predictions, or space exploration. We will even see machine-learning algorithms used to prevent cyber terrorism and payment fraud, albeit with increasing public debate over privacy implications. AI will also have a strong impact in healthcare advancements due to its ability to analyze massive amounts of genomic data, leading to more accurate prevention and treatment of medical conditions on a personalized level.
But don’t expect a machine takeover any time soon. As easy as it is for machine-learning technology to self-improve, what it lacks is intuition. There’s a gut instinct that can’t be replicated via algorithms, making humans an important piece of the puzzle. The best way forward is for humans and machines to live harmoniously, leaning on one another’s strengths. Advertising is a perfect example, where machines are now doing much of the purchasing through programmatic exchanges to maximize returns on investment, allowing advertisers to focus on creating more engaging content.

While early science fiction writers might have expected more from AI at this stage, the rest of the world is generally satisfied with our progress. After all, not everyone is ready for humanoid robots or self-learning spaceships.

V. NAGAMALINI
III Year CSE
## FILE EXTENSIONS USED WITH EXPANSION

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<td>45</td>
<td>.ZIP</td>
<td>File compressed</td>
</tr>
</tbody>
</table>

I. HAJI BASHA

III Year CSE

Bit & Bytes ‘14
WHAT THE FAMOUS MEN THOUGHT ABOUT COMPUTERS

- I think it's fair to say that personal computers have become the most empowering tool we've ever created. They're tools of communication, they're tools of creativity, and they can be shaped by their user.

  - Bill Gates

- The internet could be a very positive step towards education, organization and participation in a meaningful society.

  Noam Chomsky

- Man is still the most extraordinary computer of all.

  - John F. Kennedy

- Part of the inhumanity of the computer is that, once it is competently programmed and working smoothly, it is completely honest.

  - Isaac Asimov

- The most compelling reason for most people to buy a computer for the home will be to link it to a nationwide communications network. We're just in the beginning stages of what will be a truly remarkable breakthrough for most people - as remarkable as the telephone.

  - Isaac Asimov
The good news about computers is that they do what you tell them to do. The bad news is that they do what you tell them to do.

-Ted Nelson

Computers are like Old Testament gods; lots of rules and no mercy.

-Joseph Campbell
**CROSSWORD PUZZLES**

**Across**

3. Random Access Memory

4. Setting that is automatic unless changed by user

7. Electronic mail

8. Printers and Monitors (2 words)

10. Area on screen where the user interacts with the software application

12. A small window with options for completing an action (2 words)

13. Miniature version of the document

16. Allows more than one application to run at a time

17. Keyboard, Mouse, Disk Drive, USB Drive (2 words)

19. A tab added to the Ribbon for certain activities (2 words)
**Down**

1. Format widely used because all document formatting is preserved
2. Expands the window to fill the screen
3. Related commands that are divided into tabs
4. Collection of related data stored on a hard disk
5. Displays a menu of commands for opening, saving, and printing (2 words)
6. Indicates the file type and is used by the application to recognize files (2 words)
7. Little pictures that represent programs on the desktop
8. Used to organize files
9. A list of commands
10. Follows a program; designed to compute
11. Malicious code that appears like a useful program

**Answers**
**MULTIPLE CHOICE QUESTIONS**

**Question # 1**
Who many chess move can analyze a Deep Blue in three minutes.
1) 300 billion
2) 400 billion
3) 200 billion
4) 700 billion

**Question # 2**
World's first program was written by
1) Charles Babbage
2) Ada Lovelace
3) Bernouli
4) Newton

**Question # 3**
The world's first electronic digital computer
1) Atanasoff Berry(ABC)
2) International Business Machine( IBM)
3) Macintosh (MAC)
4) MARK 1

**Question # 4**
ARPANET is a:
1) World’s first network
2) Network protocol
3) Latest Internet site
4) Internet game
Question # 5
Web server:
1) Is a software to deliver e-mail
2) Is a computer that store and deliver web pages
3) Does not allow electronic chatting
4) Does not have a Domain name

Question # 6
What does internet service provider mean?
1) A software that helps you to connect to internet
2) A company that helps you to connect to internet
3) A software that allows you to send/receive e-mails
4) A telephone network which helps you to connect to internet

