DRIVE

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CHARUTAR VIDYA MANDAL'S

S.G.M. English Medium college of Commerce & Management

SEMCOM

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.*

The overall mission is reinforced by the Punch Line

"WHAT WE THINK, OTHERS DON'T".

CONTENTS

Editorial Board:

From the Chief Editor's desk:

Learning from Festivals

India is a land of fasts and festivals. Festival is an auspicious day or period of religious or other celebration prevalent in all societies and religious communities. These festivals are observed from time immemorial. People are observing them right from the dawn of human civilization.

In its own way festivals have a great religious and social significance. They teach a moral lesson to the people and unite them. People forget all their differences and observe these festivals with a sense of togetherness. The festivals teach them how to forget their enmity, narrowness and bitterness and join each other for the sake of their religion and their society and for the sake of friendship and universal brotherhood.

The major festivals celebrated throughout the country are Dussehra, Navratri, Diwali, Makar Sankranti, Holi and others observed by Hindus but there are other festivals also such as Eid-ul-Fitr, Eid-ul-adha and Muharram observed by Muslims. The Christmas Day and New Year's Day are observed by Christians and Guru Nanak Jayanati is observed by the Sikhs.

These festivals are observed throughout the year with great pomp and ceremony. Every festival has a social, religious and mythological value. These festivals provide totally different experience with different people and with various types of cuisines. They stimulate imagination, listening to new stories, enriching vocabulary and worldly understanding. There is a sense of responsibility and boosts self-confidence and self-esteem. They relive us from monotony of life and create an environment of cultural harmony.

It is our sacred duty to celebrate these festivals with a sense of purity and sanctity.

By:

Dr. Nikhil Zaveri
Director & Principal,
Chairman, IQAC
SEMCOM.

IQAC Corner:

Research Article:

Quality Enhancement of Teachers and Students

Abstract:

Education in the 21st century has achieved a lot of importance and it has become a gateway to social mobility. Today the best and reputed institutions have changed drastically from teaching students to students learning. Students are very much conscious about their learning acquisition and are enthusiastic to gain knowledge through various other sources- like coaching classes or the internet. And this has resulted into a large scale absenteeism of the students from the class rooms. In India, a college professor has to handle the strength of 150 to 300 students for each subject. One of the very famous methods of teaching students is the lecture method. Whereas, in western universities wherein the strength of the students is between 350 to 2000, the lecture method is limited and generally supplemented with weekly tutorials conducted by teaching assistants. The method of tutorials is not famous or entertained to its best in India due to the logistical problems. The other problem is of students coming from different areas, speaking different languages and must have studied through different media of instructions. Most important of all, they possess different levels of subject acquisitions and many belong to different socio-economic groups- in short, class composition today is quite complex.

Introduction:

We are living in the era of changes happening in political, social, economic, scientific and technological changes are taking very fast and it has become difficult to keep pace with them. And education, in order to fulfill the needs and aspirations of the society cannot remain static. It is an accepted norm that education is the main instrument of national development and international co-operation, and the first priority of every society. The need-based changes in the education provide a rationale for continuing, reviewing and rethinking of the total system of education.

The Indian Education Commission 1964-66 also gave their concern about the quality of teacher education, that in the absence of quality teacher education becomes not only a financial waste but also an overall deterioration in educational standards. According to M Ebert- "We must realize teachers are one of the elites of the world, blessed with both means and the motivation to improve ourselves and our society".

If a teacher tries to acquaint with his/her performance and it comes through the feedback techniques and may continue to do so, then a variety of feedback techniques which can continue to improve the standards of his teaching. The purpose and effectiveness of teacher education must be matters of profound social concern. There is a need to bring in necessary changes and innovations in our teacher-education system. The demand of innovative ideas is linked with research findings in the area of teaching methodology in classroom environment.

The following are the roles played by the: TEACHER:

A teacher is considered to be a person whose sole aim is not only 'teach' but transcend beyond teaching.

A teachers can be considered to be successful only when he/ she should be capable of implementing his/her personal teaching strategies in the class to his/her best

A good teacher needs to get passive students actually involved in teaching- learning process.

