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ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM

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of

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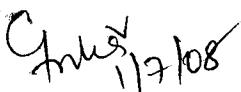
DEPARTMENT OF COMPUTER APPLICATION**Bonafide Certificate**

Certified that this project report titled **ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM** is the bonafide work of **Mr.R.RAJKUMAR (Registration Number: 71205621033)** who carried out the research under my supervision. Certified further, that to the best of my Knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.


Supervisor


Head of the Department

Submitted to Project and Viva Examination held on 1-7-2008


Internal Examiner


External Examiner 1/7/08

30th May 08

PROJECT COMPLETION CERTIFICATE

This is to certify that **Mr. R.Rajkumar (Reg. no 71205621033)** has completed the project **“ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM”** Using .NET. This Project has designed for **Nanosoft Technologies**. This project is tested and run on the real time environment. We are very happy to say that project has been completed to our satisfaction.

Project duration: December 2007 to May 2008

We wish him all the best in his future endeavors

Yours cordially,

For Nanosoft Technologies,


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ABSTRACT

Online Management of Advertisement system is a portal in which the commercial advertisements can be undertaken. Corporates are spending huge funds to ensure that their clients and public feel they are being serviced or monitored well with their products or concepts. With business houses getting competitive, everyone is finding innovative means for handling their customer relationship management. This portal has four types of advertisements: fixed type, moving type, media, and internet.

In fixed type advertisement, billboards and banners are used to display the advertisements.

In moving type, vehicles are used.

In media type, newspapers, television and radio programs are used for advertising.

In an internet advertisement, particular site can be chosen to advertise the product.

The user has to submit the image and caption for the advertisements. If not, the organization itself decides on the format of advertisement. Cost will be calculated based on the type of advertisement.

This project has been developed using ASP.Net 2005 as front end and SQL Server 2000 as back end.

ACKNOWLEDGEMENT

I would like to take this opportunity to say thank you to the people who have helped to make this project.

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TABLE OF CONTENTS

ABSTRACT	iii
LIST OF TABLES	vii
LIST OF FIGURES	viii
1. INTRODUCTION	
1.1 ABOUT THE PROJECT	1
1.2 ORGANIZATION PROFILE	3
2. SYSTEM STUDY AND ANALYSIS	
2.1 EXISTING SYSTEM	6
2.2 PROPOSED SYSTEM	6
2.3 FEASIBILITY ANALYSIS	7
2.3.1 TECHNICAL FEASIBILITY	7
2.3.2 ECONOMIC FEASIBILITY	7
3. DEVELOPMENT ENVIRONMENT	
3.1 HARDWARE REQUIREMENTS	8
3.2 SOFTWARE REQUIREMENTS	8
3.3 PROGRAMMING ENVIRONMENT	9
4. SYSTEM DESIGN AND DEVELOPMENT	
4.1 ELEMENTS OF DESIGN	13
4.1.1 INPUT DESIGN	13
4.1.2 OUTPUT DESIGN	13
4.2 TABLE STRUCTURE	14
4.3 DATA FLOW DIAGRAM	20
4.3.1 CONTEXT FLOW DIAGRAM	20

5. ARCHITECTURAL DESIGN	
5.1 N-TIER ARCHITECTURE	24
5.1 MODULE DESIGN	27
6. SYSTEM TESTING AND IMPLEMENTATION	
6.1 OBJECTIVES OF TESTING	29
6.2 TESTING	29
6.2.1 SYSTEM TESTING	29
6.2.1.1 WHITEBOX TESTING	30
6.2.1.2 BLACKBOX TESTING	30
6.2.2 UNIT TESTING	30
6.2.3 INTEGRATION TESTING	31
6.2.4 VALIDATION TESTING	31
7. CONCLUSION AND FUTURE ENHANCEMENT	
7.1 CONCLUSION	32
7.3 FUTURE ENHANCEMENT	32
APPENDICES	
REFERENCES	

LIST OF TABLES

<u>TABLE DESCRIPTION</u>	<u>PAGE NO</u>
Table 4.2.1 CUTOMER_REGISTARTION	14
Table 4.2.2 VENDOR_REGISTRATION	15
Table 4.2.3 SUBCONTRACTOR_REGISTRATION	15
Table 4.2.4 BILLBOARD_DETAILS	16
Table 4.2.5 INTERNET_DETAILS	16
Table 4.2.6 RADIO_DETAILS	17
Table 4.2.7 VEHICLE_DETAILS	17
Table 4.2.8 NEWSPAPER_DETAILS	18
Table 4.2.9 TELEVISION_DETAILS	18
Table 4.2.10 ADD_DETAILS	19

LIST OF FIGURES

<u>FIGURE DESCRIPTION</u>	<u>PAGE NO</u>
Figure 4.3.1 DFD: LEVEL 0	21
Figure 4.3.2 DFD: LEVEL 1 LOGIN	21
Figure 4.3.3 DFD: LEVEL 2 ADMIN PROCESS	22
Figure 4.3.4 DFD: LEVEL 2 USER PROCESS	23

CHAPTER 1

INTRODUCTION

1.1 ABOUT THE PROJECT

Online Management of Advertisement system is a portal in which the commercial advertisements can be undertaken. Corporates are spending huge funds to ensure that their clients and public feel they are being serviced or monitored well with their products or concepts. With business houses getting competitive, everyone is finding innovative means for handling their customer relationship management.

This project has five modules. The Fixed type module undertakes the process of placing the hoardings or billboards in the major areas of the city. The advertiser has to register in the website for the given advertisement. Then the user submits the image to the website along with the specifications of the picture like resolution, size and other mandatory information

Vehicle module is cheaper than first module in terms of financial activity. But the advantage in this category is online advertisement, i.e. the advertisements placed will be on the rear side of the vehicles like city bus, auto rickshaws and cabs/taxis. The advertiser can submit their images of advertisements, the resolution and the time period to display in the vehicles.

In the registration module the user have to register online by giving their details such as their username, password, first name, last name, email id for contact.

In the Media module the user can upload their audio or video file or still images for the ad to be shown in the media like TV shows or Radio programs. The media asks the time duration and the program in which the advertisements have to be shown. The user

available or not. This particular module is mainly considered with the choosing the opt media for the display of the advertisements.

In the fifth module, advertisements could be placed in Internet. In this mode, the user had to select the web site or web group for placing the advertisements here the size of images for the advertisements is fixed. If the end user clicks the advertisements he would be guided to the website of the advertiser.

1.2 ORGANIZATION PROFILE

ABOUT US:

Nanosoft technologies is the Software and IT services providing company which gathers the industry needs by representing major Technologies in the development and services both in the National and International level as well as in software, hardware, voice and non-voice support.

Nanosoft technologies deliver software products, ranging from enterprise project to Internet applications with enabled security.

WE FOCUS ON:

We offer wide range of significant solutions for our clients based on their requirement.

Some among them are:

- Software design and development
- Web Services
- Project management
- Quality assurance and quality control
- System Integration
- Testing Services

SKILL SET:

Our company successfully delivered products using this cumulative skill set:

Category	Item	Year of most recent use	Comment
Os	NT//2000/XP	2007	
Languages & technologies	JAVA, J2EE	2007	Used mostly server side oriented. JDBC, Hibernate, JSP, JMS Preferred platform.
	JAVA SCRIPT/DHTML, PHP	2007	Web designing in both static & dynamic criteria
	VB,C# ASP.NET/ASPOSE	2007	Preferred platform
	AJAX	2007	
Databases	MY SQL	2007	
	SQL SERVER	2007	
	ORACLE	2006	
Application Servers	IIS	2007	
	APACHE	2006	

OUR FACE:

There is a trend among software engineers to move an organization to another, never staying for the lifetime of a product, never caring about what happens after they leave. Then software projects fail and the money invested disappear in a pit.

This is not the case with Nanosoft technologies. The company is here to stay, and the employee turnover is zero.

We believe that excellent products are delivered by people who care about their work. We aim to deliver the best possible software and be proud of it. We favor technical decisions as opposed to political ones. Our relationship with the customer grows naturally with the successful delivery of each new product.

OUR PROCESS:

Our engineers worked in the software industry's best practices of managed software development. With each project our internal coherence is growing. We are developing and introducing best practices, all the time, in a controlled way. Every development practice must be supported by the appropriate tools. We use:

- A centralized bug database (Test Track) to keep track of tasks and defects.
- Subversion Source control repository, hosted on a RAID server
- Standard internal code style, consistent across languages
- Standard internal naming style specialized for programming constructs, file names and path.
- Standard projects organization, deliverables, version naming.
- Standard internal code versioning management, ranging from patch management, code branches management, database structure versioning, releases organization.
- Standard software tools, available on every machine.

