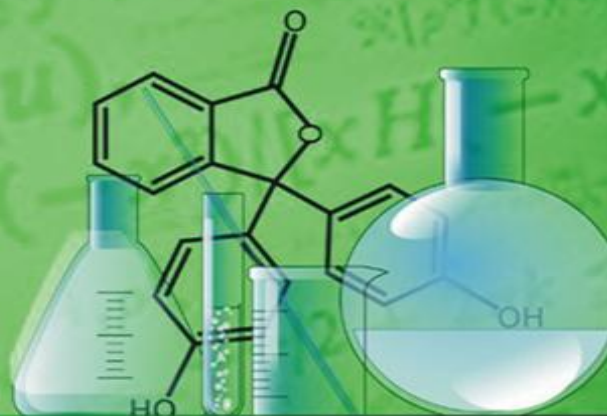
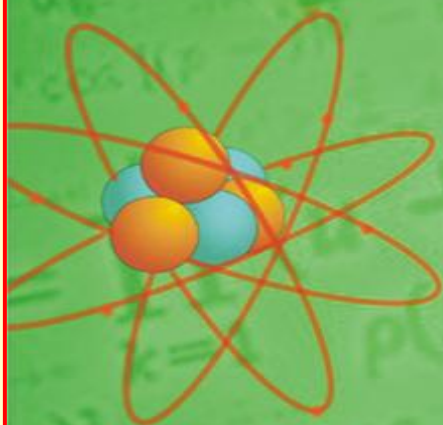


Volume-2 Issue-8, July 2019

**International Journal of Basic Science
and Applied Computing**



Blue Eyes Intelligence Engineering & Sciences Publication
Exploring Innovation | A Key for Dedicate Services

Address:

A:38-39, Tirupati Abhinav Homes,
Damkheda, Bhopal (Madhya Pradesh)-462037, India.

Website: www.blueeyesintelligence.org

Email: submit@ijbsac.org, ijbsacj@gmail.com

Cell #: +91-9109122902, **Whatsapp #:** +91-9109122902, **IMO#:** +91-9109122902

Editor-In-Chief Chair

Dr. Shiv Kumar

Ph.D. (CSE), M.Tech. (IT, Honors), B.Tech. (IT), Senior Member of IEEE

Professor, Department of Computer Science & Engineering, Lakshmi Narain College of Technology Excellence (LNCTE), Bhopal (M.P.), India

Associated Editor-In-Chief Chair

Dr. Vinod Kumar Singh

Associate Professor and Head, Department of Electrical Engineering, S.R.Group of Institutions, Jhansi (U.P.), India

Associated Editor-In-Chief Members

Dr. Hai Shanker Hota

Ph.D. (CSE), MCA, MSc (Mathematics)

Professor & Head, Department of CS, Bilaspur University, Bilaspur (C.G.), India

Dr. Gamal Abd El-Nasser Ahmed Mohamed Said

Ph.D(CSE), MS(CSE), BSc(EE)

Department of Computer and Information Technology , Port Training Institute, Arab Academy for Science ,Technology and Maritime Transport, Egypt

Dr. Mayank Singh

PDF (Purs), Ph.D(CSE), ME(Software Engineering), BE(CSE), SMACM, MIEEE, LMCSI, SMIACSIT

Department of Electrical, Electronic and Computer Engineering, School of Engineering, Howard College, University of KwaZulu-Natal, Durban, South Africa.

Scientific Editors

Prof. (Dr.) Hamid Saremi

Vice Chancellor of Islamic Azad University of Iran, Quchan Branch, Quchan-Iran

Dr. Moinuddin Sarker

Vice President of Research & Development, Head of Science Team, Natural State Research, Inc., 37 Brown House Road (2nd Floor) Stamford, USA.

Dr. Shanmugha Priya. Pon

Principal, Department of Commerce and Management, St. Joseph College of Management and Finance, Makambako, Tanzania, East Africa, Tanzania

Dr. Veronica Mc Gowan

Associate Professor, Department of Computer and Business Information Systems, Delaware Valley College, Doylestown, PA, Allman, China.

Dr. Fadiya Samson Oluwaseun

Assistant Professor, Girne American University, as a Lecturer & International Admission Officer (African Region) Girne, Northern Cyprus, Turkey.