Question # 7
Semantic web pages
1) Are also called static web pages
2) Are understood by computers
3) Are not the extension of today's web pages?
4) Correct the semantics of the web page

Question # 8
A unique identifier for the location of a specific Web page is called a
1) FAQ
2) FTP
3) URL
4) http://

Question # 9
Where is the Internet's central hub and control center located?
1) Near Washington D.C.
2) Near the Microsoft campus in Redmond, Washington
3) In a top-secret location
4) Nowhere, the Internet has no central hub

Question # 10
The first Web pages were
1) Strictly hypertext with no multimedia content
2) Designed to simulate printed pages using HTML’s table tools
3) The first true multimedia documents to be published on the Internet
4) Sent via email from Doug Engelbart’s office on the Stanford campus

Question # 11
The following code will " < Html >< HEAD >< TITLE > My new Web Page < /Title > My new Web Page < /Html > "
1) Display "My new Web Page " As a heading on my Web page
2) Display "My new Web Page " On the title bar of the browser
3) Display "My new Web Page " as a hyper link
4) Make "My new Web Page " appear in bold letters

Question # 12
In an HTML file, it is essential to have
1) < Head > tag
2) < /Body > tag
3) < Body > tag
4) None of above

Question # 13
What is the correct HTML for creating a hyperlink?
1) < a href="http://www. Vulhr.com" > Vulhr.com< /a >
2) < a url="http://www. Vulhr.com" > Vulhr.com< /a >
3) <a>http://www.Vulhr.com</a>

**Question # 14**
Microprocessors are made up of semiconductor material called
1) Aluminum
2) Ferrous oxide
3) Silicon
4) Silicon dioxide

**Question # 15**
A single pixel can acquire approximately ___________ color schemes.
1) 1 Million
2) 2 Million
3) 10 Million
4) 16 Million

**Answers**
1) Correct Option : 1
2) Correct Option : 2
3) Correct Option : 1
4) Correct Option : 2
5) Correct Option : 2
6) Correct Option : 4
7) Correct Option : 2
8) Correct Option : 3
9) Correct Option : 4
10) Correct Option : 1
11) Correct Option : 2
12) Correct Option : 3
13) Correct Option : 1
14) Correct Option : 3
15) Correct Option : 4

K. VENKATESH ADITYA
 III Year CSE

Bit & Bytes ‘14
10 BIG FACTS

1. Clipit, the notorious Office assistant, first annoyed users in Office 97, released in 1996.

2. First computer mouse from wood in 1964.

3. The very first Apple logo featured Sir Isaac Newton sitting underneath a tree, with an apple about to hit his head.

4. Alaska is the only state in America that can be typed on one row of a traditional English QWERTY keyboard.

5. Ubuntu is one of the more popular distributions of Linux. The word Ubuntu comes from an African word meaning “I am because of you”.

6. First network connection was started by British Military force for safety communication.

7. No folder can be named with “CON”.

8. INTEL as the combination of the two words “INTEGRATED circuits” and “ELECTRONICS”.

9. In 1971, the first known computer virus appeared. At that time, people called it Creeper Virus.

10. Google owns common misspellings of its own name as well, such as www.gooogle.com, www.gogle.com, and www.googlr.com

S. APARNA
II Year CSE
DO BUSINESS ONLINE

Removes location and availability restrictions

The internet reaches across the world and spans all time zones. That means that when businesses take their operations online, they have the same capabilities. With a physical store, customers are limited by how close the store is and its hours of operation. E-businesses, on the other hand, are accessible from any area with internet access and open 24 hours a day. Additionally, with m-commerce on the rise, e-business has yet another advantage: being accessible to anyone with a mobile device. Customers are only limited by their mobile network coverage, which goes practically everywhere.

Reduces time and money spent

With bills for rent, electricity, telephones and general office upkeep, expenses for physical locations can start to pile up. By taking your business online, you reduce or eliminate a lot of these overhead costs. Plus, things get a lot easier from a logistical standpoint, since one person can do the work of several people. Take mass communicating with customers, for example. Sending a bulk email to a list of customers is easier than sending out 100 direct mailings (paper, postage, staff, etc.). In addition to customer-facing processes, inside processes also become friendlier on the pocketbook when going online. For example, transaction costs are lessened, since there’s no need to hire a cashier when shopping cart software lets customers check out themselves. And if that’s not enough, e-business marketing is often more affordable too, as online advertising tends to cost less than traditional marketing channels.