CHAPTER 2

SYSTEM STUDY AND ANALYSIS

2.1 EXISTING SYSTEM

According to our knowledge the existing system in "ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM" is absolutely manual which requires a person should manually do his/her process, for applying ad to their company. So to give advertisement, a person has to waste his/her precious time and at the same time after giving the advertisement if he want to cancel the order the person has to waste his time.

The Disadvantages of the existing system:

- In the existing system, all the activities are done by manually which requires lot of time and it requires more number of employers to do work.
- Subcontractor facility and the Advance booking, Cancellation Facilities are not available in the system.

2.2 PROPOSED SYSTEM

In this proposed system GUI Based tools are used. This proposed system is developed using the ASP.Net with c# as Front -end and SQL Server 7.0 as Back-end. In order to overcome the demerits of existing system this new system is proposed.

The proposed system involves advanced features:

- In the proposed system, the details are recorded easily and addition, modification and deletion operations are simplified.
- This system is more efficient and less time consuming and provides a user friendly environment. It provides accurate update information.
- Advance booking of places and cancellation facilities are available.

2.3 FEASIBILITY ANALYSIS

Feasibility analysis is the measure of how beneficial or practical the development of the system will be to the project. Once the problem is explained information is gathered about the system to test whether the system is viable Technically, Financially. Thus, feasibility study is carried out in two phases as follows.

2.3.1 TECHNICAL FEASIBILITY

Technical feasibility is the measure of practicality of a specific technical solution and the availability of technical resources and expertise. It centers on the existing computer system (hardware, software, etc.) and to what extent it can support the new addition. This involves financial consideration to accommodate technical enhancement.

The proposed system is to be developed using ASP.Net 2005 and SQL SERVER 2000 are some of the leading technologies in the market. These technological resources are easily available and the company does not need to acquire any development licenses. ASP.net 2005 and SQL SERVER 2000 is already available with the company. These technologies work well on Microsoft platforms.

2.3.2 ECONOMIC FEASISBILTY

Economic Feasibility is the measure of the cost-effectiveness of the proposed system. The investment to be made in the proposed system must prove a good investment to the project by returning benefits equal to or exceeding the cost incurred in developing the system.

The proposed benefits of the system will outweigh the costs to be incurred during system developed since the system does not require procurement of additional hardware facilities it is economically feasible. It uses ASP.net 2005 and SQL SERVER 2000 for its development. So it's found that the benefits outweigh costs. In addition capability of the system to incorporate future enhancement will improve the performance to suit the future

CHAPTER 3

DEVELOPMENT ENVIRONMENT

3.1 HARDWARE REQUIREMENTS

This section describes the hardware components with which the application was developed and the minimum hardware configuration with which the system operates best.

1	PROCESSOR	:	Pentium 4
2	PROCESSOR SPEED	:	2.6 GHz
3	RAM	:	512 Mb
4	HARD DISK SIZE	:	80 GB
5	KEYBOARD	:	Multimedia Keyboard
6	MOUSE	:	Optical
7	DISPLAY	:	1024 X 768

3.2 SOFTWARE REQUIREMENTS

This section describes the software in which the application was developed and using the same software would make it more compatible.

1	OPERATING SYSTEM	:	Windows XP
2	FRONT END	:	ASP.Net,Vb.Net
3	FRAME WORK	:	.Net Framework 2.0
4	BACK END	:	SQL Server 2000

3.3 PROGRAMMING ENVIRONMENT

ABOUT SOFTWARE

VISUAL STUDIO.NET

Visual Studio .NET is the rapid application development tool for C#. Visual Studio.NET offers complete integration with ASP.NET and enables to drag and drop server controls and design Web Forms as they should appear when user views them.

Some of the other advantages of creating C# applications in Visual Studio.NET are

- Visual Studio .NET is a Rapid Application (RAD) tool. Instead of adding each control to the Web Form programmatically, it helps to add these controls by using Toolbox, saving programming efforts.
- Visual Studio .NET supports custom and composite controls. Can create custom controls that encapsulate a common functionality that might need to use in a number of applications.
- Visual studio .NET does a wonderful job of simplifying the creation and consumption of Web Services. Much of the programmer-friendly stuff (creating all the XML-based documents) happens automatically, without much effort on the programmer's side. Attribute-based programming is a powerful concept that enables Visual Studio .NET to automate a lot of programmer-unfriendly tasks.

ASP.NET

ASP.NET is the .NET framework layer that handles Web requests for specific types of files, namely those with (.aspx or .ascx) extensions. The ASP.NET engine provides a robust object model for creating dynamic content and is loosely integrated into the .NET framework.

requests. The responses are dynamic because ASP.NET intercepts requests for pages with a specific extension (.aspx or .ascx) and hands off the responsibility for answering those requests to just-in-time (JIT) compiled code files that can build a response “on-the-fly.”

ASP.NET deals specifically with configuration (web.config and machine.config) files, Web Services (ASMX) files, and Web Forms (ASPX) files. The server doesn’t “serve” any of these file types—it returns the appropriate content type to the client.

The configuration file types contain initialization and settings for a specific application or portion of an application. Another configuration file, called machine.web, contains machine-level initialization and settings. The server ignores requests for web files, because serving them might constitute a security breach.

Client requests for these file types cause the server to load, parse, and execute code to return a dynamic response. For Web Forms, the response usually consists of HTML or WML. Web Forms maintain state by round-tripping user interface and other persistent values between the client and the server automatically for each request.

A request for a Web Form can use View State, Session State, or Application State to maintain values between requests. Both Web Forms and Web Services requests can take advantage of ASP. Net’s integrated security and data access through ADO.NET, and can run code that uses system services to construct the response.

ASP.NET uses .NET languages. ASP.NET code exists in multithreaded JIT compiled DLL assemblies, which can be loaded on demand. Once loaded, the ASP.NET DLLs can service multiple requests from a single in-memory copy.

ASP.NET supports all the .NET languages (currently C#, C++, VB.NET, and JScript, but there are well over 20 different languages in development for .NET), so you will eventually be able to write Web applications in your choice of almost any modern programming language.

Description: This table contains the detail about the vendor

FIELD NAME	FIELD TYPE	CONSTRAINTS	DESCRIPTION
VenId	Varchar	Primary Key	Vendor Id
VenName	Varchar	Not Null	Vendor Name
VenAdd	Varchar	Not Null	Vendor Address
City	Varchar	Not Null	City Name
Phone	Varchar	Not Null	Phone Number
VenType	Varchar	Not Null	Type Of Vendor
Area	Varchar	Not Null	Area
Email	Varchar	Not Null	Mail Address

TABLE 4.2.2 VENDOR REGISTRATION

Description: This table holds the detail about the subcontractor

FIELD NAME	FIELD TYPE	CONSTRAINTS	DESCRIPTION
SubId	Varchar	Primary Key	Subcontractor Id
SubName	Varchar	Not Null	Subcontractor Name
SubAdd	Varchar	Not Null	Subcontractor Address
City	Varchar	Not Null	City Name
Phone	Varchar	Not Null	Phone Number
SubType	Varchar	Not Null	Type Of Subcontractor
Email	Varchar	Not Null	Mail Address

TABLE 4.2.3 SUBCONTRACTOR REGISTRATION

Description: This table stores the Billboard details like size, city, and place.

FIELD NAME	FIELD TYPE	CONSTRAINTS	DESCRIPTION
Uname	Varchar	Not Null	User Name
Bsize	Varchar	Not Null	Billboard size
City	Varchar	Not Null	City Name
Place	Varchar	Not Null	Place in City
Dfrom	Varchar	Not Null	Duration From
Dto	Varchar	Not Null	Duration To
Own ad	Char	Not Null	Own Advertisement
Bid	Numeric	Not Null	Billboard ID
Status	Char	Not Null	Status of ad
SubId	Varchar	Not Null	Subcontractor ID

TABLE 4.2.4 BILLBOARD DETAILS

Description: This table contains the Internet details like site name, ad type.