All our new educational programmes and innovations depend on the capacity of the teacher to assimilate them. It, therefore, required teachers who are the agents of change.

Most of the classes are essential learner-centered and the job of a teacher is not only to transmit information but to make sure that 'learning' actually takes place. The tragedy is that a lot of teaching takes place, but very little learning actually happens.

Lastly, nobody should be a professor without having something to profess. For instance- as one of the preachers said, "If somebody in my audience sleeps during my sermon, wake me up."

The following are the roles played by the student:

Student enters into the institutions with a common feeling to kill time, and majority of the students would hear and very few listen to the teachers' lectures in the class.

Generally students are neglected and they do not get anything challenging to prove their own potentialities and this result into that they are unable to judge their own strengths and weaknesses.

When students recognize a willing and motivated teacher, they participate in the learning process whole-heartedly.

The difference between learner-centered teaching and lecturing is that in the former, a student learns for life.

More need-based and value-based education will surely increase the motivation among students and this will help them to get the job of their choice.

Lastly a students' over-all personality would be moulded only when he/she shows full enthusiasm and inclination towards studies.

Suggestions:

The Teacher:

Creating an urge among the students

He/she should introduce new methods and strategies to attract students

Nurturing and moulding students' personality to make them capable to solve problems and to overcome obstacles they face.

The student:

His first role is to be sincere in studies and to develop profound respect for their teachers

Without a guide or a facilitator the students' role would be incomplete and teacher's role would also be affected when students show no interest or enthusiasm. Hence, learning would not take place.

Conclusion:

The role of the student and the role of the teacher have its own vital importance. The role either may be of the teacher or the student, what counts more is the hard work, sincerity, dedication and an inner urge to perform best in whichever roles he/she comes in.

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Title of the Book: Quality Footprints – Sustainable Development of Higher Education Insitutions

Published by SEMCOM, Vallabh Vidyanagar

Publisher: Lajja Communications

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SEMCOM IQAC UPDATES:

December

Regular classes started from 5th December.

14th December

Women cell workshop was scheduled for female students.

Coordinators:

 Ms. Joe Marry George.

15th December

Sardar Patel University organized Convocation Day for 2015-16 batch students and SEMCOM organized ALUMNI MEET in College.

Coordinators:

Dr.YashasviRajpara

Dr. NehalDaulatjada

17th and 18th December

Parents Teacher Meeting was scheduled for students of all classes of all streams.

More than 100 parents of students attended the meeting

Coordinator:
Dr. Ajayraj Vyas

19th December

A special lecture of Indo-Us chambers of Commerce was scheduled for students of final years of all streams.

Coordinators:

Dr. Reena Dave

Ms. Hiral Patel

22nd December

SEMCOM believes in overall development of each and every students, so how can fitness and games be left behind .20th Annual Sports Day was organized at ShastriMaidan .Chief guest of the Sports day was Shri Saurabh Singh, IPS – SP Anand, Guest of Honor was Shri Rajeshbhai Patel and special guest of event was Dr. B.L Nagar.

Coordinators:

Dr.BharatTarapara

Mr. Jay Nanavati

28th December

Ahmedabad Management Association was invited to conduct a workshop on Import and Export in SEMCOM.

Coordinators:

Mr. Sunil Chaudhary

Dr. NimeshRaval

30th December

Guest Lecture for Final year students was arranged where Resource person was Ms. Dulari Amin.

Coordinator:

Ms. Hiral Patel.

Fintelligence

Portfolio Management Services

Portfolio Management Services (PMS) offer customized equity and debt options. PMS is used by high net worth investors to invest in stocks. As people become richer, it is obvious to look for above average returns from their savings. But all equity investments require regular monitoring; hence it is a time-consuming activity besides that most of us is not financially literate also. Due to these reasons and many more, 'Portfolio Management Services' are more suitable for the HNIs. PMS are offered by banks, brokerages, independent investment managers and asset management companies registered with SEBI. There are two types of PMS: Discretionary and Non-Discretionary. In discretionary, the fund manager takes investment decisions on behalf of the investor. In non-discretionary, the fund manager suggests investment ideas, while the decision is taken by the client. The investor and the portfolio manager enter into an agreement detailing the investment strategy, goals and other details. The investor can offer either a sum of up to Rs 25 lakh or stocks worth this much. When you opt for a PMS scheme, a bank account and demat account is separately opened in the name of a person and all investments are made in the name of an account holder only. Accordingly, any income or dividend coming out of the investment made will also be credited in your bank account and the shares will be held in the demat account in your name.