Dr. Robert Brian Smith

International Development Assistance Consultant, Department of AEC Consultants Pty Ltd, AEC Consultants Pty Ltd, Macquarie Centre, North Ryde, New South Wales, Australia

Dr. Durgesh Mishra

Professor & Dean (R&D), Acropolis Institute of Technology, Indore (M.P.), India

Executive Editor Chair

Dr. Deepak Garg

Professor & Head, Department Of Computer Science And Engineering, Bennett University, Times Group, Greater Noida (UP), India

Executive Editor Members

Dr. Vahid Nourani

Professor, Faculty of Civil Engineering, University of Tabriz, Iran.

Dr. Saber Mohamed Abd-Allah

Associate Professor, Department of Biochemistry, Shanghai Institute of Biochemistry and Cell Biology, Shanghai, China.

Dr. Xiaoguang Yue

Associate Professor, Department of Computer and Information, Southwest Forestry University, Kunming (Yunnan), China.

Dr. Labib Francis Gergis Rofaiel

Associate Professor, Department of Digital Communications and Electronics, Misr Academy for Engineering and Technology, Mansoura, Egypt.

Dr. Hugo A.F.A. Santos

ICES, Institute for Computational Engineering and Sciences, The University of Texas, Austin, USA.

Dr. Sunandan Bhunia

Associate Professor & Head, Department of Electronics & Communication Engineering, Haldia Institute of Technology, Haldia (Bengal), India.

Dr. Awatif Mohammed Ali Elsiddieg

Assistant Professor, Department of Mathematics, Faculty of Science and Humatarian Studies, Elnielain University, Khartoum Sudan, Saudi Arabia.

Technical Program Committee Chair**Dr. Mohd. Nazri Ismail**

Associate Professor, Department of System and Networking, University of Kuala (UniKL), Kuala Lumpur, Malaysia.

Technical Program Committee Members**Dr. Haw Su Cheng**

Faculty of Information Technology, Multimedia University (MMU), Jalan Multimedia (Cyberjaya), Malaysia.

Dr. Hasan. A. M Al Dabbas

Chairperson, Vice Dean Faculty of Engineering, Department of Mechanical Engineering, Philadelphia University, Amman, Jordan.

Dr. Gabil Adilov

Professor, Department of Mathematics, Akdeniz University, Konyaalti/Antalya, Turkey.

Dr. Ch.V. Raghavendran

Professor, Department of Computer Science & Engineering, Ideal College of Arts and Sciences Kakinada (Andhra Pradesh), India.

Dr. Thanhtrung Dang

Associate Professor & Vice-Dean, Department of Vehicle and Energy Engineering, HCMC University of Technology and Education, Hochiminh, Vietnam.

Dr. Wilson Udo Udofia

Associate Professor, Department of Technical Education, State College of Education, Afaha Nsit, Akwa Ibom, Nigeria.

Convener Chair**Mr. Jitendra Kumar Sen**

Blue Eyes Intelligence Engineering & Sciences Publication Pvt. Ltd., Bhopal(M.P.), India

Editorial Chair**Dr. Sameh Ghanem Salem Zaghloul**

Department of Radar, Military Technical College, Cairo Governorate, Egypt.

Editorial Members**Dr. Uma Shanker**

Professor, Department of Mathematics, Muzafferpur Institute of Technology, Muzafferpur(Bihar), India

Dr. Rama Shanker

Professor & Head, Department of Statistics, Eritrea Institute of Technology, Asmara, Eritrea

Dr. Vinita Kumar

Department of Physics, Dr. D. Ram D A V Public School, Danapur, Patna(Bihar), India

Dr. Brijesh Singh

Senior Yoga Expert and Head, Department of Yoga, Samutakarsha Academy of Yoga, Music & Holistic Living, Prahladnagar, Ahmedabad (Gujarat), India.

Dr. J. Gladson Maria Britto

Professor, Department of Computer Science & Engineering, Malla Reddy College of Engineering, Secunderabad (Telangana), India.

Dr. Sunil Tekale

Professor, Dean Academics, Department of Computer Science & Engineering, Malla Reddy College of Engineering, Secunderabad (Telangana), India.

Authors:	Mohammad Gayoor Khan, Yezdani Umama, Hari Baskar, Kumar Ayush, Karthikeyan Lakshman, Monika Sekar
Paper Title:	Ethnopharmacological Studies of <i>Argemone Mexicana</i> for the Management of Psoriasis Followed By Molecular Techniques: Focus on Plant Metabolomics & Mechanism of Action

