PROJECT REPORT SUBMITTED FOR THE PARTIAL FULFILMENT OF THE

REQUIREMENT FOR THE AWARD FOR THE DEGREE OF

BACHELOR OF COMMERCE

BY

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UNDER THE GUIDENCE OF

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DEPARTMENT OF COMMERCE

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S.CH.V.P.M.R. GOVT DEGREE COLLEGE, GANAPAVARAM

DEPARTMENT OF COMMERCE

PROJECT NAME : INTERNET

CERTIFICATE

This is to certify that ...K. Alex..... of class III B.Com.(Voc) has successfully completed his/her project on topic .....INTERNET..... as prescribed by Mr.....P.V. Ramesh babu.....during the academic year.....2022..... as per the guidelines given by. Head of the depantment

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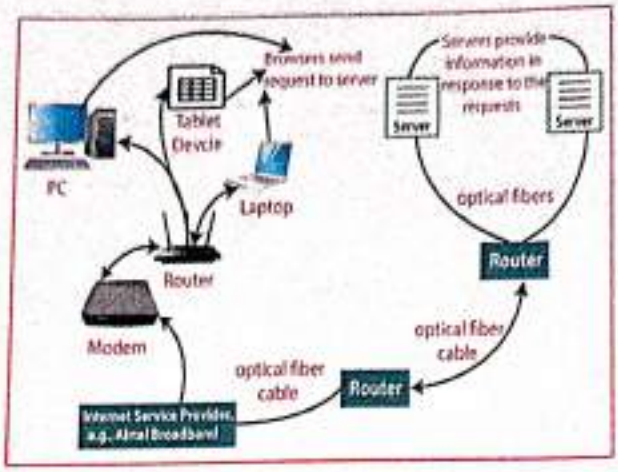
Introduction of Internet

The Internet, Sometimes called simply "the net" is a world wide system of computer networks - a network in which users at any one computer can. If they have permission, get information from any other computer.

It was conceived by the Advanced Research projects Agency (ARPA) of the US. government in 1969 and was first known as the ARPANET. The original aim was to create a network that would allow users of a research computer at one university to "talk to" research computers at other universities.

How the Internet works



Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks. Technically, what distinguishes the Internet is its use of a set of protocols called Transmission control protocol / Internet protocol (TCP/IP) Two recent adaptations of Internet technology, the Intranet and extranet also make use of the TCP/IP protocol.

Uses of the Internet

In general, the Internet can be used to communicate across large or small distances, share information from any place in the world and access information or answers to almost any questions in moments

Some specific examples of how the Internet is used include :

* Social media and content sharing
* E-mail add other forms of communication, such as Internet Relay chat (IRC), Internet telephony, Instan messaging video conferencing
* Education and self-improvement through access to online degree programs.
* Searching for jobs -- both the employer and applica use the Internet to post open positions, apply for jobs and recurit Individuals found on social networ

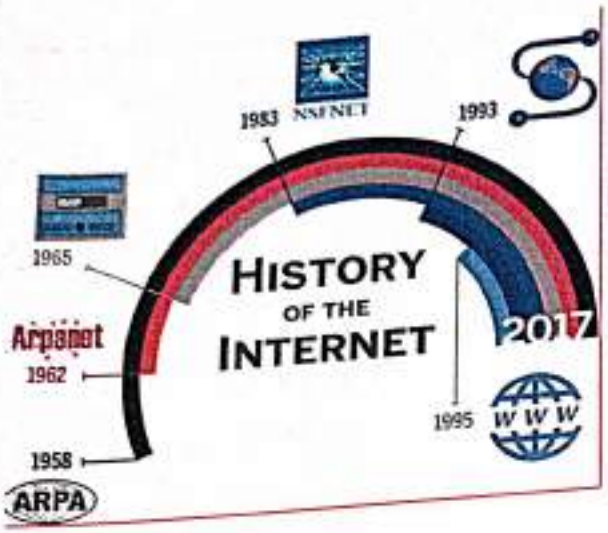
The Internet can be seen as having two major components : network protocols and hardware. The protocols, such as the TCP / IP suite, present sets of rules that devices must follow in order to complete tasks. Without this common collection of rules, machines would not be able to communicate. Internet is assigned a unique IP address that allows the device to be recognized.

