



CHARUTAR VIDYA MANDAL'S  
**SEMCOM**  
 What We Think, Others Don't  
 NAAC RE-ACCREDITED 'A'

# DRIVE—E –Newsletter

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**DRIVE is Monthly e-Newsletter Published by CVM's SEMCOM.**

- ◆ This e-newsletter deals in all aspects of Management, Commerce, Economics, Technology and Humanities.
- ◆ It is open for all students, alumni, teachers and professionals dealing with above stated areas
- ◆ All papers received by us will be published after the approval of our Editorial Team and Plagiarism Check

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**VISION:** To contribute to the societal enrichment through quality education, innovation and value augmentation.

**MISSION:** To build up a competitive edge amongst the students by fostering a stimulating learning environment.

**DREAM:** To establish a unique identity in the emerging global village.

### GOALS:

- ◆ To focus on integral development of students.
- ◆ To offer courses and programs in tune with changing trends in the society as a whole.
- ◆ To update the curriculum as per the need of the business and industry.
- ◆ To create unique identity in the educational world at the national as well as international level.
- ◆ To institutionalize quality in imparting education.
- ◆ To incorporate innovations on a continuous basis in the entire process of education at institutional level.
- ◆ To create platform for the students for exhibiting their talent and for development of their potentials.
- ◆ To generate stimulating learning environment for students as well as teachers.
- ◆ To build cutting edge amongst the students to withstand and grow in the competitive environment at the global level.



**Vibrant & Vivacious SEMCOM**



**“What We think, Others Don’t”.**

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## **What We Think, Others Don't**

### **From the Desk of Chief Editor**



### **Greetings !!**

This issue brings to you the deliberations on variety of topics by teachers, students and alumni of SEMCOM. The issue will also give you a glimpse of events taking place at SEMCOM.

This issue in particular presents before you columns on an article on Marketing Research an Integral part of Marketing Success, Economic Progress and Sustainable Economic Development, another article on Entity Framework (EF), an open source ORM (Object-Relational Mapping) framework, Concept and Charges of Credit Card, and man made reasoning called artificial intelligence.

Our valued alumnus of SEMCOM, Nilkanth Ray shares his experiences with SEMCOM and how that has helped him build his career on variety of platforms, making him successful entrepreneur.

SEMCOM Updates, as usual, showcases the events taken place in the month. We hope you will like this issue and expect your continuous contribution. Send your comments and suggestions to: [drive@semcom.ac.in](mailto:drive@semcom.ac.in)

**Dr. Waheeda Thomas**



### SEMCOM Updates

#### WORKSHOP ON SMARTEYE PHOTOGRAPHY CONTEST @ SEMCOM :

“Taking an image, freezing a moment, reveals how rich reality truly is.” For the growing love for photography, Charutar Vidya Mandal's SEMCOM sorted out a workshop on Smart Eye Photography Contest on 12th September, 2019 under the guidance of the Principal Dr. Waheeda Thomas and the coordinators Ms. Palak Patel and Dr. Khyati Patel. Mr. Sunil Adesara’s expertise graced the workshop while sharpening participants’ skills with the technical aspects like SLR, Lens Aperture and Shutter Speed with experimental approach. With the aid to clarify the concepts, he, in addition, shared photographs signifying his personal interest with keen sense and manner of capturing the moments. The workshop announced the successful completion with the ap-  
 plausive response from 36 students from BCA, BBA, BBA-ITM, B.COM & M.COM (E-Business) and support from the management.



#### Tree Plantation



Blood Donation Camp



## My Voice

Sunil Chaudhary

**Marketing Research an Integral part of Marketing Success, Economic Progress and Sustainable Economic Development**

Research is understood as the new and original contribution to the existing body of knowledge. Researcher attempts to measure the research gap through extensive review of literature to identify the research gap and then frame the research problem(s) and research objectives. Research is the new addition or contribution to the existing body of knowledge. Marketing Research is understood as the systematic process of defining research problem(s), determining research objectives, research design including decisions on type of data required for the study, in case of primary data collection, decision on target population, sampling method to be used, sample size, data collection instrument, contact methods like personal interview, telephonic interview, mailing questionnaire to the respondents etc. The data collected is tabulated, analyzed and interpreted. The findings of the marketing research enable the marketing decision makers to take appropriate decision(s) to solve the marketing problem(s). In the fast changing marketing environment characterized by increase in the disposable income of the consumers, technological changes, environmental considerations, consumerism, marketing ethics, intensified competition caused by globalization of the world economy, market diversity, changing consumer taste and preferences, marketing research is must for solving marketing problem(s), to take decision on new product development process, product life cycle, green products, sustainable development, ecological ethics and for implementing societal marketing concept or philosophy.