FIELD NAME	FIELD TYPE	CONSTRAINTS	DESCRIPTION
Uname	Varchar	Not Null	User Name
Site Name	Varchar	Not Null	Site Name
Site ID	Varchar	Not Null	Site ID
AdType	Varchar	Not Null	Ad Type
Size	Varchar	Not Null	Ad Size
Dfrom	Varchar	Not Null	Duration From
Dto	Varchar	Not Null	Duration To
Own ad	Char	Not Null	Own Advertisement
Iid	Numeric	Not Null	Internet ID
Status	Char	Not Null	Status of ad
SubId	Varchar	Not Null	Subcontractor ID

TABLE 4.2.5 INTERNET DETAILS

Description: This table stores the Radio details.

FIELD NAME	FIELD TYPE	CONSTRAINTS	DESCRIPTION
Uname	Varchar	Not Null	User Name
Avail Channel	Varchar	Not Null	Available Channels
Channel ID	Varchar	Not Null	Channel ID
Avail Prg	Varchar	Not Null	Avail Programs
Dfrom	Varchar	Not Null	Duration From
Dto	Varchar	Not Null	Duration To
Own_ad	Char	Not Null	Own Advertisement
Rid	Numeric	Not Null	Radio ID
Status	Char	Not Null	Status of ad
SubId	Varchar	Not Null	Subcontractor ID

TABLE 4.2.6 RADIO DETAILS

Description: This table contains the Vehicle details like area of vehicle movement, vehicle type.

FIELD NAME	FIELD TYPE	CONSTRAINTS	DESCRIPTION
Uname	Varchar	Not Null	User Name
Vtype	Varchar	Not Null	Vehicle Type
Area	Varchar	Not Null	City
Dfrom	Varchar	Not Null	Duration From
Dto	Varchar	Not Null	Duration To
Own_ad	Char	Not Null	Own Advertisement
Vid	Numeric	Not Null	Vehicle ID
Status	Char	Not Null	Status of Ad
SubId	Varchar	Not Null	Subcontractor ID

TABLE 4.2.7 VEHICLE DETAILS

Description: This table holds the newspaper details in which advertisements can displayed.

FIELD NAME	FIELD TYPE	CONSTRAINTS	DESCRIPTION
Uname	Varchar	Not Null	User Name
MagName	Varchar	Not Null	Magazine Name
MaglID	Varchar	Not Null	Magazine ID
AvailPg	Varchar	Not Null	Avail Pages
Size	Varchar	Not Null	AD Size
Dfrom	Varchar	Not Null	Duration From
Dto	Varchar	Not Null	Duration To
Own_ad	Char	Not Null	Own Advertisement
Nid	Numeric	Not Null	News paper ID
Status	Char	Not Null	Status of ad
SubId	Varchar	Not Null	Subcontractor ID

TABLE 4.2.8 NEWSPAPER DETAILS

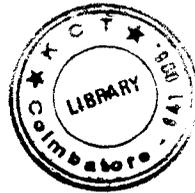
Description: This table stores the television details.

FIELD NAME	FIELD TYPE	CONSTRAINTS	DESCRIPTION
Uname	Varchar	Not Null	User Name
Ch Name	Varchar	Not Null	Channel Name
Ch ID	Varchar	Not Null	Channel ID
PrgType	Varchar	Not Null	Program Type
Programs	Varchar	Not Null	Programs
Timing	Varchar	Not Null	Program timings
Dfrom	Varchar	Not Null	Duration From
Dto	Varchar	Not Null	Duration To
Own_ad	Char	Not Null	Own Advertisement
Tid	Numeric	Not Null	Television ID
Status	Char	Not Null	Status of ad
SubId	Varchar	Not Null	Subcontractor ID

In addition to huge increases in speed and power, ASP.NET provides substantial development improvements, like seamless server-to-client debugging, automatic validation of form data.

MAIN FEATURES OF ASP.NET

- ✓ Object-oriented
- ✓ Event-based
- ✓ Rich library of Web Controls
- ✓ Separation of layout (HTML) and logic (e.g. C#)
- ✓ Compiled languages instead of interpreted languages
- ✓ GUI can be composed interactively with Visual Studio .NET
- ✓ Better state management



P-2281

ADO.NET

The .NET Framework includes a new data access technology named as ADO.NET. It provides consistent access to data sources such as Microsoft SQL Server, as well as data sources exposed via OLE DB and XML. Data-sharing consumer applications can use ADO.NET to connect to these data sources and retrieve, manipulate, and update data.

. ADO.NET includes .NET data providers for connecting to a database, executing commands, and retrieving results. Those results are either processed directly, or placed in an ADO.NET Dataset object in order to be exposed to the user in an ad-hoc manner, combined with data from multiple sources, or remote between tiers. The ADO.NET Dataset object can also be used independently of a .NET data provider to manage data local to the application or sourced from XML.

STRUCTURED QUERY LANGUAGE (SQL):

SQL (pronounced SEQUEL) is the programming language that defines and manipulates the database. SQL databases are relational databases, which mean data is

columns and rows. Oracle stores each row of a database table containing data for less than 256 columns as one or more row pieces. A table that has an employee database, for example, can have a column called employee number and each row in that column is an employee's employee number.

Data can be defined and manipulated in a table with SQL statements. SQL's data definition language (DDL) statements are used to define data. DDL statements include statements for creating and altering databases and tables.

Update, delete, or retrieve a data in a table are done by SQL's data manipulation language (DML). DML statements include statements to alter and fetch data. The most common SQL statement is the `SELECT` statement, which retrieves data from the database.

In addition to SQL statements, the Oracle server has a procedural language called PL/SQL. PL/SQL enables programmers to program SQL statements. It lets user control the flow of a SQL program, use variables, and write error-handling procedures.

DATA DEFINITION LANGUAGE (DDL) STATEMENTS:

Data definition language statements define, maintain, and drop schema objects when they are no longer needed. DDL statements also include statements that permit a user to grant other users the **privileges**, or rights, to access the database and specific objects within the database.

DATA MANIPULATION LANGUAGE (DML) STATEMENTS:

Data manipulation language statements manipulate the database's data. For example, querying, inserting, updating, and deleting rows of a table are all DML operations. Locking a table or view and examining the execution plan of an SQL statement are also DML operations.

CHAPTER 4

SYSTEM DESIGN AND DEVELOPMENT

4.1 ELEMENTS OF DESIGN

4.1.1 INPUT DESIGN

Input Design is the part or overall system design, which requires very careful attention. Often the collection of input data is the most expensive part of the system. In terms of both the equipment used and the number of people involved in it is the point of most contracts for the user with the computer system and it is prone to error. If data going into system is incorrect, then the processing the output will magnify these errors. Input design is the process of converting an external user oriented description of the input system into a machine-oriented format.

In this input design, a valid user name and password for user are entered and authenticated. If it is valid, the system allows update their status.

4.1.2 OUTPUT DESIGN

One of the most important features of an information system for users is the output that is produced. Without quality output the entire system might appear to be so unnecessary that users will avoid using it, possible causing the system to fail, right output must be developed while ensuring the output element is designed so that people will find the system easy to use effectively.

Output screens are the tools to convey information to the users since the design of the output screen is very important for attracting the users; the output screens are designed in such a way that it is very interactive and informative. The outputs from the computer systems are primarily to communicate the results of processing to users.

The output screen in this project gives information whether the advertisement has been confirmed. Here the information about the organization and their statistics can be obtained. The above information is displayed on an output screen with appropriate format. The software generates an acknowledgement on successful submission of data.

4.2 TABLE STRUCTURE

The table structure are shown in figures 4.2.1 to 4.2.10

Description: This table stores the customer details

FIELD NAME	FIELD TYPE	CONSTRAINTS	DESCRIPTION
Uname	Varchar(25)	Primary Key	User Name
Upwd	Varcahr(10)	Not Null	Password
ConPwd	Varchar(10)	Not Null	Conform Password
Cname	Varchar(25)	Not Null	Customer Name
CusAdd	Varchar(25)	Not Null	Customer Address
City	Varchar(25)	Not Null	City
State	Varchar(30)	Not Null	State
ZipCode	Numeric	Not Null	Zip Code
Phone	Numeric	Not Null	Phone Number
Email	Varchar	Not Null	Email Address
ConPerson	Varchar	Not Null	Contact Person
HintQues	Varchar	Not Null	Hint Question
HintAns	Varchar	Not Null	Hint Answer

TABLE 4.2.1 CUSTOMER REGISTRATION

TABLE 4.2.9 TELEVISION DETAILS

Description: This table stores the details about advertisements.