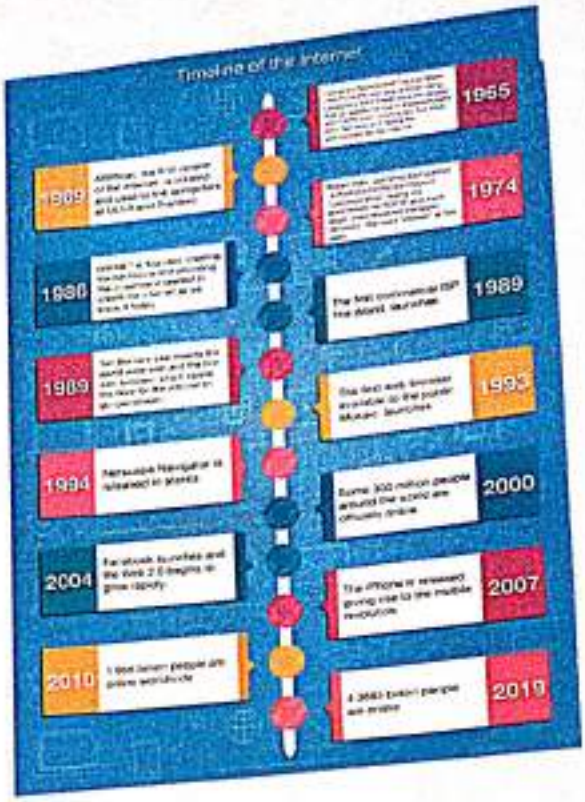
They are protocols for sending packets between devices on the same network, for sending packets from network to network, for ensuring those packets successfully arrive in order, and for formatting data for websites and applications. In addition to these foundational protocols, there are also protocols for routing, testing, and encryption. And there are alternatives to the protocols listed above for different types of content - for instance, streaming video often uses UDP instead of TCP.

Benefits of the Internet

* Access to endless information, knowledge and education.
* An increased ability to communicate connect and share.
* The ability to work from home, collaborate and access a global workface.
* The chance to sell and make as a business or individual
* The ability to save data and easily share files with cloud storage.
* Access to an unlimited supply of entertainme sources, such as movies, music, video and games.
* The ability to monitor and control persona accounts instantly, such as bank accounts or credit card bills.

History of the Internet





The ARPANET, the predecessor of Internet, was first deployed in 1969. In 1983, the ARPNET transitioned into using the TCP/IP open networking protocal suite and in 1985, the national science foundation Network (NSFN) designed the network to connect university computer science department around the country.

Advantages of Internet

The Internet is perhaps one of the best inventions thus far. As anyone can access the computer this made people by stripping away geographical barriers and sharing information instantaneously.

Communication Forum :-

The speed of communication becomes faster which is obtained through the web families and friends can confire thouch easily. The plat form for products like skype allows for holding a video conference with anyone within the world who also has access.

Disadvantages of Internet

The Internet drawbacks can't be overlooked any longer as numerous teenagers are affected by Internet Addiction Disorder, then many ladies become online shopaholics.

* Internet Addiction Disorder :-

Internet addiction is determined to not only fitness but also psychological state.

* Theft of personal Information :-

Hacker programs a virus that gets into the pc and ruins valuable data. User's personal Information like name, address, master card, bank details, and other information are often accessed by culprits.

