ISSN: 2454-8421

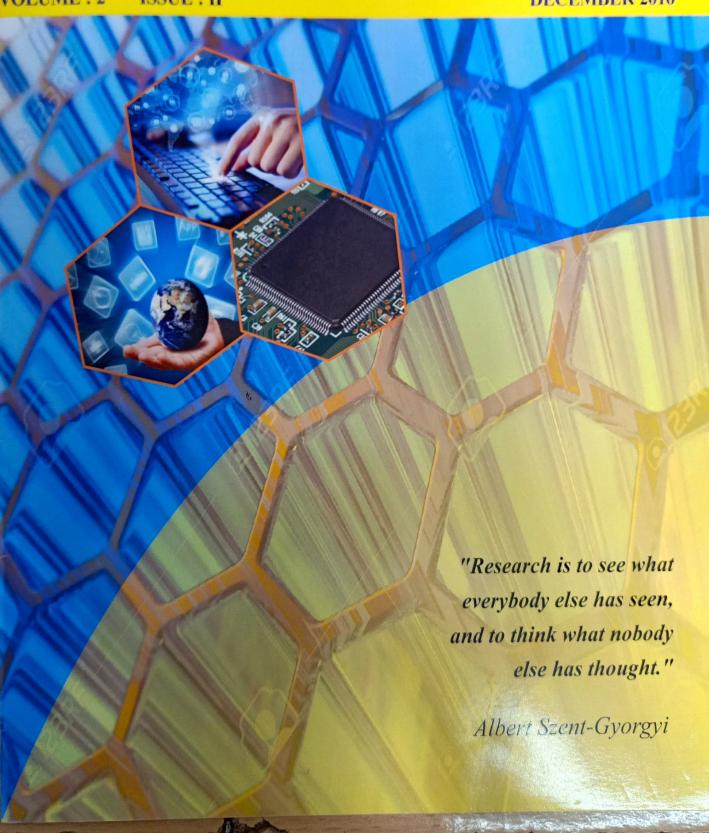


Bodh



BPIT International Journal of Technology & Management BBIJTM (Indexed in National Science Library)

VOLUME: 2 ISSUE: II DECEMBER 2016



BPIT

Bhagwan Parshuram Institute of Technology

A Unit of Bhartiya Brahmin Charitable Trust (Regd.)
(Approved by Ministry of HRD Govt. of India, AICTE & DTTE, Govt. of Delhi)
Affiliated to Guru Gobind Singh Indraprastha University, Delhi
PSP-4, Sec.-17, (Opp. Sec.-11), Rohini, Delhi-89 Tel.: 27571080, 27572900

Fax: 27574642 E-mail: bpitindia@yahoo.com Website: www.bpitindia.com



Chief Patron

Sh. Atam Prakash Kaushik Chairman, BPIT

Patrons

Sh. Vinod Vats (General Secretary)
Sh. Surendra Sharma (Vice President)
Sh. B.N. Sharma (Secretary)

Editor-in-Chief Prof. Payal Pahwa

Principal, BPIT

Associate Editors

Prof. Sundram Priyadarshnie Dr. Amit Gupta Ms. Shweta Taneja

Editorial Board Members

- Professor Chin-Chen Chang Chair Professor, Department of information Engineering and Computer Science, Feng Chia University, Taiwan
- Dr Rana Singh
 Assistant Director, Institutional Research and Planning Gulf Medical University, Ajman, UAE
- Prof. Arif Suhail Professor, Department of Mechanical Engineering, Aligarh Muslim University
- Prof. Sanjeev Mittal Professor and Dean, University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi
- Dr. Rajeev Jain Professor & Director of Chemistry, Institute of Engineering, Gwalior
- Dr. Neeraj Kaushik Associate Professor, NIT, Kurukshetra
- 7. Dr. Chitra Sharma (Formerly at IGTUW, Delhi) Philadelphia (U S A)
- Prof. Abhishek Swaroop
 Prof & HOD, Computer Science Department,
 Galgotia University, Noida
- Dr. Sudha Singh Professor and Head, Department of CE and IT, MGMCET

Advisory Body

- Dr. Abid Haleem
 Professor, Department of Mechanical Engineering
 College of Engineering and Technology,
 Jamia Millia Islamia ,New Delhi
- Dr S K Garg
 Professor, Deportment of Management Studies,
 Delhi Technological University, Delhi
- Dr. Ajai Agrawal
 Professor, Department of Mechanical Engineering, GB Pant University, Pantnagar
- 4. Dr. Sushil
 Professor, Deportment of Management Studies,
 I I T, Delhi
- Dr. M C Gupta
 Professor, Deportment of Management Studies,
 I I T, Delhi
- 6. Mr. Yatindra Sharma P. Eng., Professional Canada
- 7. Mr. Saumitra Sharma PGDM (I I M Ahmadabad), Professional U S A
- 8. Mr. Shantanu Sharma PGDM (I I F T Delhi), Professional U S A



From the Editor-in-Chief Desk

It gives me great pleasure to present the second issue of BODH: BPIT International Journal of Technology and Management. This Journal was conceptualised with the aim to provide platform to research scholars, scientists, professors and students to disseminate the latest innovation in the field of technology and management. I would like to thank contributing authors, editorial board and reviewers for their constant endeavour to bring out the issue on time. I assure you that we will leave no stone unturned to maintain and raise the standard of the Journal. The first milestone has already being achieved as the journal is now indexed in National Science library.

I am greatly indebted to the college management for their continuous guidance and support.

As editor in Chief, I anticipate that this issue would be of immense value to technical and management fraternity. I seek your valuable comments and suggestions towards improving quality and content of the Journal.

Prof. Payal Pahwa Principal

Contents

S. no.	Paper Title	Author/s	Page no.
1.	Crime Cases and Ways of Criminal Detection	Dr. Bhawana Suri Mrs. Deepti Jain Mr. Alakshender Kumar Ms. Abharika Kamra Mr. Rajesh Ms. Shweta Singh	I
2.	Health and Wellness – A new Market Offering	Dr. Vaishali Sharma Ms. Ritu Bajaj	6
3.	Positioning of Starbucks in India: Issues and Challenges	Dr. Prerna Dawar Ms. Parul Sehrawat Ms. Shefali Garg	11
4.	Total Quality Management and Services Marketing	Ms. Neelam Turan	18
5.	Analysis of FTP and TFTP Protocols	Dr. Deepali Virmani Dr. Shweta Taneja Mr. Uttkarsh Jagga Ms. Koshika	24