The process of marketing research is costly and time consuming, but the cost of ignoring marketing research is heavy, in terms of inadequate understanding of the needs and wants of the target market, resulting into lower sales and profits, reduced competitive position in the market, reduced brand equity and consequently lack of target market confidence in the market offering(s) of the business firm(s). Research in marketing management can be quantitative and qualitative or combination of both. Quantitative research enables the understanding of how many respondents feel in a certain way, for example pertaining to their satisfaction level with the market offering(s), will include relatively larger sample size and can be descriptive or empirical in nature. The instrument used for data collection is questionnaire. Qualitative Marketing Research is exploratory in nature and enables to probe into consumer psyche, consumer attitudes, consumer beliefs using projective techniques like word association, story completion, observation, and focus group research to mention a few. Exploratory Research done through Qualitative study can become the basis for further Quantitative study using larger sample to study the marketing problem(s) and marketing issues and challenges.

Marketing Research has immense significance and benefits for various marketing entities, be it supplier of raw materials, producers, wholesalers, retailers, consumers and the community. Marketing Research enables the producer(s) to have better understanding of the need and wants of the consumers, to take appropriate marketing mix decisions be it product decisions, pricing decisions, promotion decisions and place decisions. Marketing Research provides inputs enabling better utilization of organizational resources, minimizes wastage of resources, sound marketing decisions resulting into consumer satisfaction, enhanced sales, increased profits, improved competitive position, enhanced market share and brand equity. Marketing Research is a component of the Marketing Information System of the business organization(s), consisting of marketing intelligence and marketing decision support system. Marketing Research is the necessity for sound marketing decisions and sound marketing strategies aiming at enhanced consumer satisfaction with the market offering(s) and enhanced market share and profit position of the business firm(s).



## Bits & Bytes

Dr. Kamlesh Vaishnav

### Entity Framework (EF)

EF is an open source ORM (Object-Relational Mapping) framework.

Earlier it was a part of .NET Framework but from Entity framework version 6 it is separated from .NET framework. However, it is actually written on top of ADO.NET.

The EF is a set of technologies that reduces the data-access code that needs to be written in data-oriented software applications. It enables developer to work with data in the form of business/domain-specific objects such as Customers and Invoices, without having to concern with the underlying data storage used to store data such as database. Thus, it allows working at a higher level of abstraction.

EF is an ORM. It basically generates business objects and entities according to the database tables and provides the mechanism for:

- Performing basic CRUD operations.
- Managing Relationship among objects
- Managing Inheritance relationships between entities.

#### Advantage of EF

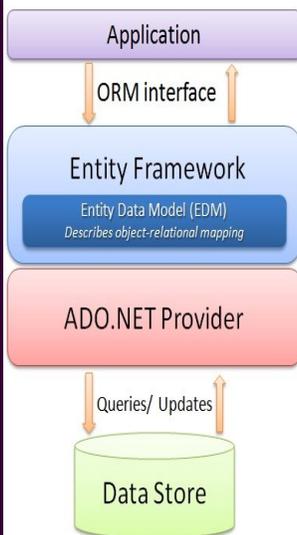
We can have all data access logic written in higher level languages.

The conceptual model can be represented in a better way by using relationships among entities.

The underlying data store can be replaced without much overhead since all data access logic is present at a higher level.

#### References

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## Collusion in Auditing

### What is Collusion?

Collusion is a non-competitive clandestine or sometimes unlawful contract between rivals that attempts to disturb the marketplace's stability. Collusion includes people or concerns that would typically compete, combining or working collected that result in a prejudicial market gain. The parties may collectively select to control the supply of a good or agree to raise its worth to maximize profits.