Applications of Internet

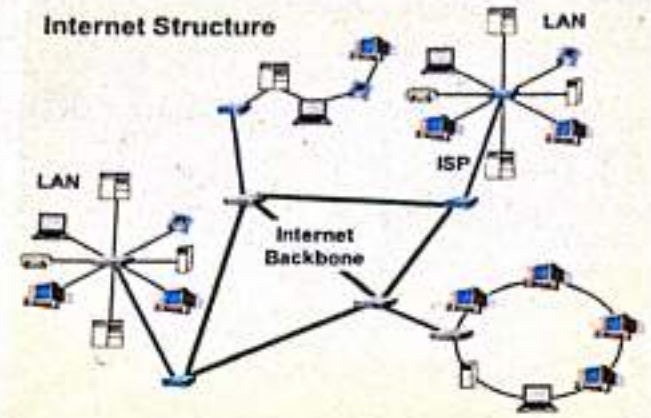
Internet is a network of computers linking many different types of computers all over the world. It is a network of networks, sharing a common mechanism for addressing computers, and a common set of communication protocols for communications between two computers on the network.

Applications :-

* communication :-

computer users around the world extensively use the email service on Internet to communicate with each other. Pictures, documents and other files are sent as

Structure of the Internet



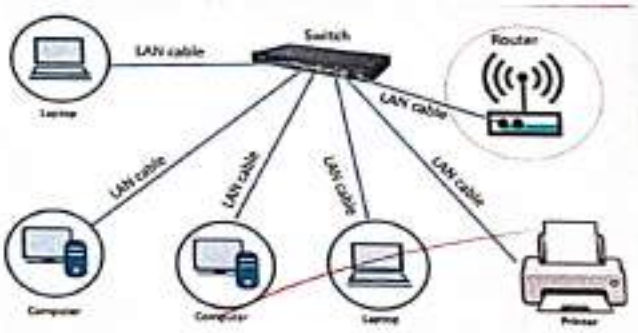
The Internet is a global network of inter connected networks that communicate using a common set of standards and protocols. These networks are owned and managed by a wide range of Aiganisation, such as national govt., Private companies, and academic institutions.

It is estimated that there are over 4.5 bils on Internet users (June 2019). The devices they use are connected to high speed telecommunication networks that span the globe.

The Internet - a global network.

* Connecting to the Internet :

Individuals and organization connect to the Internet through an Internet service provider (ISP). Depending on your ISP. this connection may be an ADSL connection which comes in via the telephone line or it may be a dedicated fibre-optic cable. If there is no physical cabling to your home, then your external connection may be via 3G or 4G technology, or even via satelite

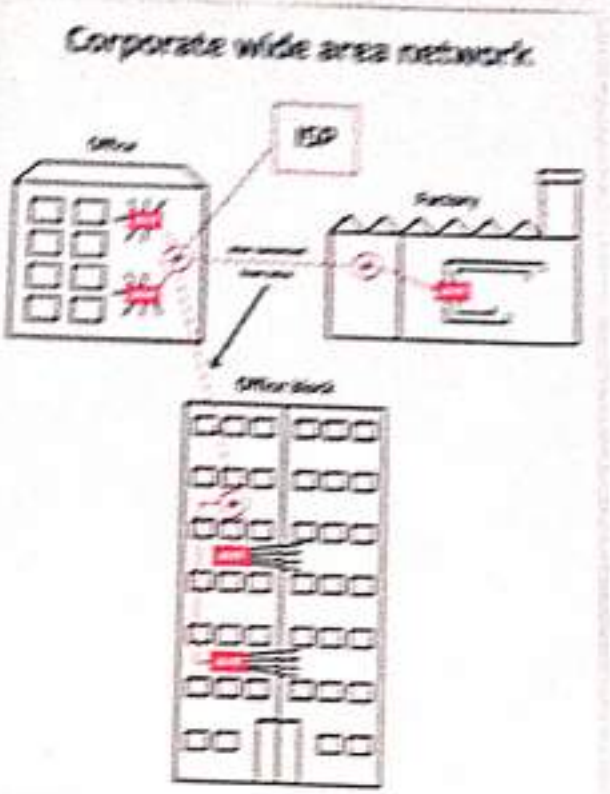


Local Area Network

i) LAN connection to ISP

Your mobile phone moves more or seamlessly from network to network. At home, you may connect to your home network via its wireless access point. At school or college, you may

connect to their LANs out on the street, it is possible to the Internet through a mobile phone router.



