

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4255 Cities in 176 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	RECOGNISING RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: AN ILLUSTRATION FROM ORGANISED RETAIL SECTOR <i>DR. R. R. CHAVAN & ANIL DONGRE</i>	1
2.	PRODUCER GAS AS A VIABLE ENERGY SOURCE <i>RAHUL BASU</i>	4
3.	ENSET VALUE CHAIN ANALYSIS: THE CASE OF DIRE ENCHINI WOREDA, OROMIA REGIONAL STATE, ETHIOPIA <i>ABEBE UMA & DR. J. PAUL MANSINGH</i>	7
4.	ARCHITECTURAL REVIEW OF NEURAL NETWORK <i>KULBIR KAUR & GAGANDEEP KAUR</i>	15
5.	EXPERIENTIAL BRANDING IN WONDERLA (VEEGALAND) AMUSEMENT PARK, KOCHI: THE ENHANCING ROLE OF GROUP ORIENTATION OF VISITORS <i>K.J. JAIS & BELAGAVI BAKKAPPA</i>	22
6.	CAREER GOAL AND CAREER PREPARATION AMONG THE UNDER GRADUATE STUDENTS: A STUDY ON SELECTED HIGHER EDUCATION INSTITUTIONS AFFILIATED TO BHARATHIAR UNIVERSITY, COIMBATORE, TAMIL NADU <i>DR. VIJAYALAKSHMI</i>	30
7.	CORPORATE RESTRUCTURING: A CONCEPTUAL FRAMEWORK <i>SHAILAJA D.KELSHIKAR & DR. MANOJ SHAH</i>	36
8.	FACTORS INFLUENCING CORE QUALITY MANAGEMENT PRACTICES (THE CASE OF SOME SELECTED COLLEGES OF ETHIOPIAN MINISTRY OF AGRICULTURE) <i>DR. BREHANU BORJI AYALEW & ABEL DULA WEDAJO</i>	40
9.	EXPLORING BUYING BEHAVIOUR OF URBAN CONSUMERS TOWARDS SHAMPOOS: EMPIRICAL EVIDENCES FROM INDIA <i>S M FATAHUDDIN, MOHAMMED NAVED KHAN & AYESHA ANUM</i>	58
10.	PRODUCT PLACEMENT IN MOVIES AND TV SERIES: CONCEPT, EXAMPLES AND BEST PRACTICES <i>PRAMA VISHNOI & NAMITA PADHY</i>	62
11.	A REVIEW PAPER ON MULTICULTURALISM IN WORKPLACE <i>DR. POOJA DASGUPTA & KHUSHBU DUBEY</i>	66
12.	A STUDY ON IMPACT OF SOCIAL NETWORKING SITES ON THE ACADEMIC PERFORMANCE OF UNDERGRADUATE STUDENTS WITH S.R.F TO BANGALORE CITY <i>JONITA PREETHI SEQUEIRA</i>	69
13.	EXPORT GROWTH AND PROSPECT OF FLORICULTURE IN INDIA: GLOBAL SCENARIO <i>R.SENTHILKUMAR</i>	74
14.	RECOGNITION: AN EMPLOYEE RETENTION TOOL <i>RASHMI BADJATYA</i>	78
15.	IMPLEMENTATION OF INTERNET OF THINGS IN RURAL SENSITIVE AREA OF CHHATTISGARH <i>DR. ASHIM RANJAN SARKAR</i>	81
16.	WOMEN EMPOWERMENT IN MADURAI CITY <i>DR. S.C.B. SAMUEL ANBU SELVAN & V.SUGANYA</i>	85
17.	INDIAN CIVIL AVIATION INDUSTRY: OPPORTUNITIES AND CHALLENGES <i>JAYA G. PRABHU PARRIKAR</i>	88
18.	ROLE OF PUNE MUNICIPAL CORPORATION IN SUSTAINABLE DEVELOPMENT OF SLUMS <i>SHEETAL RANDHIR</i>	90
19.	SALES PROMOTION STRATEGY: A STIMULATING FACTOR FOR THE CONSUMERS TOWARDS THE ORGANIZED RETAIL SECTOR IN BILASPUR <i>PRATIBHA RAI & DR. (MRS.) B.B. PANDEY</i>	94
20.	EFFECT OF STEREOTYPE ON EMPLOYMENT OPPORTUNITIES FOR PEOPLE LIVING WITH DISABILITIES IN SELECTED UNIVERSITIES IN KENYA <i>JOHN WEKESA WANJALA, DR. SUSAN WERE & DR. WILLY MUTURI</i>	99
	REQUEST FOR FEEDBACK & DISCLAIMER	104