Expedites customer service

When customers contact you, they want answers fast. Thanks to email and live chat software, e-businesses have no trouble fulfilling that need. Plus, these flexible forms of customer service can extend past a physical store’s hours of operation. E-businesses also offer the convenience of delivering products straight to a customer’s front door, no braving of traffic needed.
Shows you how to improve

When it comes to learning more about your customers, a physical store is no match for an e-business. With tools like Google Analytics, it’s much easier to access information on your sales and customers, at no extra cost. Want to know how a product has fared over the past three months? What about how many returning customers you’ve had? Unless you’re doing some extreme record-keeping, you don’t have easy access to this kind of data with a brick and mortar store. This data gives insight into your customers’ buying behaviors and interests, which is invaluable to improving your business.

Keeps your business relevant

The internet is a big part of our lives, and isn’t showing signs of leaving anytime soon. Opening an e-business keeps you in touch with what’s current: it levels the playing field and gives you the resources needed to compete in today’s increasingly digital marketplace. For example, having an online presence on social media websites is a big part of getting your name out there. To stay relevant, businesses need to consistently post content on these outlets that interest their consumers. What’s more relevant than the latest online sale or contest?

When it comes to e-business, both the consumer and the business reap the benefits. Being online makes a business convenient, accessible, affordable and better equipped to help its customers, and when businesses are focused on benefiting their customers, everyone wins.

A. ISMAIL BASHA
IV Year CSE

Bit & Bytes ‘14
Computer games can 'make your brain younger', study finds for years many have believed that sitting glued to a screen playing computer games rots your brain.

But a new study has found that video games can delay the ageing process and playing one for just ten hours can make your mind up to seven years younger.

Older people who play video games which challenged their mental processing speed slowed their cognitive decline. Instead, a year later, their minds were actually sharper, the researchers found.

But the team warns that the benefits only come with their specifically designed game “Road Tour”.

Scientists at the University of Iowa in the United States discovered that elderly people who played just 10 hours of a game delayed declines by as many as seven years in a range of cognitive skills.

Those that played the game at least 10 hours, either at home or in a laboratory, gained on average three years of cognitive improvement when tested after one year, according to a formula developed by the researchers.
A group that got four additional hours of training improved their cognitive abilities by an average of four years. In speed and attention tests their brains were up to seven years younger, it was found.

Lead author Fredric Wolinsky, professor in the University's College of Public Health, said: "We not only prevented the decline; we actually sped them up."

He attributed the benefits to the range of skills required in the game, adding: "We know that we can stop this decline and actually restore cognitive processing speed to people.

"So, if we know that, shouldn't we be helping people? It's fairly easy, and older folks can go get the training game and play it."

The study comes amidst a burst of research examining why, as we age, our minds gradually lose "executive function," generally considered mission control for critical mental activities, such as memory, attention, perception and problem solving.

Studies show loss of executive function occurs as people reach middle age; other studies say our cognitive decline begins as soon as the age of 28.

Either way, our mental capacities do diminish and medical and public health experts are keen to understand why in an effort to stem the inexorable tide as much as possible.

Professor Wolinsky and his colleagues separated 681 generally healthy medical patients into four groups, then further separated them into those 50 to 64 years of age and those over age 65.

One group was given computerised crossword puzzles, while three other groups were exposed to the game Road Tour.

The game involves identifying a type of vehicle and then re-identifying the vehicle type and matching it with a road sign displayed from a circular array of possibilities, all but one of them false icons.
The player must succeed at least three out of every four tries to advance to the next level, which speeds up the vehicle identification and adds more distractions, up to 47 in all. The goal is to increase the user's mental speed and agility at identifying the vehicle symbol and picking out the road sign from distractors.

Professor Wolinsky said: "The game starts off with an assessment to determine your current speed of processing. Whatever it is, the training can help you get about 70 per cent faster."

The researchers found those who played Road Tour also scored far better than the crossword puzzle group on tests involving executive function.

The game has previously been credited with improving quality of life, easing depression and cutting medical bills.

The findings were published in the journal PLOS One.