As per the PMS agreement, the Power of Attorney for operating the bank and demat account will be with the portfolio manager.

Most portfolio managers give a username and password which can be used to login into their website and see the portfolio statements. As per market regulator SEBI's instructions, a portfolio manager is required to furnish performance report to their clients every 6 months.

PMS's closest competition is mutual funds. Both differ in terms of working, fee, Sebi regulations and risk-reward profile.

The biggest similarly between PMS (discretionary) and mutual funds is that the manager handles the money on the behalf of the clients. But, the key difference is that investors in MF get units that represent stocks. In a PMS, the investor holds the stock in a demat account owned by him, but the fund manager has the power of attorney to operate it.

PMS VS Mutual Funds

Attribute	PMS	Mutual Funds
Customisation	Moderate to high	Low
Engagement	High	Very low; limited to NAV and fact sheets
Tailoring to individual goals	High due to pools of capital approach	Offered through diversity of schemes
Alignment of incentives	Highly preferred	Not possible since fee is fixed

Source:

http://www.businesstoday.in/moneytoday/investment/which-is-better-portfolio-management-services-or-mutual-funds/story/193575.html

Ref:

http://economictimes.indiatimes.com/wealth/invest/et-in-the-classroom-what-are-portfolio-management-services/articleshow/52566563.cms

http://www.businesstoday.in/moneytoday/investment/which-is-better-portfolio-management-services-or-mutual-funds/story/193575.html

https://www.karvy.com/portfolio-management-services

By:

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SEMANTIC WEB

Web Mining

The basic building blocks of a stack which indicates the areas of research for a fully semantic web will be the various ontologies of all the domains. It may have Upper-level ontologies to facilitate the creation of Domain-specific ontologies using uniform vocabularies. Once the ontologies are in place, the next upper level would be the various intelligent agents which will allow for knowledge sharing within some vocabulary. Above these agents would be a more specialized level of research which includes mining for information and knowledge using the various underlying agent technologies. The top-most level is the Semantic search engines, which will allow for searching information on the web semantically through the use of the underlying mining techniques.

Web mining is the use of Data mining techniques to automatically discover and retrieve information from web documents, resources and services. Web mining can be used for finding relevant information, discovering patterns, discovering knowledge, personalized web page synthesis and learning about individual users.

Web Mining techniques are categorized as follows [2]:

- **Web Content mining**: It is discovery of useful information from the web content.

- **Web Structure mining**: It is the discovery of the model underlying the link structure of web. This model can be used to categorize web resources and to generate information such as similarity and relationship between different web resources.

- **Web usage mining**: It deals with studying the data generated by web surfer's sessions' behaviors. It constructs the details through the analysis of the usage and pattern of surfing on the web.

But again, without meaning associated with the information on the web, web mining will be restricted to just pattern matching searches to find a better and relevant display search results by using the keywords entered and its usage classification [1] as identified by search engines.

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2. Pujari, A.K. (2001). Data Mining techniques. ISBN 9788173718847. Universities Press. 2001.

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COMMUNICARE

TACTFUL USE OF LANGUAGE

There are several occasions when the content of the message needs tact in conveying, like insisting on action, refusing requests, or calling attention to mistakes. Some of these are discussed here.

Asking for Action

Most letters ask the reader to take an action. Imperative or command sentences are often used at the beginning and at the end of a letter. You can frame requests for action in several ways; each way has a different tone and can influence the receiver's response differently; choose a suitable style according to the need of each occasion.

Here are some ways of making a request for action:

- Please make the payment before the 15th.
- Please let us have your order by the 20th.
- Please dispatch the following, on the usual terms.