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, GuruNanakKhalsaCollege, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, KurukshetraUniversity, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, AligarhMuslimUniversity, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, **please specify**)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
- e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered & self explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

ARCHITECTURAL REVIEW OF NEURAL NETWORK

KULBIR KAUR
PROFESSOR
DEPARTMENT OF COMPUTER SCIENCE
S.G.A.D COLLEGE
KHADOOR SAHIB

GAGANDEEP KAUR
PROFESSOR
DEPARTMENT OF COMPUTER SCIENCE
S.G.A.D COLLEGE
KHADOOR SAHIB

ABSTRACT

An Artificial Neural Network (ANN) is an information processing technology that is inspired by biological nervous systems (that is based on human body), such as the brain, process information. The key element of this technology is the novel structure of the information processing system. It is composed of a large number of highly interconnected neuron working in unison to solve specific problems. ANNs, like people, learn by example. An ANN is configured for a specific application, such as pattern recognition or data classification, through a learning process. Learning in biological systems involves adjustments to the synaptic connections that exist between the neurons. This is true of ANNs as well. This paper gives overview of Artificial Neural Network, architecture of ANN. It also explain some basic learning rule in ANN.

KEYWORDS

ANN, Neurons Multilayer, SRN.

INTRODUCTION

An ANN is basically approach of biological neuron. It have device with many input and one output. An ANN is composed of processing elements called or perceptrons or neuron organized in different ways to form the network's structure. An ANN consists of perceptrons. Each of the perceptrons receives inputs, processes inputs and delivers a single. Similar to biological neuron ANN have neuron which are artificial and receive input also from other element and after Input are weighted and added, result is transformed by transfer function in to output [1].

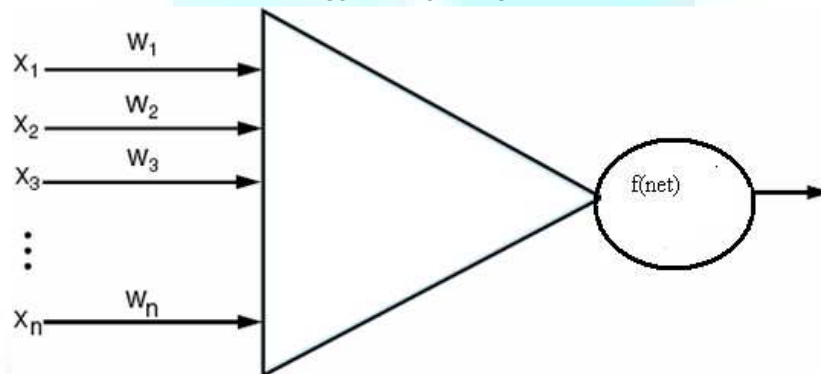
Some term based on neural model:-

Input:-the neuron responds to input, in this case coming from x_1, x_2, \dots, x_n .

Output:-the neuron computes its output value, denoted here as $f(\text{net})$.

Weight:-the computation for $f(\text{net})$ takes the values of the inputs and multiplies each input by its corresponding weight $x_1*w_1 + x_2*w_2 + \dots + x_n*w_n$

FIGURE 1: NEURAL MODEL



Weight may be positive (excitatory) or negative (inhibitory).