However, some were skeptical about the research. Dr Doug Brown, director of research at the Alzheimer’s society, told the Daily Mail: “Many of us enjoy puzzling over a game.

“However, there is currently little evidence that brain training has any cognitive benefits.”

M. YESODHA
III Year CSE
**PUZZLES**

**Sand Timer Puzzle**

You have two sand timers with you. One can measure 7 minutes and the other sand timer can measure 11 minutes. This means that it takes 7 minutes for the sand timer to completely empty the sand from one portion to the other. You have to measure 15 minutes using both the timers. How will you measure it?

Start both the timers together. When seven minutes timer get finished reverse it (count=7 minutes). Now wait till 11 minute timer finishes (count=11 minutes). Once 11 minute timer finishes reverse the 7 minutes timer again. Once this finishes we are done.

(Count=11+4=15)

**Palindrome Date**

On October 2, 2001, the date in MMDDYYYY format was a palindrome (same forwards as backwards). 10/02/2001. When was this occurred before October 2, 2001?

One year can have only one palindrome as the year fixes the month and date too, so the year has to be less than 2001 since we already have the palindrome for 10/02. It can’t be any year in 1900 because that would result in a day of 91, same for 1800 down to 1400. It could be a year in 1300 because that would be the 31st day. So what is the latest year in 1300 that would make a month? When i first solved it, 12th month came to my mind as we have to find the latest date, so i thought it would be 1321. But we have to keep in mind that we want the maximum year in 1300 century with a valid date, so let’s think about 1390 that will give the date as 09/31, is this a valid date…? No, because
September has 30 days, so last will be the 31st August. Which means the correct date would be 08/31/1380.

**Four people and Bridge**

Four people need to cross a rickety bridge at night. Unfortunately, they have only one torch and the bridge is too dangerous to cross without one. The bridge is only strong enough to support two people at a time. Not all people take the same time to cross the bridge. Times for each person: 1 min, 2 mins, 7 mins and 10 mins. What is the shortest time needed for all four of them to cross the bridge?

1 and 2 go cross
2 comes back
7 and 10 go across
1 comes back
1 and 2 go across (done)

Total time = 2 + 2 + 10 + 1 + 2 = 17 mins

S. MARIYASWATHY
IV Year CSE

Bit & Bytes ‘14
Tell me about yourself.
Why should I hire you?
What are your strengths and weaknesses?
Why do you want to work at our company?
What is the difference between confidence and over confidence?
What is the difference between hard work and smart work?
How do you feel about working nights and weekends?
Can you work under pressure?
Are you willing to relocate or travel?
What are your goals?
What motivates you to do good job?
What makes you angry?
✓ Give me an example of your creativity.
✓ How long would you expect to work for us if hired?
✓ Are not you overqualified for this position?
✓ Describe your ideal company, location and job.
✓ What are your career options right now?
✓ Explain how would be an asset to this organization?
✓ What are your outside interests?
✓ Would you lie for the company?
✓ Who has inspired you in your life and why?
✓ What was the toughest decision you ever had to make?
✓ Have you considered starting your own business?
✓ How do you define success and how do you measure up to your own definition?
✓ If you won 10 million lottery, would you still work?
✓ Tell me something about our company.
✓ How much salary do you expect?
✓ Where do you see yourself five years from now?
✓ On a scale of one to ten, rate me as an interviewer.
✓ Do you have any questions for me?

Mr. S. YUVARAJ, M.E.,
Associate Professor / CSE
DIGITAL AND SOCIAL MEDIA INDUSTRY IN INDIA

2014

Transition in the way we find information

THEN... (Print Copies / Updated Annually)

NOW... (Accessible Everywhere / Updated Real-Time / Everyone Can Contribute)

Transition in the way we communicate

THEN...

NOW...
Transition In the way we Find places

THEN...
Physical Copies of Map in Car / TV, Radio Reporting of Traffic Info

NOW...
(Waze)
User-Generated Digital Map / Live Crowd-Sourced Traffic Data

Transition In the way we Capture Memories

THEN...
Dedicated Camera / Manually Transfer Digital Files / Develop Films

NOW...
(Instagram / Camera+ / Hipstamatic...)
Always With You Camera (Smartphone) / Instant Digital Effects / Share / Sync / Discover
Transition in the way we get News

**THEN...**
Delayed / Dedicated Reporters + Cameramen / Regional or National Reach

**NOW...**
(Twitter)
Real-Time / Citizen Reporting via Mobile Devices / Global Reach

http://twitter.com/455w - There’s a plane in the Hudson, I’m on the ferry going to pick up the people. Crazy.