These are routine, polite requests for action; they do not draw particular attention. This kind of sentences occur in orders, routine requests for payment, and other instructions.

The following are direct commands, without even the word please; they sound brisk and businesslike.

Your skill in the art of saying "no" without giving offence depends on your ability to use words well. Consider the following bad sentences which emphasize the negative aspect by the words used:

- We cannot dispatch your goods since you have not informed us where they are to be delivered.
- Our office closes at 5.30 p.m.
- We shall be careful to avoid delay in future.
- I cannot send the letter till Thursday.
- We cannot ship in lots of less than 25.

In order to emphasize the positive aspect, the sentences can be redrafted as follows:

- *We shall dispatch your goods as soon as you inform us where they are to be delivered.*
- *Our office is open till 5.30 p.m.*
- *We shall be careful to ensure prompt delivery in future.*
- *I can send you the letter on Thursday.*
- *To keep down packaging costs and help customers save on shipping costs, we ship in lots of 25 or more.*

Re-emphasize the positive by making effective use of position and space.

Position: Place positive and welcome ideas in positions of high emphasis: at the beginning

and ending of a sentence, a paragraph, or a whole letter. Place negative, unwelcome ideas in low emphasis position like the center of a sentence or paragraph or letter.

Space: Give more space to positive ideas and less space to negative ones.

See the section on Techniques of Emphasis, below, for examples.

Saying "no" and yet winning the reader's goodwill is one of the challenges of skillful letter writing.

Talking about Errors

A sensible attitude towards human error is necessary in official as well as personal life. It improves communication and interpersonal behavior. When an error comes to light, it may or may not be possible to place responsibility for it immediately; but, sooner or later, the source of the mistake must be found out and steps must be taken to prevent repetition of such an error. The person who made the mistake must be told, corrected and, if necessary, warned not to repeat it.

It is important, while talking of mistakes, not to sound accusing, fault-finding, superior, victorious, or contemptuous. It is more useful to sound co-operative, courteous, patient, clear, and friendly. Choice of words and sentence structure is important. Each kind of sentence has its own value and emphasis, and can serve your purpose in different situation.

By using passive voice you can avoid mentioning the person who has committed the error. Sentences which include an object can be put into passive voice. A sentence is in active voice when the subject of the sentence is the doer of the action; it emphasizes and draws attention to the doer of the action. A sentence is in passive voice when its subject is the receiver of the action; it draws attention to the action, and usually leaves out the doer.

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MY VOICE:

Advertising Theme, Appeal and Buying Motives of the Consumers

The most significant tool of marketing promotion mix is advertising. According to Philip Kotler "Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by identified sponsor". The objective of the advertising is to inform the consumers about the market offering(s), its features, benefits, price, place of availability, discounts etc., persuade the consumers to buy the product(s) by creating distinctive image of the market offering(s), communicating product benefits and stimulating primary demand, creating selective demand for the market offering(s) through branding, reminding the consumers about the market offering(s) through repeated advertising over a period of time and reinforce the consumers decision to buy the market offering(s) by assuring them of their wise decision to buy the market offering(s), through advertisements depicting satisfied consumers of market offering(s). For example the advertisement about the benefits of milk, encouraging consumers to consume milk for better health aims at building primary demand for the product benefiting dairy industry, whereas advertisement for AMUL milk, promoting AMUL milk aims at creating selective demand for AMUL milk.

The Advertising theme or the advertising copy communicates about the product benefits, features, unique sales proposition, etc., with the objective of appealing to the rational and emotional buying motives of the consumers, so as to convince consumers to buy the product(s) and achieve higher sales volume, profits and market share goals of the business firm(s). The preparation of advertisement involves creative, persuasive communication with the objective of gaining the attention of the consumers with catchy headlines, the advertising message which is interesting for the readers, viewers or target market, creates desire to buy the market offering(s) and gets the action of the consumers in the form of buying of the market offering(s), and enhances post purchase satisfaction through reinforcement advertising and reduces post purchase dissonance.