Threshold:- different types of neurons will use different activation functions with the simplest being if $x_1*w_1 + x_2*w_2 + \dots + x_n*w_n \geq t$ then $f(\text{net}) = 1$ else $f(\text{net}) = -1$

Checks each input symbol to see if it is above or below the threshold value (signals below threshold values are ignored).

Activation function:-Used to combine the neurons inputs and generate an output signal. Transfers function f may be a linear or nonlinear function of net input n .

Bias:- the bias b is much like a weight w , that has a constant input of 1. it can be omitted if not necessary. bias and weight are adjustable scalar parameter of neuron. They are adjustable by some learning rule so that the neuron input and output meets some special goal [2,4].

ADVANTAGES

1. Adaptive learning: An ability to learn how to do tasks based on the data given for training or initial experience.
2. Self-Organization: An ANN can create its own organization or representation of the information it receives during learning time.
3. Real Time Operation: ANN computations may be carried out in parallel, and special hardware devices are being designed and manufactured which take advantage of this capability.
4. Pattern recognition is a powerful technique for harnessing the information in the data and generalizing about it. Neural nets learn to recognize the patterns which exist in the data set.
5. The system is developed through learning rather than programming.. Neural nets teach themselves the patterns in the data freeing the analyst for more interesting work.
6. Neural networks are flexible in a changing environment. Although neural networks may take some time to learn a sudden drastic change they are excellent at adapting to constantly changing information.

7. Neural networks can build informative models whenever conventional approaches fail. Because neural networks can handle very complex interactions they can easily model data which is too difficult to model with traditional approaches such as inferential statistics or programming logic.
8. Performance of neural networks is at least as good as classical statistical modeling, and better on most problems. The neural networks build models that are more reflective of the structure of the data in significantly less time.

ARCHITECTURE OF NEURAL NETWORK

Architecture of ANN is based on requirement of problem or application:-

1. Single layer architecture
2. Multilayered architecture
3. Recurrent architecture

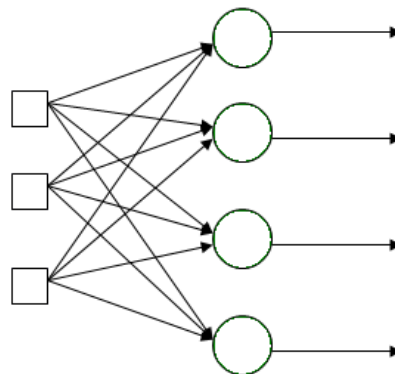
Architecture of neural network are by the three basic entities:

- Model of processing element (neuron),
- Model of interconnection and structures (network topology)
- Model of learning rules(ways information is stored in network. [6])

1. SINGLE LAYER ARCHITECTURE

In single layer Architecture, figure the layer receives inputs is called input layer and output generated by output layer.

FIGURE 2: SINGLE LAYER MODEL



The perceptron was first proposed by Rosenblatt (1958) is a simple neuron that is used to classify its input into one of two categories. A perceptron uses a step function that returns +1 if weighted sum of its input ≥ 0 and -1 otherwise. The perceptron is used for binary classification.

First train a perceptron for a classification task.

Find suitable weights in such a way that the training examples are correctly classified.