Abstract: Psoriasis is an autoimmune condition which results in the body attacking itself. It occurs in the age group of 14 to ≥ 65 years. The average age is 28 years. More than 10 million cases per year in India are being recorded. Around 15% of cases emerge before the age of 10 years. In the case of psoriasis, white blood cells known as T cells mistakenly attack the skin cells. Around 80% of people have mild psoriasis, and the other 20% have moderate to severe psoriasis. There are different types of psoriasis they are Plaque psoriasis occurs in about 80-90% of people, it appears as raised, inflamed, red lesions, covered by a silvery, white scales, usually on the elbows, knees, scalp, and lower back. Inverse psoriasis appears in the different parts like armpits, the groin, under the breasts, and in other skin folds such as the buttocks and around the genitals. *Argemone Mexicana* (Mexican poppy, Mexican prickly poppy, flowering thistle, cardo or cardosanto) is a species of poppy found in Mexico and now widely naturalized in many parts of the world. An extremely hardy pioneer plant as it is tolerant of drought and poor soil, often being the only cover on new road cuttings or verges. The flower has bright yellow latex, and though poisonous to grazing animals and is rarely eaten, but has been used medicinally by many people including those in its native area, the Natives of the western US, parts of Mexico and in Whole part of India, Pakistan, Nepal, Bhutan, etc.

Keywords: Chromatographic and Spectrophotometric techniques, Psoriasis, *Argemone Mexicana*, Albino Mice, Etc

References:

1. Manmohan Singhal & Niraj Kansara. Cassia tora L. Cream inhibits ultraviolet-B-induced psoriasis in Rats. <http://www.hinddaw.com/Journals/ISSN/2012/346510>. ISSN Dermatology., 2012; 1-5. Article ID 346510, 6 pages.
2. Kameshwari, Shiva, M.N. & G. Paramasivam. Urtica indica and its role in psoriasis: A review. Int. J. Pharm. & Life Sci., 2012; 3(12): 2236-2242.
3. Isha Pandey, V. D. Bohra, Ajay Bhargave and Krishnendra Singh Nama. Ethnomedicinal important Plant's of Rajasthan used Disease the treatment of psoriasis Disease : [www.wjps.com/Research Article ; ISSN 2277 - 7105 WJPS., 2016\(5\); 3 846-859](http://www.wjps.com/Research Article ; ISSN 2277 - 7105 WJPS., 2016(5); 3 846-859).
4. Albuquerque, U.P., M.A. Ramos & J.G. Melo. New strategies for drug discovery in tropical forests based on ethnobotanical and chemical ecological studies. J. Ethnopharmacol., 2012; 140: 197-201.
5. James Kenney. Sarsaparilla (*Smilax officinalis*) as a treatment Psoriasis. <http://healthpsych.psy.vanderbilt.edu/1-5/2008/sarsaparilla.htm>.
6. Vijaylakshmi, A. Psoriasis treatment. <http://www.life-saving-natural-cures-and-naturalremedies.com/natural-cures-for-psoriasis.html>, 2012.
7. Shaikh, Gazi, Sadath Ali, S.Y. Talmale & S. Ulhas, Surwase. Alternative medicines for psoriasis – Natural herbal, Ayurvedic treatment – A review. Int. J. Ayurvedic & Herb. Med., 2012; 2(3): 455-463.
8. Vijaylakshmi, A. & M. Geetha. Psoriasis treatment with pure Aloe vera plant. <http://www.miracleplant-aloe-vera.com/psoriasis.treatment.html>, 2012-15; 1-3.
9. Salihbegovic, E.M.; Hadzigrabic, N.; Cickusic, A.J. Psoriasis and metabolic syndrome. Med. Arch. 2015, 69, 85–87. [CrossRef] [PubMed]
10. Borska, L.; Andrys, C.; Krejssek, J.; Palicka, V.; Chmelarova, M.; Hamakova, K.; Kremlacek, J.; Fiala, Z. Oxidative Damage to Nucleic Acids and Benzo(a)pyrene-7,8-diol-9,10-epoxide-DNA Adducts and Chromosomal Aberration in Children with Psoriasis Repeatedly Exposed to Crude Coal Tar Ointment and UV Radiation. Oxid. Med. Cell. Longev. 2014, 2014, 302528.
11. Langan, S.M.; Seminara, N.M.; Shin, D.B.; Troxel, A.B.; Kimmel, S.E.; Mehta, N.N.; Margolis, D.J.; Gelfand, J.M. Prevalence of metabolic syndrome in patients with psoriasis: A population-based study in the United Kingdom. J. Invest. Dermatol. 2012, 132, 556–562.
12. Vadakayil, A.R.; Dandekeri, S.; Kambil, S.M.; Ali, N.M. Role of C-reactive protein as a marker of disease severity and cardiovascular risk in patients with psoriasis. Indian Dermatol. Online J. 2015, 6, 322–325.
13. A. Balci, D. D. Balci, Z. Yonden et al., "Increased amount of visceral fat in patients with psoriasis contributes to metabolic syndrome," Dermatology, vol. 220, no. 1, pp. 32–37, 2010.
14. S. Coimbra, H. Oliveira, F. Reis et al., "C-reactive protein and leucocyte activation in psoriasis vulgaris according to severity and therapy," Journal of the European Academy of Dermatology and Venereology, vol. 24, no. 7, pp. 789–796, 2010.
15. M. Rajappa, S. Rathika, M. Munisamy, L. Chandrashekar, and D. M. Thappa, "Effect of treatment with methotrexate and coal tar on adipokine levels and indices of insulin resistance and sensitivity in patients with psoriasis vulgaris," Journal of the European Academy of Dermatology and Venereology, vol. 29, no. 1, pp. 69–76, 2015.
16. Shetty, B.V. & V. Singh. Flora of Rajasthan, 1987; 91 & 93: Vol. I, II & III, Botanical Survey of India, Calcutta.