The advertising theme or the advertising appeal is the central idea around which the advertisement is created. It is also called the unique sales proposition. The selection of advertising theme or advertising appeal is made by means of consumer study, consumer research, talking to dealers and experts. Advertising theme or appeal can be rational or emotional or a combination of both. The rational advertising appeal emphasizes on the consumer benefits or savings with the purchase or consumption of the product(s). For example the usage of light-emitting diode (LED) lamp can reduce electricity consumption leading to economy or the usage of solar cooker can reduce fuel consumption leading to economical cooking. The rational advertising appeal can also stress on the benefits to be availed by purchasing and consuming the product(s). For example the advertisement of refrigerator emphasizing on

preserving the freshness of vegetable(s), fruits, milk and other perishables is utilizing rational advertising appeal. The emotional advertising appeal utilizes emotions of love, affection, companionship, vanity, to communicate advertising message to the target market. For example the advertisement of fabric, ornament(s) or a wrist watch emphasizing on gifting to near and dear ones on occasions like birthday, marriage anniversary, father's day, mother's day, valentine day, festivals etc. is using the emotional advertising appeal to communicate the adverting message to the target market.

The buying motives are the consumer(s) motives for buying the market offering(s), which can be rational, emotional or both. When the consumer(s) buys the product(s) for its quality, durability, features, economy, freshness, purity, lower repairs and maintenance cost, after sales service, warranty, the consumer(s) is utilizing rational buying motive(s) in the consumer(s) buying decision process. Whereas when the consumer purchase of market offering(s) is stimulated by fear, pride, beauty, love and affection, emulation, distinction etc. the consumer(s) is utilizing emotional buying motives in their buying decision process. The task of the advertisers is to understand the consumer buying motive(s) and incorporate them in their advertisements through appropriate advertising appeal(s). For example, during the period of recession when the dominant buying motive of the consumer(s) is economy and savings, the product(s) advertisement may stress on cost savings by buying and consuming the product(s), or the reduced prices at which the market offering(s) are available including discounts and other sales promotion incentives offered.

The use of appropriate adverting appeal(s) depends on the buying motives of the consumer(s), nature of the product(s) and the characteristics of the target market. The advertising theme or appeal is a creative expression of the product benefits, features and unique sales proposition so as to inform, persuade, remind and reinforce the consumer(s) buying decision resulting into higher sales, profits and market share for the producer(s). The advertising should be honest, reliable, and credible, follow the law(s) of the country and must be socially responsible.

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(1) Kotler, P. (1999). Marketing Management. New Delhi: Prentice-Hall of India Private Limited, (Pg.578-Pg.581).

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By:

Mr. Sunil V. Chaudhary

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Accounting Aura:

The present accounting system suffers from so many weaknesses. There are many limitations of existing accounting system because of which one cannot rely on outcomes of the available informationout of accounting records. The main limitations are its recording by historical values only, provides overall profitability only, not considering human as an asset, no space for recording social and environment aspects in the present system etc. Because of these limitations, the present accounting system does not give true and fair view of financial matters of the business. At present, there are many emerging topics which need to be included in present accounting system to make it more realistic. Some of them are inflation accounting, human resource accounting, social and environment accounting.

Inflation accounting

Inflation is a state to inflation accounting in which purchasing power of money goes down or conversely there is more money in circulation than is justified by goods and services. The effect of inflation is that prices of assets go up and the accounts prepared on the basis of conventional accounting system present much distorted figures to the users of accounts. Accountants prepare Profit and Loss Account and Balance sheet at historical costs. Profit is the difference between revenue and costs. Revenue reflects the current value whereas costs represent current as well as historical costs. Thus the profit is overstated measured in terms of money and the value of money is fluctuating due to inflation, any measurement with fluctuating scale is unreliable and would distort the true financial position of the organization. In such cases to make the measurement perfect, the scale should be kept steady. If this is not possible, an alternative should be evolved to adjust the effects of fluctuating changes in money value and make the financial statements reflect current values in real terms. Management Accountant has responsibility towards shareholders and internal management of the organisation to appraise the true financial position of the organisation. Inflation Accounting devised to show the effect of changing cost and prices on affairs of a company during the course of relative accounting periods. It is also known as 'Accounting for price level changes'.