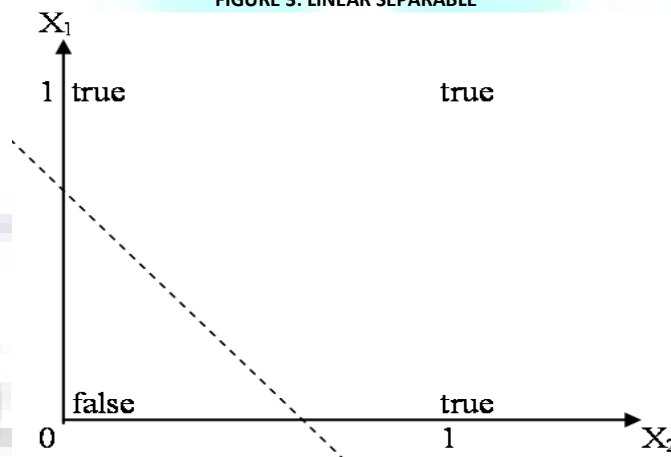
Geometrically try to find a hyper-plane that separates the examples of the two classes. The perceptron can only model linearly separable classes. When the two classes are not linearly separable, it may be desirable to obtain a linear separator that minimizes the mean squared error[3].

Given training examples of classes C_1, C_2 train the perceptron in such a way that:

If the output of the perceptron is +1 then the input is assigned to class C_1

If the output is -1 then the input is assigned to C_2

FIGURE 3: LINEAR SEPARABLE

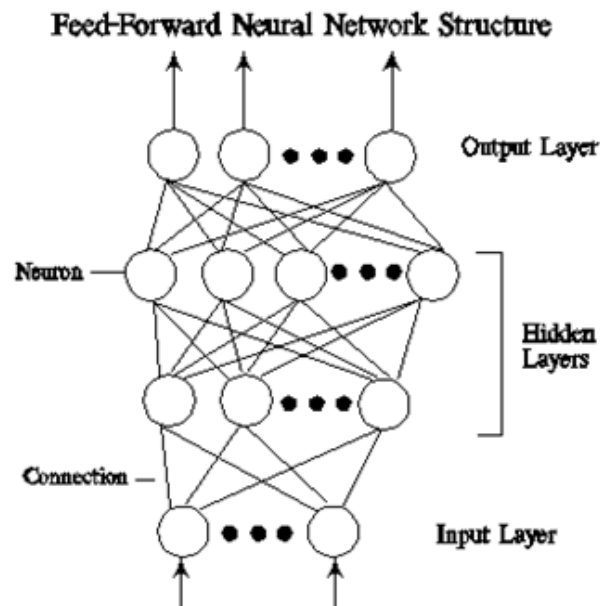


- The perceptron can only model linearly separable functions,
 - Those functions which can be drawn in 2-dim graph and single straight line separates values in two part.
- Boolean functions given below are linearly separable:
 - AND
 - OR
 - COMPLEMENT
- It cannot model XOR function as it is non linearly separable.
 - When the two classes are not linearly separable, it may be desirable to obtain a linear separator that minimizes the mean squared error.

2. MULTILAYER ARCHITECTURE

The second class of feed forward neural network it differs from layer network network. It is more general network architecture where are hidden layer between and output layer.

FIGURE 4: MULTILAYER ARCHITECTURE



This architecture consists of:-

- Source node (input)
- Hidden layer (one or more)
- Output layer

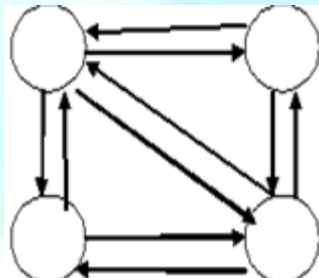
Concept of hidden layer: whose computation node is corresponding called hidden layer. Hidden layer node do not directly receive input. They send output to external environment. They also handle non separable problem[4].

Working of multilayer feed forward network: the source in input layer of network supply respective element of activation patterns. Input signal applied to neuron in second hidden layer. Output of second layer is input to third and so on. They are two types:-

- Fully connected
- Partially connected

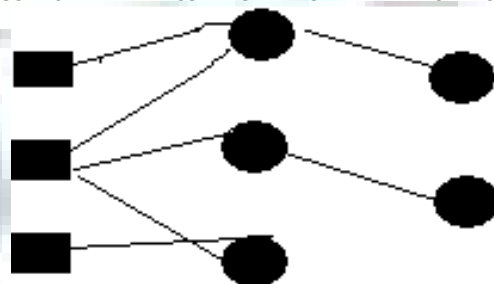
Fully connected: -The neural network is said to be fully connected in the sense that every node in each layer of the network is connected to every other node in the adjacent forward layer. Shown in following figure:-

FIGURE 5: FULLY CONNECTED MULTILAYER ARCHITECTURE



Partially connected:- some of the communication links missing from the network ,refer partially connected.