FIELD NAME	FIELD TYPE	CONSTRAINTS	DESCRIPTION
Cus_Id	Varchar	Not Null	Customer Id
Ad_Type	Varchar	Not Null	Type Of Advertisement
Sub_Type	Varchar	Not Null	Sub Type Of Ad
Cur_Busy	Varchar	Not Null	Currently Busy
Adv_Book	Varchar	Not Null	Advance Booking
Canc	Varchar	Not Null	Cancellation
Dfrom	Varchar	Not Null	Duration From
Dto	Varchar	Not Null	Duration To
S_Con_Type	Varchar	Not Null	Type Of Subcontractor

TABLE 4.2.10 AD DETAIL

4.3 DATA FLOW DIAGRAM

A data flow diagram is graphical tool used to describe and analyze movement of data through a system. These are the central tool and the basis from which the other components are developed.

The transformation of data from input to output, through processed, may be described logically and independently of physical components associated with the system. These are known as the logical data flow diagrams.

The physical data flow diagrams show the actual implements and movement of data between people, departments and workstations. A full description of a system actually consists of a set of data flow diagram.

4.3.1 CONTEXT FLOW DIAGRAM

The development of DFD's is done in several levels. Each process in lower level diagrams can be broken down into a more detailed DFD in the next level. The top-level diagram is often called context diagram. It consists of single process bit, which shows the interaction between the system and outside entities. This context-level DFD is then "exploded" to show more detail of the system being modeled.

DFD: LEVEL 0

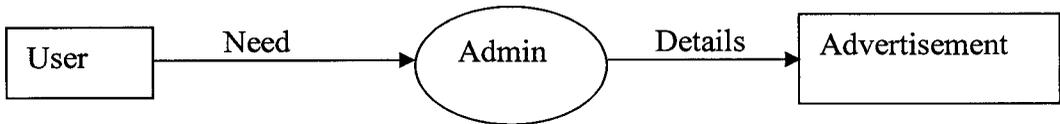


Figure 4.3.1 DFD LEVEL 0

DFD: LOGIN

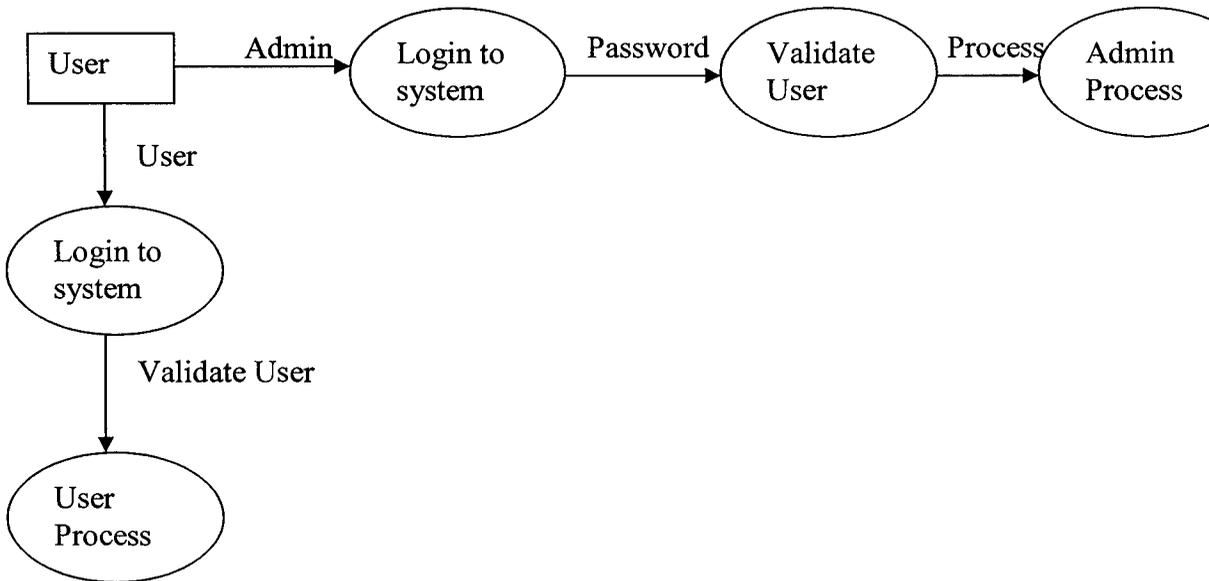


Figure 4.3.2 DFD: LEVEL 1 LOGIN

DFD: LEVEL 2 ADMIN

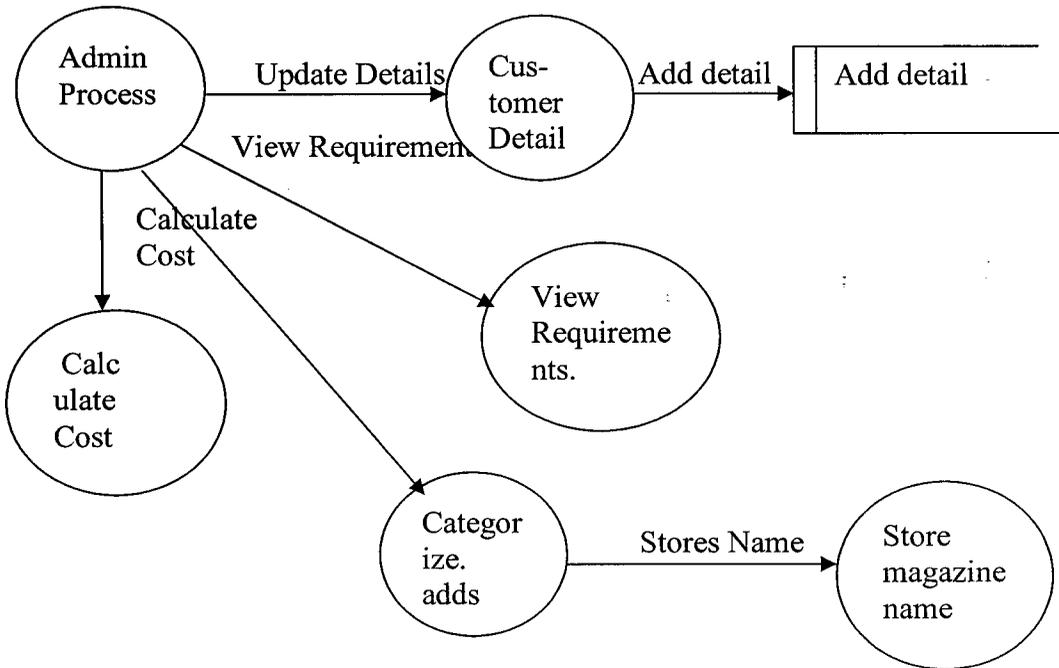
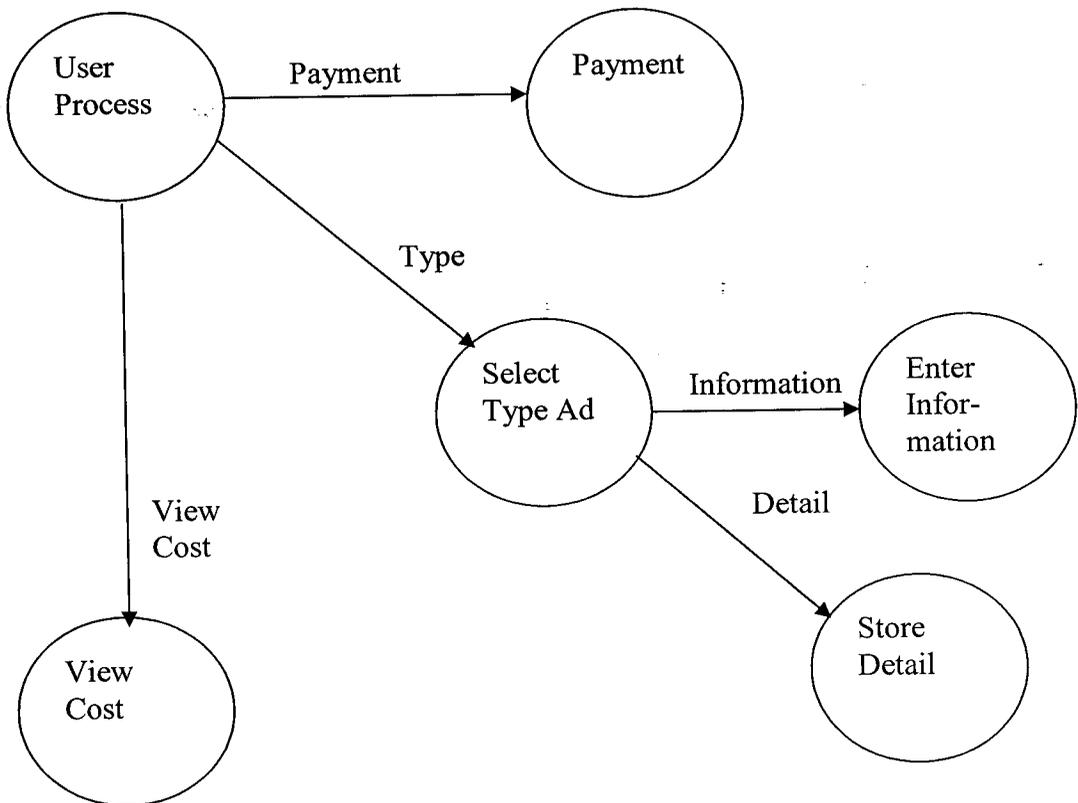