### Collusion in Auditing:

In an enormously repeated situation, a monopoly auditor faces each period, the choice between being truthful and keeps his repute intact or colludes and loses his trade. We show that the auditor is honest in all stages only if he is persistent enough. Otherwise, the possibility of collusion is always positive, although never equal to 1, and rising with the degree of annoyance. Competition among auditors and obligatory audit both increase the possibility of collusion. While exterior auditors can play a role in improving the trustworthiness of their client firms in the eyes of stockholders, this is only true as long as investors are satisfied that these auditors will not conspire with the firms they audit. The option of collusion leads firms, investors and auditors to modify their conduct. With the deepening of market economy and portfolio markets, the listed firm auditing collusion which caused monetary scam has become one of the issues of common concern. The objective survival of the audit collusion, which eroded the Certified Public Accountants (CPA) industry, is not only the catastrophe of plan to the proper functioning of our capital markets and optimal allocation of resources, but also utterly affected financier confidence in the accounting data. Present the audit collusion occurrence is still extensive in our country. As audit confirmation is difficult to obtain and subjective cognizance is strong, audit conspiracy is a key problem on theory and practitioner.



## Artificial Intelligence: A Manmade Reasoning Ms. Foram Patel

### **An Insight**

Man-made consciousness/reasoning which is popularly tagged as Artificial Intelligence (AI) is the reproduction of human knowledge forms by machines, particularly PC frameworks. These procedures incorporate learning (the obtaining of data and standards for utilizing the data), thinking (utilizing guidelines to achieve inexact or clear ends) and self-redress. Particular use of this reasoning helps master the framework, tools and application.

Artificial intelligence can be classified as either powerless or solid. Feeble AI, otherwise called limited AI, is an AI framework that is structured and prepared for a specific assignment. Virtual individual colleagues, for example, Apple's Siri, are a type of frail AI. The correct reasoning otherwise called bluffed general knowledge is considered an AI framework with encapsulated human individual capacities. At the point when given a new errand, a solid AI framework can discover an answer without human mediation.

Since equipment, programming and staffing costs for AI can be costly, numerous sellers are incorporating AI parts in their standard contributions, just as access to Artificial Intelligence as a Service (AIaaS) stages. Artificial intelligence as a Service enables people and organizations to try different things with AI for different business purposes and test numerous stages before making a dedication. Prominent AI cloud contributions incorporate Amazon AI administrations, IBM Watson Assistant, Microsoft Cognitive Services and Google AI administrations.

While AI instruments present a scope of new usefulness for organizations, the utilization of man-made brainpower brings up moral issues. This is on the grounds that profound learning calculations, which support a large number of the most exceptional AI devices, are just as savvy as the information they are given in preparing. Since a human chooses what information ought to be utilized for preparing an AI program, the potential for human predisposition is characteristic and must be observed intently.

Some industry specialists accept that the term man-made reasoning is excessively firmly connected to mainstream culture, making the overall population have ridiculous feelings of trepidation about man-made reasoning and implausible assumptions regarding how it will change the working environment and life all in all. Specialists and advertisers trust the mark enlarged knowledge, which has a progressively unbiased meaning, will help individuals comprehend that AI will basically improve items and administrations, not supplant the people that utilization them.

### ***Types of artificial intelligence***

AI is sorted into four, from the sort of AI frameworks that exist today to conscious frameworks, which don't yet exist. These classifications are as per the following:

**Responsive machines:** A model is Deep Blue, the IBM chess program that beat Garry Kasparov during the 1990s. Dark Blue can distinguish pieces on the chess board and make forecasts, however it has no memory and can't use past encounters to illuminate future ones. It breaks down potential moves - its own and its rival - and picks the most key move. Dark Blue and Google's AlphaGO were intended for thin purposes and can only with significant effort be connected to another circumstance.

**Restricted memory:** These AI frameworks can use past encounters to advise future choices. A portion of the basic leadership works in self-driving autos is planned along these lines. Perceptions illuminate activities occurring not long from now, for example, a vehicle moving to another lane. These perceptions are not put away for all time.