FIGURE 6: PARTIALLY CONNECTED MULTILAYER ARCHITECTURE



APPLICATIONS OF FEED-FORWARD NETS

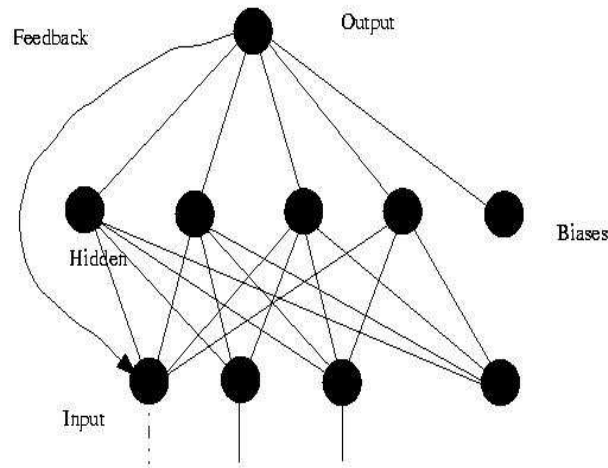
- Pattern recognition
- Character recognition
- Face Recognition
- Sonar mine/rock recognition (Gorman & Sejnowski)
- Navigation of a car (Pomerleau, 1989)
- Stock-market prediction
- Pronunciation (NETtalk)

3. RECURRENT ARCHITECTURE

Some connections are present from a layer to the previous layers. Recurrent are those which are one or more feedback loop. Feedback loop are two types:-

- Local
- Global

FIGURE 7: RECURRENT ARCHITECTURE

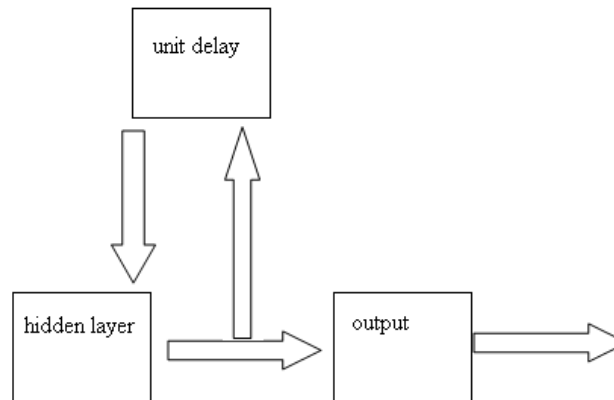


Basically two area of this network:-

- Associate memories
- Input output mapping network

Input output mapping network:-Input space of mapping network is mapped onto an output space. This network responds temporary to an externally applied input signal.

FIGURE 8: SIMPLE RECURRENT NETWORK (SRN)



Hidden layer define state Output of hidden is feedback to input layer via unit delay .Input layer consist of catcatentation of feedback node and source.Network connected to external environment via source node

ASSOCIATIVE NETWORKS

There is no hierarchical arrangement.The connections can be bidirectional. An associate memory is a brain like distributed memory that learns by association. Memory association takes one of two forms:-

- Auto association
- Hetro association

LEARNING

The ability of the neural network (NN) to learn from its environment and to improve its performance through learning.

- The NN is stimulated by an environment
- The NN undergoes changes in its free parameters
- The NN responds in a new way to the environment

Learning is a process by which the free parameters of a neural network are adapted through a process of stimulation by the environment in which the network is embedded. The type of the learning is determined by the manner in which the parameter changes take place. (Mendel & McMClaren 1970).