Figure 4.3.3 DFD: LEVEL 2 ADMIN

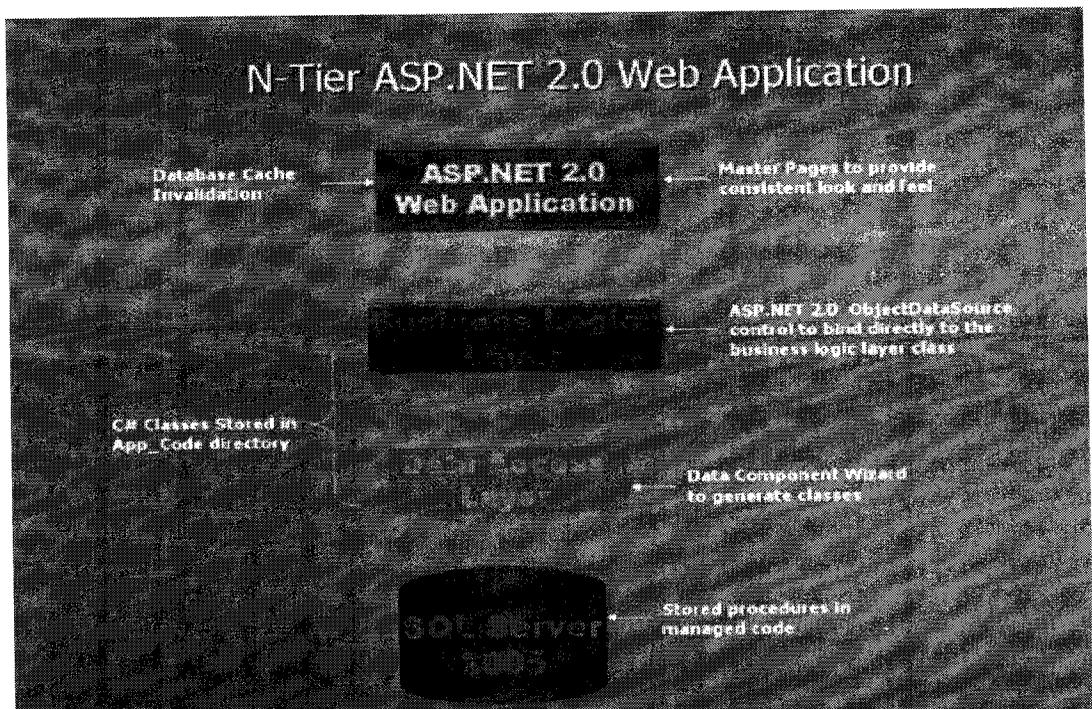
DFD: LEVEL 2 USER**Figure 4.3.4 DFD: LEVEL 2 USER**

CHAPTER 5

ARCHITECTURAL DESIGN

5.1 N-TIER ARCHITECTURE

N-Tier architecture refers to the architecture of an application that has at least 3 "logical" layers -- or parts -- that are separate. Each layer interacts with only the layer directly below, and has specific function that it is responsible for. Because each layer can be located on physically different servers with only minor code changes, hence they scale out and handle more server load. Also, what each layer does internally is completely hidden to other layers and this makes it possible to change or update one layer without recompiling or modifying other layers. N-tier application helps us distribute the overall functionality into various tiers or layers.



PresentationLayer

Presentation Layer is the layer responsible for displaying user interface and "driving" that interface using business tier classes and objects. In ASP.NET it includes ASPX pages, user controls, server controls and sometimes security related classes and objects.

Business Layer

Business Tier is the layer responsible for accessing the data tier to retrieve, modify and delete data to and from the data tier and send the results to the presentation tier. This layer is also responsible for processing the data retrieved and sent to the presentation layer.

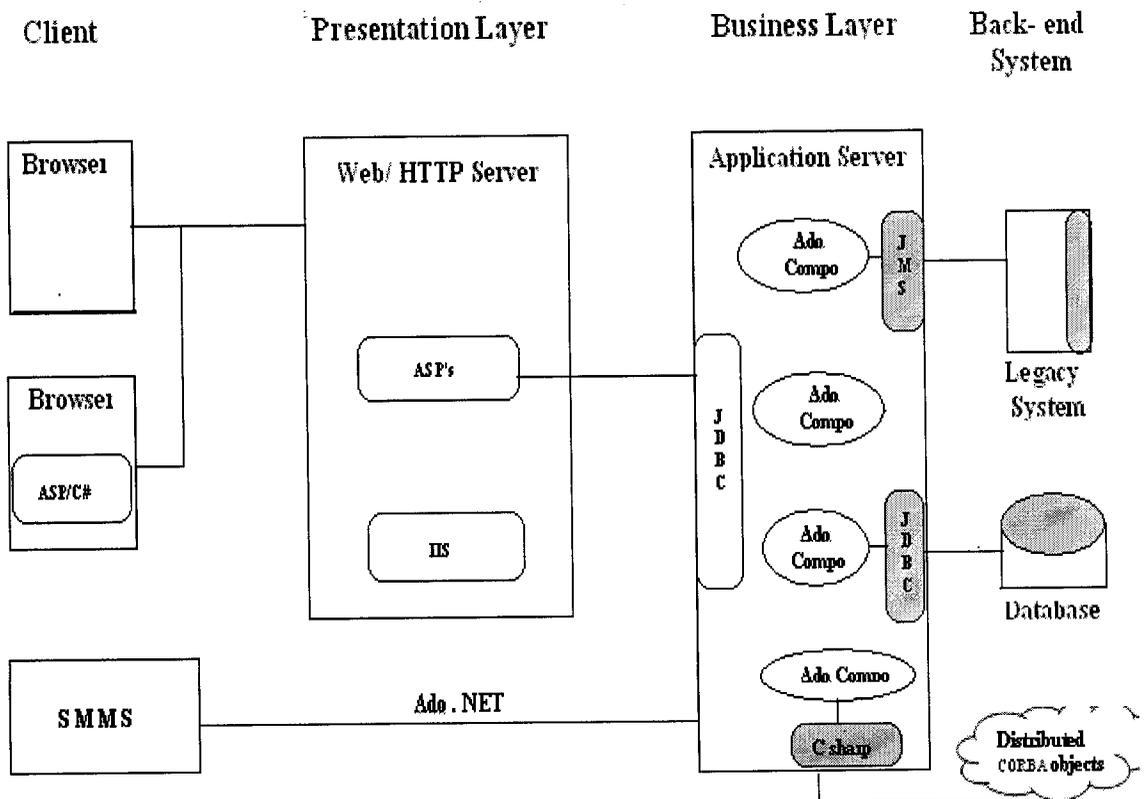
Data Access Layers

Data Access Layer deals with data manipulation actions such as Insert, edit, and delete, select in .NET Database can be from SQL Server or Access database; however it's not limited to just those. It could also be Oracle, MySQL or even XML. You should design data access layer in such a way that other layers need not have any knowledge about underlying data store.