Financial accounts are the basis on which the success of the business is measured and on which investors can find out whether or not their investment is safe and will produce a reasonable return for them. Financial accounts, therefore, have a significant effect on the business, and shareholders are particularly interested in them from the point of view of not only obtaining a good return on their investment but also of maintaining the value of that investment. But if this value is expressed in terms of historical costs, without allowing for the inspect of inflation, it could be illusory. Hence, the need for inflation accounting. The purpose of inflation adjusted accounting is to restore the principle of matching current revenues with current costs or current purchasing power to the Profit and Loss Account, thus removing the inflationary element from historic cost profit and/or allowing the concept of physical capital maintenance to be adopted. Inflation accounting is a system of accounting which regularly records all items in financial statements at their current values. The system recognizes the fact that the purchasing power of money is decreasing day-by-day during

inflation and finds out profit or loss or states the financial position of the business on the basis of the current prices prevailing in the economy.

At present there are two methods which help to take the inflationary effect while preparing financial statements. These methods one(a) current purchasing power method and (b) current cost accounting method. In current purchasing power method, the historical accounting data are adjusted on the basis of any established and approved general price index at a given date. This method takes care of changes in the value of money but it does not account for changes the value of individual items. The value of an item may be increased on the basis of general price index whereas the actual value of that item might have deceased. To remove this drawback, in current cost accounting method, historical values of items are not taken into account, rather current values of individual items are taken as the basis for preparing profit and loss account and balance sheet.

Inflation accounting needs to be part of regular accounting system for more realistic approach. All experts are required to agree on one particular method for recording it. There is no debate on inclusion of inflation accounting but only debate which is going on at global level, is how to include it.

By:

Mr. Pratik Shah

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Bits & Bytes:

Single-Page Application

Introduction

A single-page application (SPA) is a web application or web site that fits on a single web page with the goal of providing a user experience similar to that of a desktop application. In an SPA, either all necessary code – HTML, JavaScript, and CSS – is retrieved with a single page load, or the appropriate resources are dynamically loaded and added to the page as necessary, usually in response to user actions. The page does not reload at any point in the process, nor does control transfer to another page, although the location hash or the HTML5 History API can be used to provide the perception and navigability of separate logical pages in the application. Interaction with the single page application often involves dynamic communication with the web server behind the scenes.
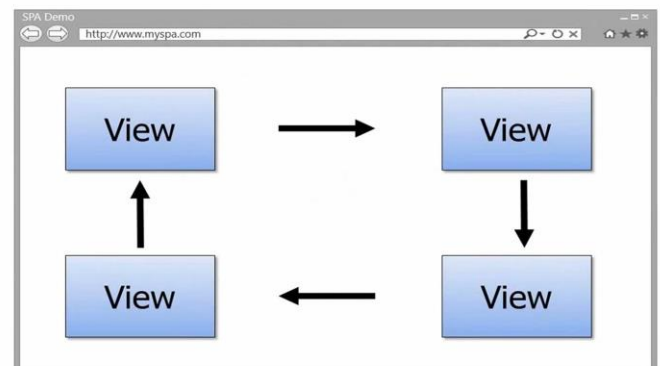

JavaScript can be used in a web browser to display the user interface (UI), run application logic, and communicate with a web server.

Mature open-source libraries are available that support the building of an SPA, reducing the amount of JavaScript code the developer has to write.

Techniques for SPA Implementation

There are various techniques available that enable the browser to retain a single page even when the application requires server communication.