FIVE BASIC LEARNING RULES

- Error-correction learning <- optimum filtering
- Memory-based learning <- memorizing the training data explicitly
- Hebbian learning <- neurobiological
- Competitive learning <- neurobiological
- Boltzmann learning <- statistical mechanics

ERROR-CORRECTION LEARNING

Error-Correction Learning is based on error signal = desired response – output signal

$$e_k(n) = d_k(n) - y_k(n)$$

where $e_k(n)$ actuates a control mechanism to make the output signal $y_k(n)$ come closer to the desired response $d_k(n)$ in step by step manner.

A cost function $\epsilon(n) = \frac{1}{2}e^2_k(n)$ is the instantaneous value of the error energy. delta rule or Widrow-Hoff rule

$$\Delta w_{ij}(n) = \eta e_k(n) x_j(n),$$

η is the learning rate parameter.The adjustment made to a synaptic weight of a neuron is proportional to the product of the error signal and the input signal of the synapse in question.

$$w_{ij}(n+1) = w_{ij}(n) + \Delta w_{ij}(n)$$

Memory-Based Learning:all of the past experiences are explicitly stored in a large memory of correctly classified input-output examples

$$\{(x_i, d_i)\}_{i=1}^N$$

Hebbian Learning: It is based on neurobiological

If two neurons on either side of synapse (connection) are activated simultaneously, then the strength of that synapse is selectively increased.

2. If two neurons on either side of a synapse are activated asynchronously, then that synapse is selectively weakened or eliminated.

A Hebbian synapse increases its strength with positively correlated presynaptic and postsynaptic signals, and decreases its strength when signals are either uncorrelated or negatively correlated. Note, that:

1. Synaptic weight w_{kj} is enhanced if the conditions $x_j > \bar{x}$ and $y_k > \bar{y}$ are both satisfied.

2. Synaptic weight w_{kj} is depressed if there is $x_j > \bar{x}$ and $y_k < \bar{y}$ or $y_k > \bar{y}$ and $x_j < \bar{x}$.

COMPETITIVE LEARNING

The output neurons of a neural network compete among themselves to become active.

- a set of neurons that are all the same (excepts for synaptic weights)

- a limit imposed on the strength of each neuron

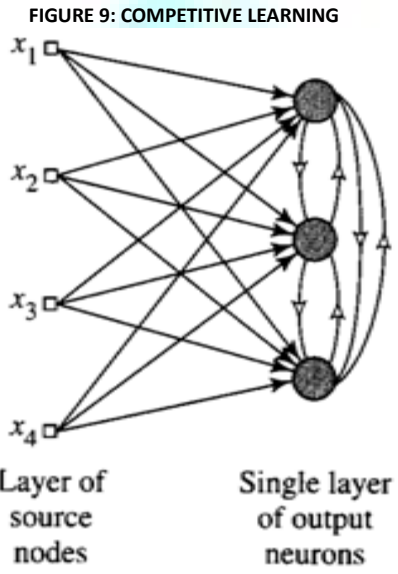
- a mechanism that permits the neurons to compete -> a winner-takes-all

The standard competitive learning rule

$\Delta w_{kj} = \eta(x_j - w_{kj})$ if neuron k wins the competition

$\Delta w_{kj} = 0$ if neuron k loses the competition

Note. all the neurons in the network are constrained to have the same length



1. BOLTZMANN LEARNING

The neurons constitute a recurrent structure and they operate in a binary manner. The machine is characterized by an energy function E.

$$E = -\frac{1}{2} \sum_i \sum_k w_{ik} x_i x_k, \quad i \neq k$$

Machine operates by choosing a neuron at random then flipping the state of neuron k from state x_k to state $-x_k$ at some temperature T with probability

$$P(x_k \rightarrow -x_k) = 1 / (1 + \exp(-\Delta E_k / T))$$

It follow two condition:

Clamped condition: the visible neurons are all clamped onto specific states determined by the environment

Free-running condition: all the neurons (=visible and hidden) are allowed to operate freely .