ADO.NET is the data access technology under .NET. Though ADO.NET allows connected data access via Data Reader classes more focus is on disconnected data access. Dataset plays a key in this mode. In some rare cases you can also use ADO for data access but its use should have valid reasons. Web services can also form data access layer. This is especially true if your database do not have a data provider. In such cases you can write some custom code to connect with the data and populate Dataset with it and then return Dataset to the caller. In addition to ADO.NET you can also make use of built-in RDBMS capabilities such as stored procedures and functions

The Database Layer:

This layer comprises of the Database Components such as DB Files, Tables, Views, etc. The Actual database could be created using SQL Server, Oracle, Flat files, etc. In an n-tier application, the entire application can be implemented in such a way that it is independent of the actual Database. For instance, you could change the Database Location with minimal changes to Data Access Layer. The rest of the Application should remain unaffected.



N- Tier Architecture

5.2 MODULE DESIGN

The entire project is mainly divided into five major modules. They are

- Registration module
- Billboard module
- Vehicle module
- Media module
- Internet module

5.2.1 REGISTRATION:

In the registration module the user have to register online by giving their details such as their username, password, first name, last name, email id for contact.

5.2.2 BILL BOARD:

This module undertakes the process of placing the hoardings or billboards in the major areas of the city. This module is also has subcontractor facility. Depends upon the size of the hoarding payment will differ.

5.2.3 VEHICLES:

This module undertakes the advertisements which are placed in the real side of vehicles like buses and autos. Depending upon the vehicle and the number of vehicles, the payment will differ.

- City bus
- Auto rickshaws
- Call taxis
- Others

5.2.4 MEDIA:

In this module the user can upload their audio or video file or still images for the advertisements to be show in the media. Depending upon the slots or channels or magazines the payment may differ.

- TV
- Radio
- Newspaper

5.2.5 INTERNET:

Advertisements can be placed in internet. Payment may depend on the type of advertisement, size of advertisement and the site chosen.

- Fixed images
- Ad Rotators
- Form type

CHAPTER 6

SYSTEM TESTING AND IMPLEMENTATION

6.1. OBJECTIVE OF TESTING

The objective of testing is to prove that there are no errors in the software. This is extremely difficult since developer cannot prove to be hundred percent accurate. Therefore the most useful and practical approach is with the understanding that testing is the process of executing a program with explicit intention of finding errors and check for the basic flow of the process.

Testing has its own cycle. The testing process begins with the product requirements phase and from there parallels the entire development process. In other words for each phase of the development process there is an important testing activity. Successful testing requires a systematic approach. It requires focusing on the basic critical factors: planning, project control, risk management, inspections, measurement, tools, organization and professionalism.

6.2 TYPES OF TESTING

6.2.1 SYSTEM TESTING

Testing is a set of activities that can be planned in advance and conducted systematically. A number of testing strategies have been proposed; in literature all provide the software developer with the template for testing and having the following generic characteristics.

- Testing begins at the component level and works outward towards the integration of the entire computer based system.

- Testing and debugging are different activities but debugging may be accommodated in any testing strategy.

SOFTWARE TESTING TECHNIQUES:

The test case design methods applied are

- White Box Testing
- Black Box Testing

6.2.1.1 WHITE BOX TESTING:

Using this testing method it was assured that all the independent paths were exercised at least once. All the logical decisions on their true and false side were executed. All loops were executed at their boundaries.

6.2.1.2 BLACK BOX TESTING:

Using this testing technique, incorrect and missing functions were identified and corrected, incorrect information, interfacing errors; performance errors, initialization errors and termination errors were also found using this technique.

SOFTWARE TESTING STRATEGIES:

A strategy for the software testing integrates software test case design techniques into well planned series of steps that result in the successful construction of software. Any testing strategy must incorporate Test Planning, Test Case Design, Resultant Data Collection and Evaluation.

The different levels of testing are:

6.2.2 UNIT TESTING:

This kind of testing is to verify the smallest unit of the software module. This is also known as “Module Testing”. This test is carried out during the programming stage.

board, media, internet and vehicle have been tested for robustness. Exceptions have been handled and appropriate Error messages have been given in each module so as to avoid abnormal termination of the program.

The unit testing considers the actions that were taken into account is as follows:

- Interfacing errors
- Integrity of local data structures.
- Boundary conditions.
- Independent paths.
- Error handling paths

6.2.3 INTEGRATION TESTING:

This kind of testing is a systematic testing for constructing tests to uncover errors associated within the interface. The objective is to take unit tested modules and build a program structure. All the modules are combined and tested as a whole. The system underwent a series of Integration tests that recorded smooth transmission of data from one module to the other. The bottom up approach was applied.

In this project the developed system is tested after integrating various modules together, and the detected errors were corrected.

6.2.4 VALIDATION TESTING:

Validation testing is carried out to verify whether the software functions works in a manner that is expected by the customer. So alpha Testing was done to ensure validity.

CHAPTER 7

CONCLUSION AND FUTURE ENHANCEMENT

7.1 CONCLUSION

Online Management of Advertisement System is concluded that the application works well and satisfies the company. The application is tested very well and errors are properly debugged. This site is simultaneously accessed from more than one system. Simultaneous login from more than one place is tested.

This site works according to the restrictions provided in their respective browsers. Further enhancements can be made to the application, so that the web site functions very interactive and useful to existing application.

The application satisfies both the company and customers by eliminating more input.

This application simplifies the process of advertising. The user can choose the advertisement mode, the style and further other specification through online. The request will be processed and the user will obtain the satisfaction on better performance.

7.2 FUTURE ENHANCEMENT

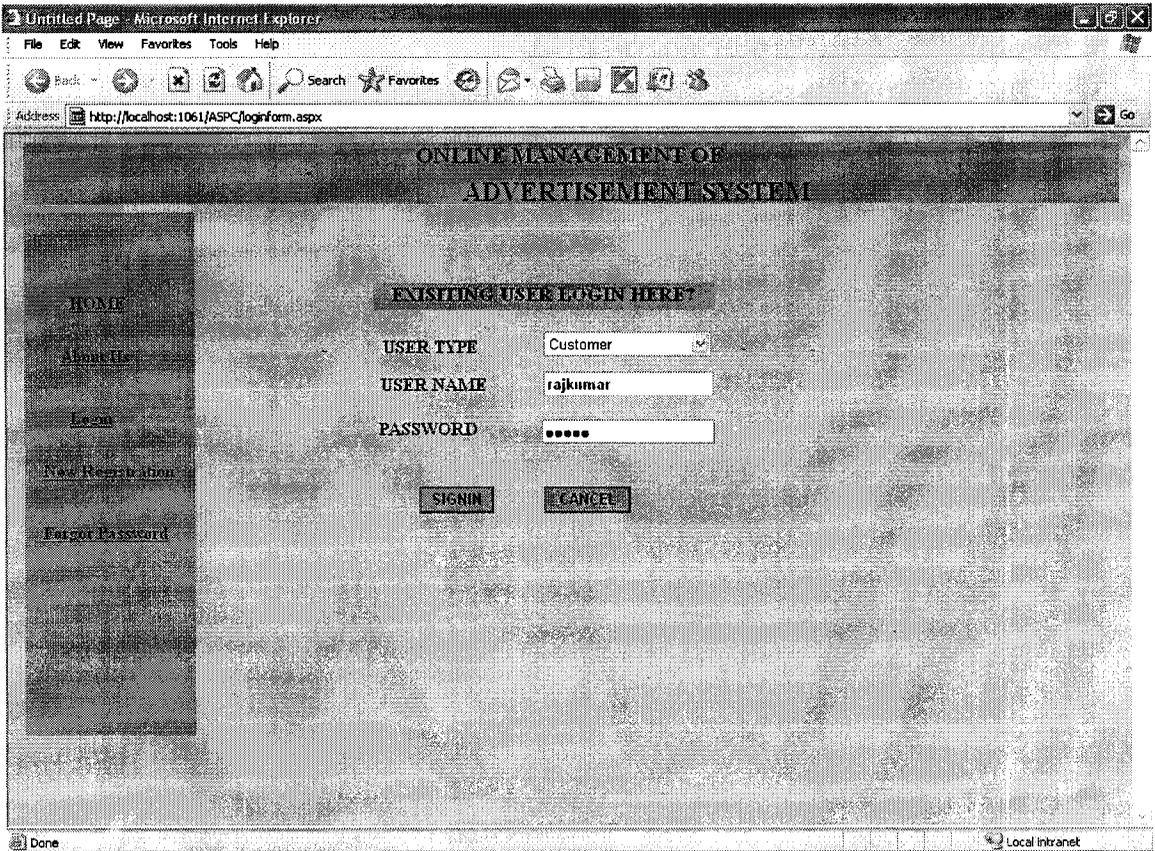
Enhancement is always an important and necessary activity in the life of the portal developed. Any system developed should always provide room to accept a changes and further inclusion. Every application has its own merits and demerits. The project has covered almost all the requierments. Further requirements and improvements can easily be done since the coding is mainly structured or modular in nature.