- *JavaScript Frameworks* such as AngularJS, Ember.js, Meteor.js, Cycle.js, Aurelia.js, Vue.js, Backbone, ExtJS and React, can be used for SPA Development.
- *Ajax* is one of the most popular technique used. Popular libraries like jQuery, which normalize Ajax behavior across browsers from different manufacturers, have further popularized the Ajax technique.
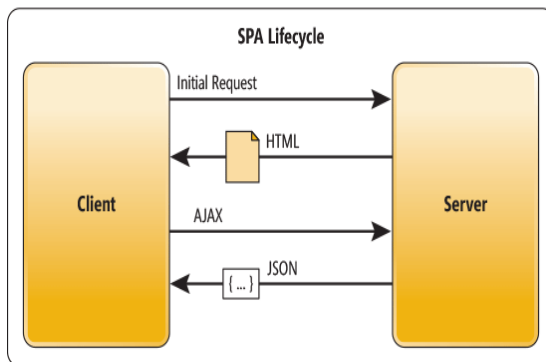
- *WebSockets* are a bidirectional stateful real-time client-server communication technology part of the HTML5 specification, superior to Ajax in terms of performance and simplicity.

- Server-Sent Events (SSEs) is a technique whereby servers can initiate data transmission to browser clients. Once an initial connection has been established, an event stream remains open until closed by the client. SSEs are sent over traditional HTTP and have a variety of features that WebSockets lack by design such as automatic reconnection, event IDs, and the ability to send arbitrary events.
- *Browser Plugins* method is old technique used to make asynchronous calls to the server. Some examples of browser plug-in technologies are Silverlight, Flash, and Java applets.
- *Data transport* technique can be used for client-server communication. Requests to the server typically result in either raw data (e.g., XML or JSON), or new HTML being returned. In the case where HTML is returned by the server, JavaScript on the client updates a partial area of the DOM (Document Object Model). When raw data is returned, often a client-side JavaScript XML / (XSL) process (and in the case of JSON a template) is used to translate the raw data into HTML, which is then used to update a partial area of the DOM.

The Role of Client and Server in SPA Architecture

An SPA moves logic from the server to the client. The role of the web server is to provide data through API or web service. This

architecture is called as Thin Server Architecture.

However, if Server keeps the necessary state in memory of the client state of the page, then any request hits the server and the server sends the appropriate HTML and/or JavaScript with the concrete changes to bring the client to the new desired state (usually adding/deleting/updating a part of the client DOM). At the same time, the state in server is updated. This architecture is called Thick stateful server architecture.

There is a variant of the stateful server approach. The client page sends data representing its current state to the server, usually through Ajax requests. Using this data, the server is able to reconstruct the client state of the part of the page which needs to be modified and can generate the necessary data or code (for instance, as JSON or JavaScript), which is returned to the client to bring it to a new state, usually modifying the page DOM tree according to the client action which motivated the request. This architecture is called Thick stateless server architecture.

Issues and Challenges with SPA

The challenges with SPAs include DOM Manipulation, History, Module Loading, Routing, Caching, Synchronization, Search Engine Optimization,

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- https://msdn.microsoft.com/en-us/magazine/dn463786.aspx
- https://www.codeschool.com/beginners-guide-to-web-development/single-page-applications

By:

Dr. Kamlesh Vaishnav
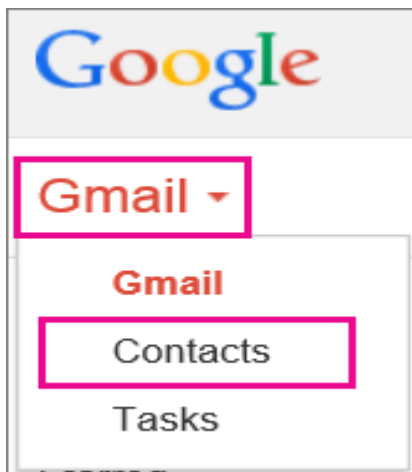
Associate Professor

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Article:

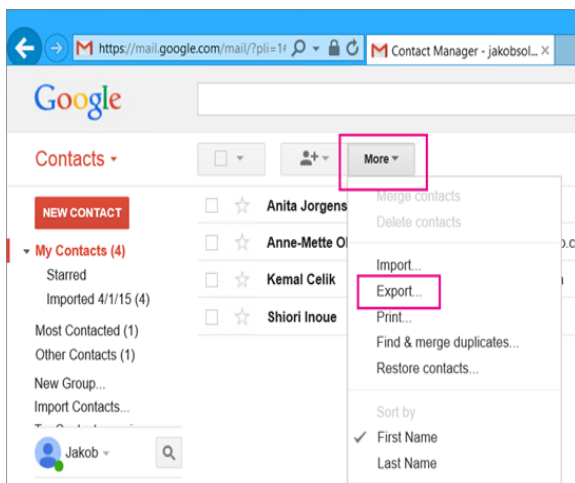Export Google Gmail contacts into File

Step 1: Export your Google Gmail contacts to a file

NOTE: Google does not export the photos of your contacts.
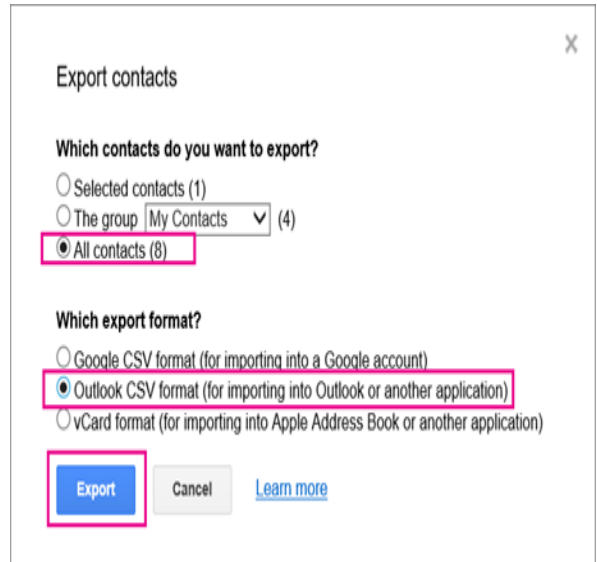
1. Log on to your Google Gmail account.
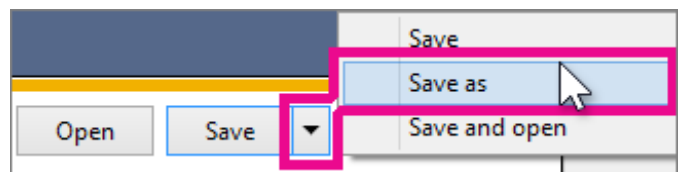2. Choose Gmail >Contacts.

3. At the top of the contacts section, select More >Export.

4. Under Which contacts do you want to export, choose a contact group or All Contacts.

5. Under Which export format, select Outlook CSV (for importing into Outlook or another application), and then choose Export.
6. When prompted to download the export file, choose Save As.

7. Choose Browse and choose a location on your computer to temporarily save the file. The default file name is contacts.csv.
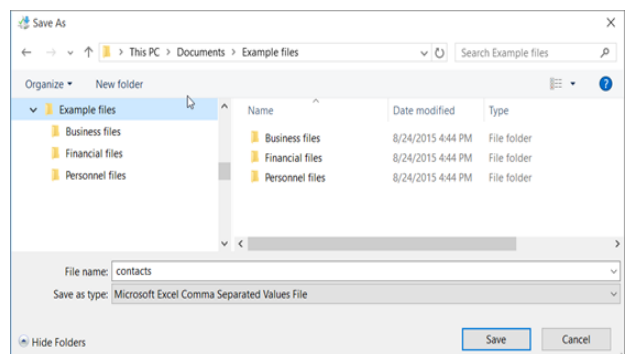
If you want, you can open the contacts.csv file with Excel to check that all of your contacts were successfully exported. Unless you've been extraordinarily thorough at entering info for your contacts in Gmail, the exported CSV file will likely look something like the following, with info in some cells but not others:

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
First Name	Middle Na	Last Name	Title	Suffix	Initials	Web Page	Gender	Birthday	Anniversar	Location	Language	Internet Frei	Notes	E-mail Add	E-mail 2 A	E-mail 3 A
Anita		Jorgensen												anita@contoso.com		
Anne-Mette		Olesen												Anne-Mette@contoso.com		
Kemal		Celik												Kemal@contoso.com		
Shiori		Inoue												Shiori@contoso.com		

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