The Boltzmann learning rule:

$$\Delta w_{kj} = \eta(\rho_{kj}^+ - \rho_{kj}^-), \quad j \neq k,$$

both ρ_{kj}^+ and ρ_{kj}^- range in value from -1 to +1

TYPE OF LEARNING

Learning is the process of modifying the weights in order to produce a network that performs some function

Learning with Teacher->Supervised training

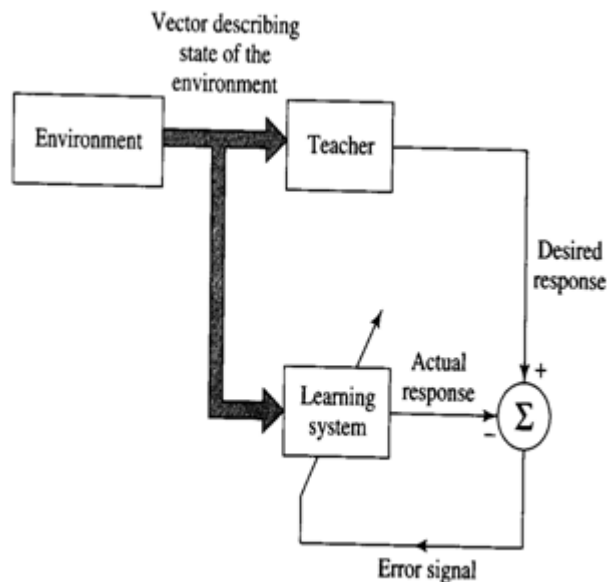
Learning without a Teacher->1. Reinforcement learning

2. UNSUPERVISED LEARNING

SUPERVISED TRAINING

In supervised training, both the inputs and the outputs are provided. The network then processes the inputs and compares its resulting outputs against the desired outputs. Errors are then propagated back through the system, causing the system to adjust the weights which control the network. This process occurs over and over as the weights are continually tweaked. The set of data which enables the training is called the "training set." During the training of a network the same set of data is processed many times as the connection weights are ever refined. The current commercial network development packages provide tools to monitor how well an artificial neural network is converging on the ability to predict the right answer.

FIGURE 10: SUPERVISED TRAINING



These tools allow the training process to go on for days, stopping only when the system reaches some statistically desired point, or accuracy. However, some networks never learn. This could be because the input data does not contain the specific information from which the desired output is derived.

Learning without a Teacher: no labeled examples available of the function to be learned.

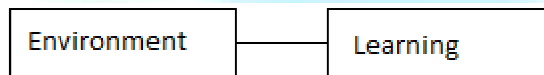
Reinforcement learning

Unsupervised learning

UNSUPERVISED OR ADAPTIVE TRAINING

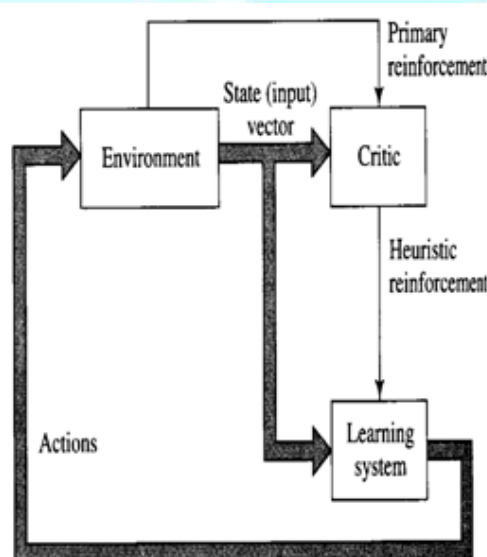
The other type of training is called unsupervised training. In unsupervised training, the network is provided with inputs but not with desired outputs. The system itself must then decide what features it will use to group the input data. This is often referred to as self-organization or adaption.