Changing the existing modules or adding new modules can append improvements. If the users are not gave any advertisement in last three months, then the

APPENDIX

SAMPLE SCREENS

LOGIN FORM



CUSTOMER DETAILS

Microsoft Internet Explorer

Address: http://localhost:1061/ASPC/registration.aspx

ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM

REGISTRATION FORM

USER NAME	<input type="text" value="Senthil"/>	
PASSWORD	<input type="password" value="....."/>	
CONFIRM PWD	<input type="password" value="....."/>	
CNAME	<input type="text" value="CMS"/>	
ADDRESS	<input type="text" value="Gandhipuram"/>	<input type="button" value="ADD"/>
CITY	<input type="text" value="Coimbatore"/>	<input type="button" value="CLEAR"/>
STATE	<input type="text" value="Tamilnadu"/>	<input type="button" value="CANCEL"/>
ZIPCODE	<input type="text" value="642108"/>	
PHONE	<input type="text" value="2646438"/>	
EMAIL	<input type="text" value="cms@yahoo.com"/>	
CONPERSON	<input type="text" value="Sri"/>	
HINTQUES	<input type="text" value="what is your hobby"/>	
HINTANS	<input type="text" value="reading books"/>	

Done Local intranet

ORDER STATUS

Unfiled Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites

Address <http://localhost:1061/ASPC/status.aspx> Go

ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM

ORDER STATUS

USER NAME

TYPE OF AD

ID

YOUR ORDER HAS BEEN CONFIRMED

Done Local intranet

HOME

About Us

Type Of Ad

News

Advance Booking

Cancel Ad

Payment

Sign Out

ADMIN LOGIN PAGE

The screenshot shows a Microsoft Internet Explorer browser window with the address bar displaying `http://localhost:1061/ASPC/loginform.aspx`. The page content is as follows:

ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM

EXISTING USER LOGIN HERE?

USER TYPE

USER NAME

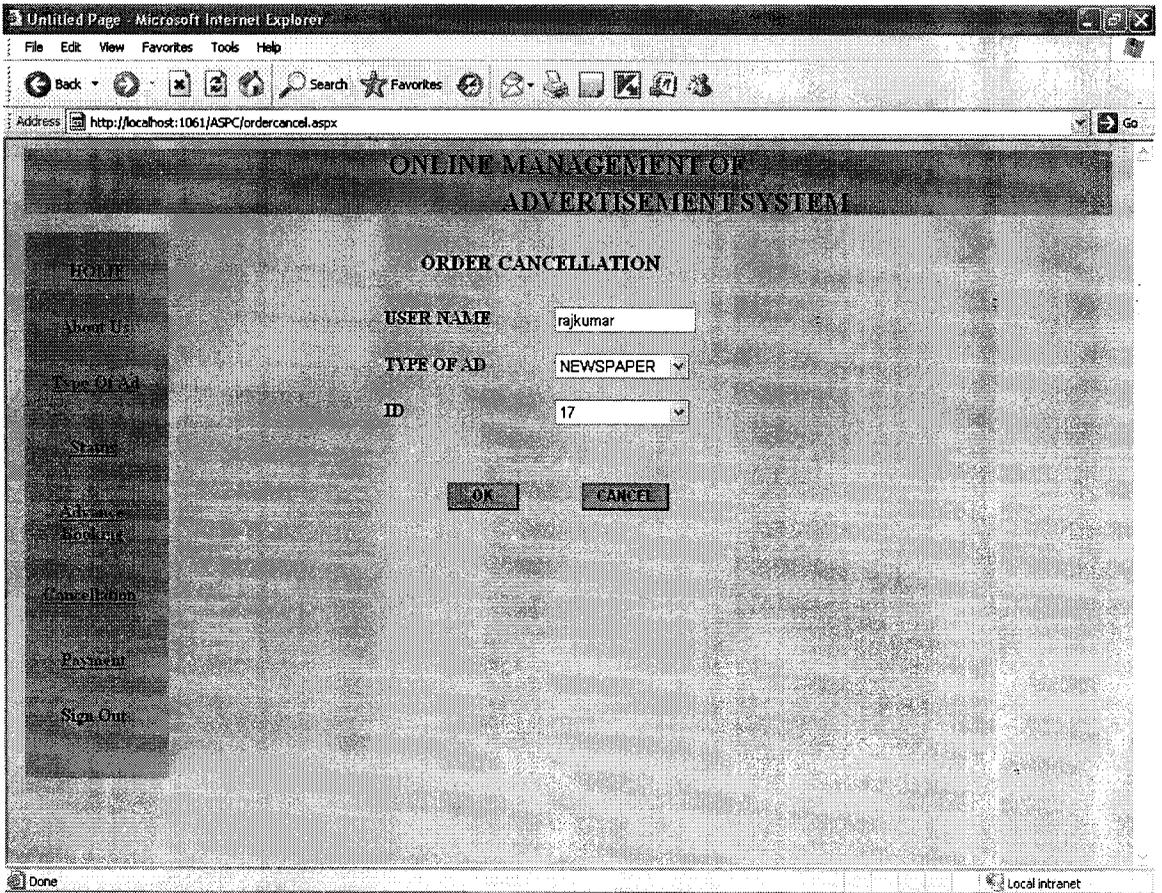
PASSWORD

Navigation Menu (Left):

- HOME
- About Us
- Local
- New Registration
- Forgot Password

Status Bar: Done Local Intranet

ORDER CANCELLATION



CUSTOMER INFORMATION

Untitled Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address http://localhost:1061/ASPC/cuslist.aspx

ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM

CUSTOMER DETAILS

cname	address	city	state	zipcode	phone	email	comperson	hintans	hintques
airtel	tnagar	chennai	tn	645821	55668886	raju@gmail.com	suresh	raj	what is your pet name
hutch	rspuram	coimbatore	tn	641158	2665544	shan@rediff.com	suresh	ideal	what is your first school name
bsnl	sbcology	coimbatore	tn	642130	2656565	sekar@rediff.com	Ravi	readingbooks	what is your hobby
Airtel	Guindy	chennai	TamilNadu	645213	9865555599	sathish33@gmail.com	Senthil	Bharathi	what is your first school name
Hutch	Anna nagar	Chennai	TamilNadu	645213	9787114562	bala@gmail.com	Soundar	psg	what is your first school name
Sony	TVS	Coimbatore	Tamilnadu	641106	2659874	pradeep@gmail.com	Senthil	reading	what is your