**Hypothesis of psyche:** This brain science term alludes to the understanding that others have their own convictions, wants and goals that effect the choices they make. This sort of AI does not yet exist.

**Intentional:** In this division, AI sorts to unique feelings of self-being cognitive. Machines with mindfulness comprehend their present state and can utilize the data to gather what others are feeling. This kind of AI does not yet exist.

## Segments of AI

### *Distinction among AI and intellectual registering?*

#### **Instances of AI innovation**

AI is consolidated into a wide range of kinds of innovation. Here are seven models.

**Computerization:** What makes a framework or procedure work naturally? For instance, mechanical procedure mechanization (RPA) can be customized to perform high-volume, repeatable errands that people ordinarily performed. RPA is not the same as IT computerization in that it can adjust to evolving conditions.

**AI:** The study of getting a PC to act without programming. Profound learning is a subset of AI that, in exceptionally straightforward terms, can be thought of as the mechanization of prescient examination. There are three kinds of AI calculations:

**Administered learning:** Data sets are named with the goal that examples can be distinguished and used to mark new informational collections

**Unaided learning:** Data sets aren't named and are arranged by similitudes or contrasts

**Fortification learning:** Data sets aren't named be that as it may, subsequent to playing out an activity or a few activities; the AI framework is given criticism

**Machine vision:** The study of enabling PCs to see. This innovation catches and examines visual data utilizing a camera, simple to-computerized transformation and advanced sign preparing. It is regularly contrasted with human visual perception; however machine vision isn't bound by science and can be customized to see through dividers, for instance. It is utilized in a scope of utilizations from mark recognizable proof to restorative picture examination. PC vision, which is centered on machine-based picture handling, is frequently conflated with machine vision.

**Natural language preparing (NLP):** The handling of human - and not PC - language by a PC program. One of the more seasoned and best known instances of NLP is spam identification, which takes a gander at the headline and the content of an email and chooses if it's garbage. Current ways to deal with NLP depend on AI. NLP errands incorporate content interpretation, slant examination and discourse acknowledgment.

**Mechanical autonomy (Robotics):** A field of building concentrated on the structure and assembling of robots. Robots are regularly used to perform assignments that are hard for people to perform or perform reliably. They are utilized in mechanical production systems for vehicle creation or by NASA to move enormous items in space. Scientists are likewise utilizing AI to fabricate robots that can interface in social settings.

**Self-driving autos:** this utilization a mix of PC vision, picture acknowledgment and profound figuring out how to construct robotized ability at guiding a vehicle while remaining in a given path and keeping away from surprising checks, for example, people on foot.

## AI applications

Artificial reasoning has advanced into various territories. Here are six models.

**In human services:** The greatest wagers are on improving patient results and decreasing expenses. Organizations are applying AI to improve and quicker determinations than people. A standout amongst other known medicinal services advances is IBM Watson. It comprehends common language and is fit for reacting to inquiries posed of it. The framework mines understanding information and other accessible information sources to shape a theory, which it at that point presents with a certainty scoring composition. Other AI applications incorporate chat bots, a PC program utilized online to address questions and help clients, to help timetable follow-up arrangements or help patients through the charging procedure, and virtual wellbeing colleagues that give essential medicinal input.

**In business:** Mechanical procedure computerization is being connected to very tedious undertakings typically performed by people. AI calculations are being coordinated into investigation and CRM stages to reveal data on the most proficient method to all the more likely serve clients. Chat bots have been consolidated into sites to give prompt administration to clients. Mechanization of occupation positions has additionally turned into an idea among scholastics and IT examiners.

**In instruction:** Man-made intelligence can mechanize evaluating, giving teachers additional time. Man-made intelligence can evaluate understudies and adjust to their needs, helping them work at their very own pace. Computer based intelligence guides can give extra help to understudies, guaranteeing they remain on track. Man-made intelligence could change where and how understudies adapt, maybe notwithstanding supplanting a few instructors.

**In Finance:** Simulated intelligence in close to home money applications, for example, Mint or Turbo Tax, is disturbing monetary organizations. Applications, for example, these gather individual information and give money related counsel. Different projects, for example, IBM Watson, have been connected to the way toward purchasing a home. Today, programming performs a significant part of the exchanging on Wall Street.