FIGURE 11: UNSUPERVISED OR ADAPTIVE TRAINING



Reinforcement learning: The learning of input-output mapping is performed through continued interaction with the environment in order to minimize a scalar index of performance.

FIGURE 12: REINFORCEMENT LEARNING



APPLICATIONS OF NEURAL NETWORKS

Character Recognition - The idea of character recognition has become very important as handheld devices like the Palm Pilot are becoming increasingly popular. Neural networks can be used to recognize handwritten characters.

Image Compression - Neural networks can receive and process vast amounts of information at once, making them useful in image compression. With the Internet explosion and more sites using more images on their sites, using neural networks for image compression is worth a look.

Stock Market Prediction - The day-to-day business of the stock market is extremely complicated. Many factors weigh in whether a given stock will go up or down on any given day. Since neural networks can examine a lot of information quickly and sort it all out, they can be used to predict stock prices.

Traveling Salesman's Problem - Interestingly enough, neural networks can solve the traveling salesman problem, but only to a certain degree of approximation.

Medicine, Electronic Nose, Security, and Loan Applications - These are some applications that are in their proof-of-concept stage, with the acceptance of a neural network that will decide whether or not to grant a loan, something that has already been used more successfully than many humans.

Miscellaneous Applications - These are some very interesting (albeit at times a little absurd) applications of neural networks.

CONCLUSION AND FUTURE WORK

In this paper, we discussed about the Artificial neural network, architecture and learning of ANN. There are various advantages of ANN over conventional approaches. In this we discuss architecture of ANN, and understand how choose on application. Depending on the nature of the application and the strength of the internal data patterns you can generally expect a network to train quite well. This applies to problems where the relationships may be quite dynamic or non-linear. Today, neural networks discussions are occurring everywhere. Their promise seems very bright as nature itself is the proof that this kind of thing works. Yet, its future, indeed the very key to the whole technology, lies in hardware development. Currently most neural network development is simply proving that the principal works. In future, we work on algorithms of learning

REFERENCES

1. Bradshaw, J.A., Carden, K.J., Riordan, D., 1991. Ecological —Applications Using a Novel Expert System Shell||. *Comp. Appl. Biosci.* 7, 79–83.
2. Lippmann, R.P., 1987. An introduction to computing with neural nets. *IEEE Acoust. Speech Signal Process. Mag.*, April: 4-22.
3. N. Murata, S. Yoshizawa, and S. Amari, —Learning curves, model selection and complexity of neural networks,|| in *Advances in Neural Information Processing Systems 5*, S. Jose Hanson, J. D. Cowan, and C. Lee Giles, ed. San Mateo, CA: Morgan Kaufmann, 1993, pp. 607-614
4. Ajith Abraham, “*Artificial Neural Networks*”, Stillwater, OK, USA, 2005. [3]
5. Ugur HALICI, “*Artificial Neural Networks*”, Chapter 1, ANKARA
6. Eldon Y. Li, “*Artificial Neural Networks and their Business Applications*”, Taiwan, 1994.
7. Christos Stergiou and Dimitrios Siganos, “*Neural Networks*”.
8. Limitations and Disadvantages of Artificial Neural Network from website <http://www.ncbi.nlm.nih.gov/pubmed/8892489>
9. Image of a Neuron from website <http://transductions.net/2010/02/04/313/neurons/>
10. About Artificial Neural Network from website http://en.wikipedia.org/wiki/Artificial_neural_network
11. RC Chakraborty, “*Fundamentals of Neural Networks*”, myreaders.info/html/artificial_intelligence.html, june 01, 2010.
12. Haykin, S., *Neural Networks*, Prentice Hall International Inc., 1999

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