1-5

1.

Authors:	C. Sujatha, A. Manickam
Paper Title:	Continuous Monotonic Decomposition of Some Standard Graphs by using an Algorithm

Abstract: In this paper we elaborate an algorithm to compute the necessary and sufficient conditions for the continuous monotonic star decomposition of the bipartite graph $K_{m,r}$ and the number of vertices and the number of disjoint sets. Also an algorithm to find the tensor product of $P_n \times P_s$ has continuous monotonic path decomposition. Finally we conclude that in this paper the results described above are complete bipartite graphs that accept Continuous monotonic star decomposition. There are many other classes of complete tripartite graphs that accept Continuous monotonic star decomposition. In this research article Extended to complete m-partite graphs for greater values of m. Also the algorithm can be developed for the tensor product of different classes such as $C_n, W_n, K_{1,n}$ with P_n

Keywords: Complete bipartite graph, Continuous monotonic star decomposition, Tensor product..
Mathematical subject classification: 03B52, 03E72, 08A72.

References:

6-9

2.

1. Harary, F., *Graph Theory*. USA: Addison-Wesley Publishing House, 1969.
2. Alavi, Y. "The Ascending Subgraph Decomposition Problem" *Congress Numerantium*, **58** (1987): 7-14.
3. Gnanadhas, N., and Paulraj Joseph, J. "Continuous Monotonic Decomposition of Graphs." *International Journal of Management and Systems*, **16** (2000): 333-344.
4. Gnanadhas, N., and Paulraj Joseph, J., "Continuous Monotonic Decomposition of Cycles." *International Journal of Management and Systems*, **19** (2003): 65-76.
5. Nagarajan, A., and Navaneetha Krishnan, S., "Continuous Monotonic Decomposition of some special class of Graphs." *International Journal of Management and Systems*, **21**(2005): 91-106.
6. Joseph Varghese, and AntonysamyMapana, A., *Journal of Sciences*, **8**(2) (2009): 7-19.
7. Sudarsanam, N., and Sreedharan, N., "On Edge decomposition of graph." *National Workshop on Graph Theory and its Application*, Feb.21-27, (1996): 203-206.
8. Asha, S., and Kala, R., "Continuous Monotonic Decomposition of some special class of graph." *Int. Journal of Math. Analysis*, **4**(51) (2010): 2535-2546.

Authors: Sukanta Saha, Yogesh C Joshi

Paper Title: Measuring Mobile Service Satisfaction: Factor Analysis Based Study on Mobile Users of Gujarat

Abstract: Determination of customer satisfaction is one of the very important parameters for the telecom operators in India. This paper undertakes analysis of different factors, which enables to ear mark the major aspects that leads to satisfaction of mobile users. The study had been carried out among the mobile users of the state of Gujarat. The paper also tries to find out the gaps between customer expectation and their service satisfaction. The study also investigates the potentiality of the revenue generation and customer retention tools for telecom operators. Opinions of about 800 mobile users from 20 districts of Gujarat were captured through close ended questionnaire. Simple random sampling method was used, where the perception of individuals of various strata of the society were captured. Other than recording the personal data of the mobile users, in terms of name, age, gender, locality, profession, income and qualification, other useful information related to satisfaction from mobile services were also captured. Levels of satisfaction of the respondents were recorded using Likert 5-Point scale system. Statistical tool SPSS was used for the dimension reduction and identification of the significant factors using factor analysis. 19 attributes of satisfaction were grouped in 5 important factors with their respective factor loadings. These factors ensures enhancement of the customer experience as well as boosting service quality ,which helps in devising suitable sustainable strategies for the mobile market today. Further the levels of satisfaction of the mobile users of Gujarat were also analyzed with respect to various zones, urban-rural, age groups as well as income categories. These conclusive evidences may help the telecom players to enhance and retain their existing customer base as well as revenue.

