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A Comparative Study of Different Colony Parameters among Absconding Wax Moth Infested Colonies and Healthy Colonies of *Apis cerana indica* F.

Leena Alexander and T. Daniel

Abstract

Colonies of *Apis cerana indica* F. was set up in three groups at Bangalore, India during 2010 to study effective beekeeping practices to prevent colony infestation with greater wax moth, *Galleria mellonella* L. and lesser wax moth, *Achroia grisella* F. leading to their absconding. The study revealed that the various colony parameters like foraging, hoarding and brood rearing activities continuously declined in colonies which showed the tendency to abscond due to wax moth infestation and it was further aggravated by extraneous factor like floral dearth. The study also proved that efficient beekeeping management by an alert beekeeper could effectively prevent loss of colonies due to absconding because of wax moth infestation resulting in monetary loss to the apiarist.

Key words: *Galleria mellonella*, *Achroia grisella*, absconding, floral dearth

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Diversity of Aquatic Insects in Adda Hole Stream of the Western Ghats

Tina Maria Arujah and D. Usha Anandhi

Abstract

The study was carried out as an attempt to study the diversity of aquatic insects in the Adda Hole stream of Gundya Forest in the Karnataka region of the Western Ghats between February and May, 2012. Different collection methods were adopted to sample the aquatic insect diversity of the study area. Further, the physic-chemical parameters were analyzed on the collected water samples. In the study, a total of 12 species representing 12 genera and 4 orders were recorded.

The identified aquatic insects of Adda Hole stream belonged to four orders viz., Hemiptera, Coleoptera, Araneae and Odonata. The maximum species were observed in the Order Hemiptera followed by the Order Odonata. The physic-chemical parameters indicated temperature and pH to be the highest in the month of March. Salinity, total dissolved salts and dissolved oxygen were highest in the month of April and water conductivity was highest in the month of May. Diversity indices of the species were found to be highest in the month of March and lowest was in the month of May. The species dominance (Simpson's Index) was highest in the month of February and lowest in the month of May.

In conclusion, the present study serves as a baseline for further studies of aquatic invertebrates in the Kabbinala Forest, Sakleshpur Range, Hassan District. The study reveals that the number of aquatic insects identified was distributed along the stream of Adda Hole. To get a better understanding of relationships between the aquatic insects and their environmental variables, further studies are needed with increased sampling frequencies and periods along with the substrate analysis.

Key words: Aquatic Insects, WesternGhats, Shannon-Weiner Index (alpha diversity) and Simpson Index (alpha diversity), Physico-chemical Parameters

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Pilot Survey to Record the Anurans from Bangalore University Campus and Anekal Region

P. Deepak, M. Jayashankar and S. Ramakrishna

Abstract

Anurans belonging to 4 families and 10 species were recorded during the survey carried out to record anuran diversity in two different areas of Bangalore namely, Jnana Bharathi campus of Bangalore University and Anekal range of Bannerghatta National park. A total of ten species viz., *Duttaphrynus melanostictus*, *Euphlyctis cyanophlyctis*, *Fejervarya sp.1*, *Fejervarya sp.2*, *Fejervarya sp.3*, *Microhyla ornata*, *Polypedates maculatus*, *Ramanella variegata*, *Fejervarya aff. granosa* and *Fejervarya aff. rufescens* were recorded from both the study sites. Based on the diversity indices analysis, pearl valley of Anekal region showed higher simpsons index (1-D) indicating higher anuran diversity among the study sites.

Key words: Anurans, Bangalore, Diversity

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Open Book Examinations-Boon or Bane

Vanaja Malathy, Anil Joseph Pinto, Venkat Lokanathan, Nalini Pai, Shlok Kumar

Abstract

In recent times, testing and evaluation have been as challenging as teaching. With the role of the teacher changing from that of an all knowing guide to being perceived as a facilitator of learning experiences, pedagogy has indeed come a long way. With the changing roles that the teacher and teaching have gone through, it is only natural that the process of testing gets redefined. The CBSE Board has taken a step in this direction by allotting ten marks to an open book testing segment, in the final exams. The open book testing format requires the teacher as well as the student to deal with a very different kind of challenge. Initially labelled as a western system of testing, an open book testing format is now being increasingly considered a good pattern of testing. While educational institutions across India are gearing up to face new challenges in education, it is important to look at what this pattern of testing has in store for both teacher as well as the taught. Given the sheer numbers that we in India are dealing with, does this system prepare the student to think differently and is it viable at all as a system that will benefit both the educator as well as the student in the long run?

Key words: Pedagogy, educator, evaluation, viable, challenge

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The Role of the State in Developing Countries

Radha Ganapathy

Abstract

The role of the State has been undergoing changes from the period of Mercantilism to the present. It is a dynamic progress that is influenced by economic changes, technological innovations and social traditions. The role of the State which was essentially simple during the times of a city State or an empire witnessed radical changes with the evolution of the modern State.

