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SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.6 (2016-2017)



Corporate Social Responsibility

Strategies, Models and Effectiveness

P. Ganesan
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Foreword by
Dr. G. Viswanathan



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ISBN 978-81-8484-554-9

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Typeset by
THE LASER PRINTERS
8/15, 3rd Floor, Subhash Nagar, New Delhi-110027

Printed in India at
MAYUR ENTERPRISES,
WZ Plot No. 3, Gujjar Market, Tihar Village, New Delhi-110018

Published by
REGAL PUBLICATIONS
F-159, Rajouri Garden, New Delhi-110027
Phones : 45546396, 25435369
E-mail : regalbookspub@yahoo.com, regaldeepbooks@yahoo.com



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Effectiveness of SMS Marketing in Mobile Phone

N. Raja

Introduction

The primary means of communication today are mobile phones. People who use mobile phones are becoming more and more comfortable with the new communication solution. The number of mobile phone subscribers are more than the number of landline subscribers, with 7 billion mobile phone subscribers worldwide in May 2014. The primary use of mobile phones was talking but now, it is used for other reasons such as internet, e-mails, sending photos or SMS. It is estimated that around 350 billion SMS messages are exchanged across the world mobile networks every month.

The advertising medium is hugely popular in Eastern and Western countries and is slowly picking up pace in India. 'Air-wide Solutions' a mobile software provider conducted a survey in London recently, states that 89% of the brands, by 2008 would use SMS messages to customers. It is a sample of what could be expected in India with the kind of mobile phones that are invented, even though the survey was not related to India. "SMS advertising has already gone over the roof, it will soon touch the sky" said Sugato Bannerjee, Managing Head of Standard Chartered Bank.

According to regulatory authority of India (TRAI), the 'SMS advertising industry' in India stood at Rs. 1 crore as on November 2005



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IMPACT OF NEW MEDIA ON EDUCATION

Sr. Juliana Victor FMA





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A Study on the Usage of Multimedia for Education Development in Rural School at Thiruvallur District

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I INTRODUCTION

A number of researchers describe the way in which they consider that computers can be part of playactivities. Liang and Johnson (1999) describe ways in which computers can be used in activities they label as investigative play, functional play, games with rules, pretend play and constructive play. They cite Silvern (1998) who urges that computers should be used for play and learning about 'micro worlds' rather than practice or didactic interactions. However, Silvern goes on to point out that, while it is important to match the programmes with children's interests and abilities, it is also important to create a supportive atmosphere (emphasizing the pleasure of performing rather than the production of an end product) if playfulness is to be encouraged. In addition, too much complexity or inflexibility inhibits play (Frost, Shin and Jacobs, 1998).