Keywords: Perception, Factor Analysis, Principal Component, Factor Loading

References:

1. Anderson, E. W., Fornell, C. and Lehmann, D. R. (1994). "Customer Satisfaction, Market Share, And Profitability: Findings From Sweden". *The Journal of Marketing*, 58(3), pp.53-66.
2. Barnhoom, C., (2006). "Customer satisfaction increases in the Telecommunications industry". Synovate Research Reinvented.
3. Chen A. H., et. al (2011). "The Causes of Customer Satisfaction in Telecommunication Services: An Empirical Study". Proceedings of the 7th International Conference on Advanced Information Management and Service.
4. Chen A., Lu, Y. Gupta, S. and Xiaolin,(2014). "Can Customer Satisfaction And Dissatisfaction Coexist? An Issue of Telecommunication Service in China". *Journal of Information Technology*, 29(3), pp.237-52. 5. Cheng, N., (2016).
5. Dehghan, A.; Zenouzi, B.; Albadvi, A. 2012. An investigation on the relationship between service quality and customer satisfaction: in the case of CCG CO, *International Business Research* 5(1): 3–8.
6. Fornell, C.; Westbrook, R. A. 1984. The vicious circle of consumer complaints, *Journal of Marketing* 48(3): 68–78. <http://dx.doi.org/10.2307/1251330>
7. Lawlay, D. N. & Maxwell, A. E. (1963), *Factor Analysis as a Statistical Method*. London: Butterworth.
8. R. A. Johnson and D. W. Wichern, *Applied Multivariate Statistical Analysis*. Fifth Edition. Prentice-Hall, Inc, Upple Saddle River, 2002
9. Carver, R. H. & Nash, J. G., *Doing Data Analysis with SPSS*. Thomson Brooks/Cole, Belmont, 2006.
10. Churchill, G. A. & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*, 19(3), 491-504.
11. Folkes, V.S. (1984). Consumer Reaction to Product Failure: An attributional approach. *Journal of Consumer Research*, 398-409.
12. Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 56(1), 6–21.
13. Nurdaulet Nurysh, Navaz Naghavi, Benjamin Chan Yin Fah (2019). Study on Factors Affecting Customer Satisfaction in Mobile Telecommunication Industry in Malaysia, *International Journal of Recent Technology and Engineering (IJRTE)*.ISSN: 2277-3878, Volume-7. Issue-5S. January 2019.
14. Md. Danish, Manjari Chakraborty.(2019). Measuring the Tourist Service Satisfaction: Factor Analysis based Study at Red Fort Complex.*International Journal of Recent Technology and Engineering (IJRTE)*. ISSN: 2277-3878, Volume-7 Issue-5S, January 2019.
15. Negi, R. (2009). Determining customer satisfaction through perceived service quality: a study of Ethiopian mobile users. *International Journal of Mobile Marketing*, 4(1): 31–38
16. Jagdish N.Sheth, Atul Parvatiya.(1995). The evolution of relationship marketing .*International Business Review*,Volume 4, Issue 4, 1995, Pages 397-418.
17. La Barbera, P.A. and Mazursky, D. (1983). A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process. *Journal of Marketing Research*,20, 393-404. <http://dx.doi.org/10.2307/3151443>
18. BasriModding2, Baharuddin Semmaila2, Achmad Gani2.(2016). *Journal of Business and Management Sciences*, , Vol. 4 No. 4, 76-81
19. Susan Fournier, David Glen Mick.(1999).Rediscovering Satisfaction, Volume: 63 issue: 4, page(s): 5-23
20. Eugene W. Anderson, Claes Fornell and Donald R. Lehmann.(1994). Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. *Journal of Marketing*. Vol. 58, No. 3 (Jul., 1994), pp. 53-66
21. <https://www.census2011.co.in/census/state/districtlist/gujarat.html>
22. Gordon H.G.Mcdougall,Terrence Levesque,(2000)"Customer Satisfaction with services:putting perceived value into the equation",*Journal of services marketing*,Vol.14 Issue:5,pp.392-410,<http://Doi.Org/10.1108/08876040010340937>
23. Annika Ravald, Christian Grönroos, (1996) "The value concept and relationship marketing", *European Journal of Marketing*, Vol. 30,Issue:2 , pp.19-30, <https://doi.org/10.1108/03090569610106626>