Done Local intranet

ADD DETAIL

Microsoft Internet Explorer
Address: http://localhost:1061/ASPC/adddetail.aspx

ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM

ADD DETAIL

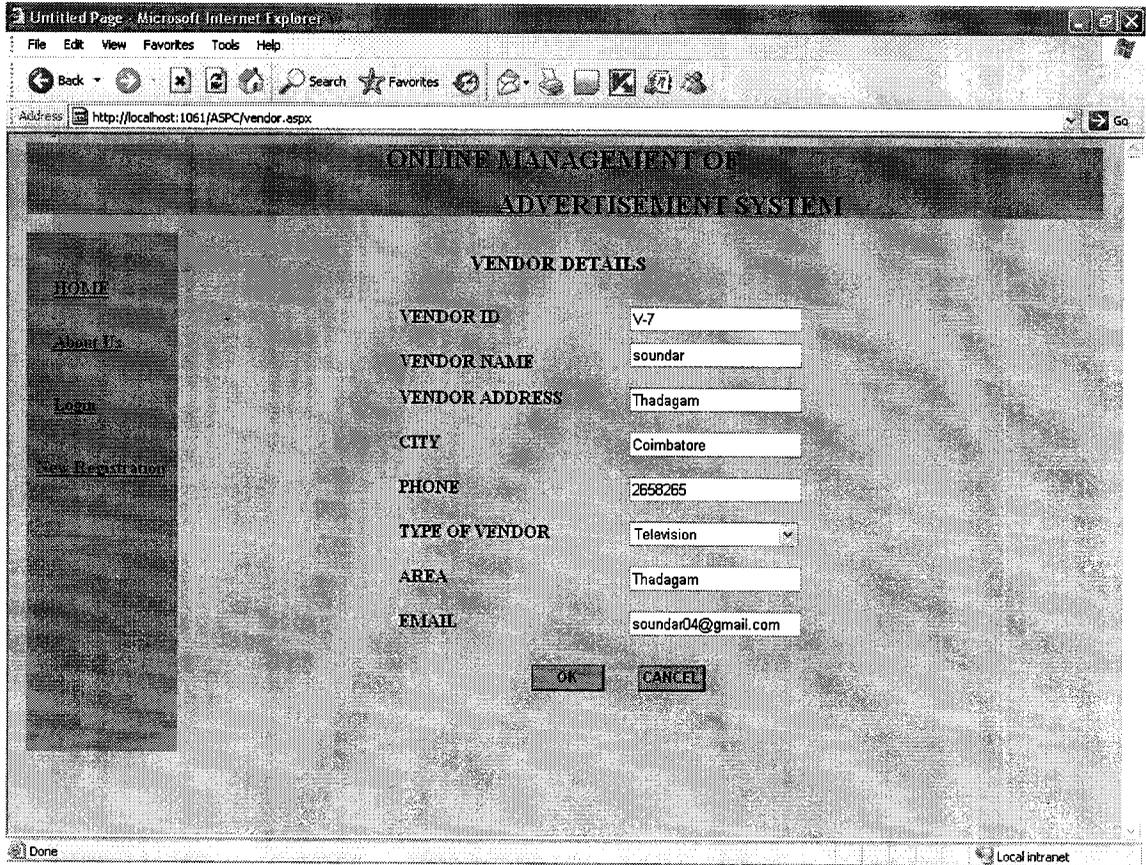
CUSTOMER NAME	<input type="text" value="Kumar"/>
TYPE OF AD	<input type="text" value="VEHICLE"/>
ID	<input type="text" value="4"/>
SUB TYPE OF AD	<input type="text" value="Auto"/>
STATUS	<input type="text" value="Yes"/>
ADVANCE BOOKING	<input type="text" value="No"/>
CANCELLATION	<input type="text" value="No"/>
DURATION FROM	<input type="text" value="4/5/2008"/>
DURATION TO	<input type="text" value="10/5/2008"/>

Done Local Intranet

REFERENCES

1. Silberschatz, Korth and Sudarshan “**Database System Concepts**”, Tata McGraw-Hill 2002.
2. Andrew Troelsen, “**C# and the .NET 2.0 Platform**”, Après, Inc Publications, Public Beta Edition 2004.
3. Burton Harvey, Christian Nagel, Jay Glynn, Karli Watson, Morgan Skinner, Simon Robinson, “**Professional C#**”, Wrox Press Publications, 3rd Edition 2001.

VENDOR DETAILS



SUBCONTRACTOR DETAILS

Unfiled Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Stop Refresh Home Search Favorites Print Mail Stop

Address http://localhost:1061/ASPC/subcontractor.aspx Go

ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM

SUBCONTRACTOR DETAILS

SUBCON ID	<input type="text" value="SUB-3"/>
SUBCON NAME	<input type="text" value="Bafaji"/>
SUBCON ADDRESS	<input type="text" value="Anna Nagar"/>
CITY	<input type="text" value="Coimbatore"/>
PHONE	<input type="text" value="2331691"/>
TYPE OF SUBCON	<input type="text" value="Television"/>
EMAIL	<input type="text" value="bala@yahoo.com"/>

Done Local intranet

Home
About Us
Login
New Registration

BILLBOARD DETAILS

Untitled Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Stop Refresh Home Search Favorites Print Mail Stop

Address http://localhost:1061/ASPC/billboard.aspx Go

ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM

HOME

About Us

Type Of Ad

Status

Cancellation

Advance Booking

Payment

Change Password

Sign Out

BILLBOARD DETAILS

USER NAME

BILLBOARD TYPE

SIZE

CITY

PLACE

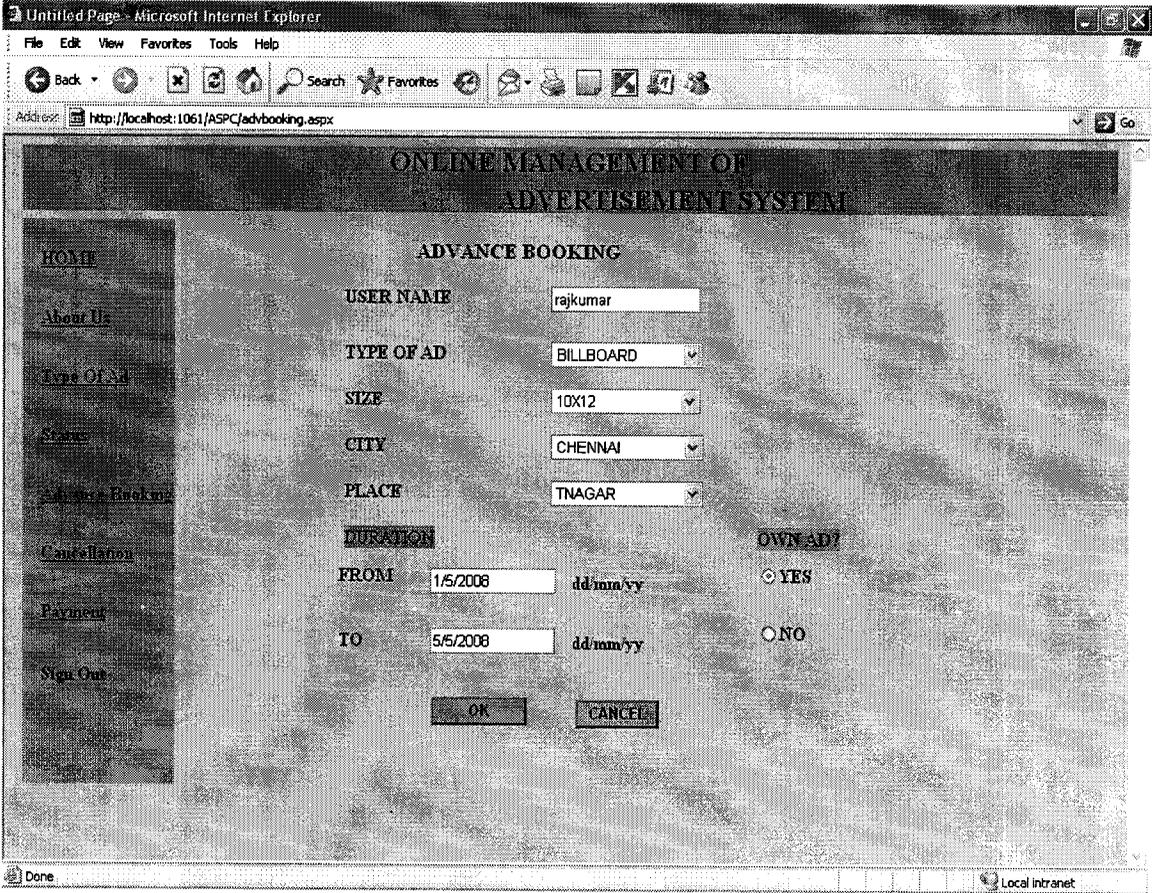
FROM
TO

FILE UPLOAD

OWN AD
 YES
 NO

Done Local intranet

ADVANCE BOOKING



NEWSPAPER DETAILS

ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM

NEWSPAPER DETAILS

USERNAME:

MAGAZINE NAME:

MAGAZINE ID:

AVAILABLE PAGES:

SIZE: OWN AD

FROM: TO: YES

NO

FILE UPLOAD:

Done Local intranet

INTERNET DETAILS

Microsoft Internet Explorer window showing the "INTERNET DETAILS" form in the "ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM".

Address: http://localhost:1061/ASPC/Internet.aspx

ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM

INTERNET DETAILS

USER NAME:
 SITE NAME:
 SITE ID:
 AD TYPE:
 SIZE:

FROM: Bu TO: Bu
dd/mm/yy dd/mm/yyyy

FILE UPLOAD:

OWN AD: YES NO

Done Local intranet

VEHCILE DETAILS

Unfitted Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address http://localhost:1061/ASPC/vehicle.aspx Go

ONLINE MANAGEMENT OF ADVERTISEMENT SYSTEM

Home

Admin

View SQL

Stats

Admin & Booking

Change Admin

Payment

Change Password

Sign Out

VEHCILE DETAILS

USER NAME

VEHCILE TYPE

AREA

FROM

TO

FILE UPLOAD

OWN ADD

YES

NO

Done Local intranet