**In law:** The disclosure procedure, filtering through of archives, in law is frequently overpowering for people. Robotizing this procedure is a progressively proficient utilization of time. New companies are additionally building inquiry and-answer PC partners that can filter customized to-respond to inquiries by inspecting the scientific categorization and metaphysics related with a database.

**In manufacturing:** This is a region that has been at the bleeding edge of joining robots into the work process. Mechanical robots used to perform single undertakings and were isolated from human specialists, yet as the innovation propelled that changed.

### **Security and moral concerns**

The use of AI in the domain of self-driving autos raises security just as moral concerns. Autos can be hacked, and when a self-ruling vehicle is associated with a mishap, obligation is vague. Self-sufficient vehicles may likewise be set in a place where a mishap is unavoidable, compelling the programming to settle on a moral choice about how to limit harm.

Another real concern is the potential for maltreatment of AI devices. Programmers are beginning to utilize refined AI instruments to access touchy frameworks, confounding the issue of security past its present state.

Profound learning-based video and sound age instruments likewise present awful on-screen characters with the devices important to make purported deep fakes, convincingly created recordings of open figures saying or doing things that never occurred.

### **Guideline of AI innovation**

Regardless of these potential dangers, there are not many guidelines administering the utilization AI instruments, and where laws do exist, the normally relate to AI just by implication. For instance, government Fair Lending guidelines require monetary foundations to disclose credit choices to potential clients, which breaking point the degree to which loan specialists can utilize profound learning calculations, which by their tendency are normally obscure. Europe's GDPR puts severe points of confinement on how ventures can utilize customer information, which hinders the preparation and usefulness of numerous shopper confronting AI applications.

In 2016, the National Science and Technology Council issued a report looking at the potential job administrative guideline may play in AI improvement, however it didn't prescribe explicit enactment be considered. Since that time the issue has gotten little consideration from legislators.

## Alumni Corner

## Nilkanth Ray (2008—2014)

### About Nilkanth

**Course Completed :** B.B.A.—ITM (2008-2009) Master of Ecommerce (2010-2011), Bachelor of Law (2013—2015).

**Current Qualification :** Business Entrepreneur

**Designation in Student council (2009-2014) :**

Member of Social Outreach Committee ( 2010-2011)

Secretary of Environment Imitative Committee, (2011-12)

Secretary of Brand Development Committee, (2012-13)

Chief Executive Officer Social Media Committee, (2013-14)

**Currently Running:** GreenOpia: A hybrid Marketing Agency.

Nilkanth Ray is an alumnus of BBA-ITM & Master of Commerce (E-Business) degree programs at SEMCOM of 2009 & 2011 batch respectively. Currently he is a successful business entrepreneur, with two flourishing businesses. After completing his MEB degree, Nilkanth set his sails to achieve a Bachelor of Law degree from Anand Law College, between 2013-2015.

In 2013, Nilkanth embarked on his journey as an entrepreneur in the Digital Marketing industry with his company GreenOpia: a hybrid marketing agency in nature with expertise in eCommerce, Branding, and Social Media. With team effort of some of the finely picked minds, GreenOpia achieved new heights, from winning digital mandate for Symphony Ltd. and Back Bencher movie, to getting featured in AdageIndia and Social Samosa. The company was later revamped as WeCrazies in 2019.

In 2017, Nilkanth also began working on his second idea, called Choonkar: an e-commerce brand that will store luxurious, safe, yet affordable items ranging from Clothing to Healthcare to Personal Care.

However, there was a long-term plan to be executed, that of Choonkar being a brand of its own, the plan which materialized in 2019 when he set off Choonkar's very own chemical-free and cruelty-free line of Skin Care and Body Care, along with a wide range of finely-picked Virgin Cold Pressed Oils. Choonkar is also closely connected with the cause of women empowerment and is set to share some percentage of profit to the education and sanitation for girls in Rural India.

Nilkanth's vision behind both his companies is to lay a strong foundation for ethical business, and wishes to continue providing the best in the market.