Key words: Mercantilism, Laissez-faire, Welfare State.

Role of Librarians in Learning and Research in the Information Systems Era

B Rose Kavitha

Abstract

The location and provision of information services has dramatically changed over a decade. There is no requirement to leave home or office to locate and access information. Information is readily available on-line. The on-line information is available as digital gateways furnished by a wide variety of information providers like digital, online libraries and electronic publishers. Search engines send the user straight to information without providing an intermediary to classify, catalogue, cross-reference, or advice on sources. This paper propels that information is no longer simply text and pictures but is electronically available in a wide variety of formats. These formats are in the form of video, audio and multimedia. Modern librarians need to be comfortable and conversant with technology, be willing and able to speak in public, and possess people skills and a commitment to lifelong learning, as the profession and the expertise necessary for success are constantly changing.

To address these issues the research question emerged as “What are the roles and qualities a librarian must play and possess in order to excel in performance as a librarian in the Information Systems Era?” The issues on the expectant behavior of the library professionals are discussed based on the instrument of Allen and Meyer (1966). The paper is explorative and descriptive in nature, addressing to the role of information era librarians using a valid construct.

Key words: Librarians, Digital Library, Information age, Profession and Personal Competencies.

An Empirical Study on Consumers Perception about Social Media Marketing

Netravathi Vasudevaraju S

Abstract

In recent years there has been a tremendous increase in the growth and popularity of social media networks. A significant majority of people with access to the Internet are active participants in these sites. There is growing evidence that users of social networking sites now include people of various age groups with a significant number of active users 40 years or older with women outnumbering men in popular sites such as Facebook. This virtual explosion in social media has naturally attracted the attention of marketers and there has been a continuous effort to leverage the reach and access of social networks for brand promotion in terms of actual sales and customer service. The dynamic and interactive nature of the social media demands that marketers have to be constantly engaged with the target market. So apart from money, successful social media marketing requires significant investment in time and creativity.

Key words: Social Media Marketing, Marketing, Face Book, Consumer Behaviour.

Consumer behaviour: Drive and Influence towards Sustainable Consumption

Anto Juliet Mary M and Sivakami Rajesh

Abstract

The actions that people take and choices they make – to consume certain products and services or to live in certain ways rather than others – all have direct and indirect impacts on the environment, as well as on personal (and collective) well-being. Consumer behavior is key to the impact that society has on the environment. Sustainability is the need of present for having a good future. Consumers may play an important role in helping the companies to achieve sustainable consumption. Consider the rapidly growing group of consumers looking to buy sustainable solutions. The question of how to become more sustainable is one of the most important challenges faced by society today. Providing for the next generation of consumers in a sustainable manner presents both a challenge and an opportunity. The literature on the intention-behaviour gap with regard to sustainability is significantly under-developed, and has found complex and contradictory results. Of that which exists, much focuses on behavioural intentions. Hence this paper will highlight the possible drive and influence consumer behaviour may have on sustainable consumption. The business concerns are dependent on the consumer not only for its survival but also for its growth.

Key words: Sustainable Consumption, Consumer Behaviour, Green Products, Green Economy.

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Effectiveness of Testimonial Type of Advertising on Creating Brand Image in relevance to Internet Advertising

Sajini Jacob

Abstract

Accomplished character actor and memoirist Stephen Tobolowsky reflected in his book *The Dangerous Animals Club*, “True trumps clever any day of the week. So I really try to make sure that all of my stories in the book are (1) true, and (2) that they happened to me. It’s far more important to tell a true story even if it’s not perfect in all the details than to make up a clever lie.” Customer stories are the new building blocks of sales and marketing. In promotion and of advertising, a testimonial or show consists of a person’s written or spoken statement extolling the virtue of a product. The term “testimonial” most commonly applies to the sales-pitches attributed to ordinary citizens, whereas the word “endorsement” usually applies to pitches by celebrities. The idea behind testimonial advertising is that a prospective customer may be favorably influenced to try a product when it has been praised by another impartial consumer, or by a known personality whom the consumer may wish to emulate. This research is of an applied form which tries to enhance and provoke the knowledge of several people into thinking as to how Testimonials play an influential role in the minds of young customers. Using a testimonial is a great way to promote the quality and reliability of a Company’s product and services. The whole goal of advertising is to create a trust element about a brand in a consumer’s mind. If Testimonials succeed in doing so, they product can be considered sold. This study seeks to understand the pros and cons of testimonials and also the future of it in the field of Advertising.

Key words: Brand Advocacy, Behavioral Marketing, Blogs, E-Commerce