Transition in the way we Read

**THEN...**
Piles of Print Copies

**NOW...**
(Flipboard)
More Content / Always Up-To-Date / Personalized / Access Everywhere / Interactive (Video + Audio) / Share
Mrs. S. HEMAMALINI, M.E.,  
Assistant Professor / CSE

Bit & Bytes ‘14
DIFFERENT TYPES OF PEN DRIVES

**Standard Drives:** For the ones who are looking for maximum capacity in a minimum price, standard flash drives are the best option to choose. Offering a wide range of variants, they offer users a lot of storage options to choose from. They come along plastic cases and use the least expensive control circuitry. This makes them slow without offering much durability. However, not many users care for speed and therefore have no problem buying this flash drive type. The storage capacity can be as much as 256GB.

**Higher Performance Drives:** This type of drives appeal to the users who want enhanced performance from their USB Flash drive. High Performance Drives usually cost more and cater to the professional sector. The data transfer speed is enhanced with USB 3.0 connectivity. They also use stronger shock-resistant materials and other accessories which helps them to withstand extreme weather conditions. This also leads to increased read and write cycles, sometimes as many as 100,000. When it comes to critical data storage and more reliability, these higher performance drives are preferred.

**Secure Pen Drives:** The digital age has opened room for hacking and unrestricted access to private data which leaves many users worried for their data. This is why the market has been flooded with secure pen drives. There is additional on-board hardware to restrict access to the data stored on the drive. Corporations and government tend to employ these pen drives for their internal transfers. Conforming to Federal Information Processing Standards, they require necessary login for data access along with encryption of the data stored which prevents stealing or unrestricted access.
**Windows to Go Pen Drives:** For the ones who like to carry their Operating Systems alongside, these Windows to Go Pen Drives are made for the use with an advanced feature of the Enterprise Edition of Microsoft Windows 8, which is also known as Windows to Go. Allowing a system administrator in the corporate sector to create a bootable system flash drive which allows a remote machine to resemble the look and feel of a personal computer. Flash drives that work with "™Windows to Go' come with the ideal tech specifications.

**Music Flash Drive:** Specially designed for the professionals in the music industry, these pen drives cater to the ones who like to carry their music on-the-go. These pen drives come along with pre-installed software applications that are helpful in running the music. Therefore, the next time you wish to have a plug-n-play option with your flash drive, go for these music flash drives that offer great space, better data transfer speed, and most importantly, sufficient durability.

**Novelty Flash Drives:** Many flash drives look different as their production is based upon a certain theme. For instance, the market is flooded with flash drives that look like a superhero from the comics, your favorite alien from the TV show, an animal, or is even customized. These pen drives appeal to people of different age groups, particularly children. Visit the annual Comic-Con and you shall come across numerous Novelty Flash Drives. While these carry the functionalities of the standard pen drives, they lack the specs that are within the secured and high performance flash drives.

**Credit Card Flash Drives:** For the ones who like to make a statement with their work samples, Credit Card Flash drive types are recommended. While they are very basic in functionality and operations, they are available in numerous variants, ranging from 128MB to 32GB. These types of
flash drives are employed by businesses across the world, which carry their work samples along with their business credentials. People like to get innovative with the customization of a Credit Card Flash drive, often using their own photos, their work trademarks, and images of their favorite TV characters on the Credit Card Flash Drive.

**Keychain USB Flash Drives:** Are you wary of who uses your data but cannot afford a secured pen drive? Keychain USB Flash Drives are flooding the market as they offer the users the freedom to have their keys and USB flash drive together. This type of flash drive comes with the functionality of a standard pen drive and allows user to carry out the basic functions. It is important that these flash drives are taken care of as they are at risk of being exposed to harsh conditions. People who invest in Keychain USB Flash Drives don't have to spend a fortune to get their storage option going!

Ms. P.R.JANANI, M.E.,
Assistant Professor / CSE