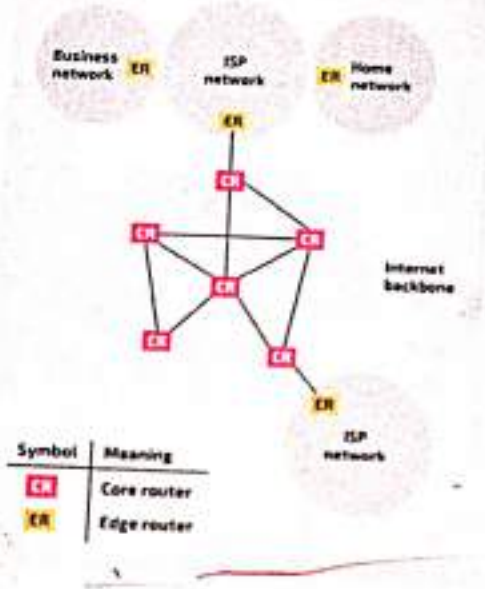
(ii) Corporate wide area network:

If WAN are connected together, an increasingly complex topology can be built. Routers play a crucial role in developing inter connected networks, as they are needed to join the networks together. The connections are a collection of Ethernet, ADSL, coaxial, Fibre, 3G/4G, wireless, satellite, undersea cable, powerline transmission and many other technologies.

Internet routers :

A router is a networking device that forwards data packets blw computer networks. However, not all routers are the same.

Edge router link one network to another.

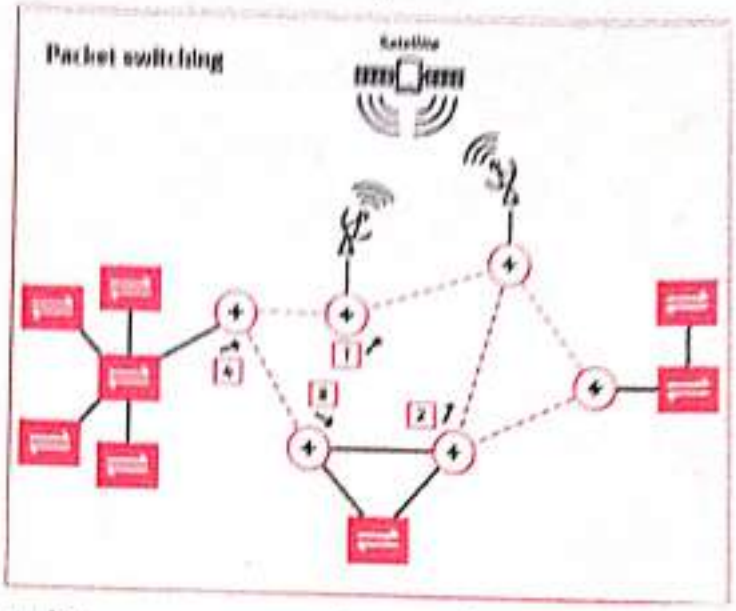


Enterprise routers : connect large business and ISP networks to the Internet. These routers are far more powerful and are capable of handling very high valumes of data.

core routers are the routers that are part of the Internet backbone. These routers have multiple interfaces all of which can work at the highest speed simultaneously.

Packet switching

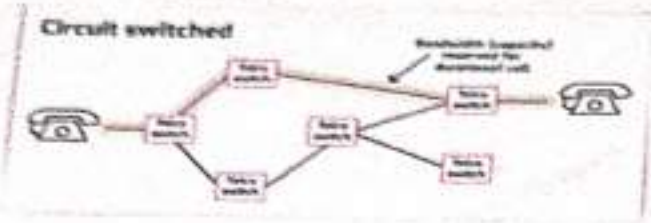
Traffic on the Internet is transported as packets. An Internet packet is made up of the data that is being transported, which is called the payload, and a header,



i, Internet packets carry all sorts of paylods. for example, the data might be part of a web page, or an email, or a streamed audio track. The type of data is identified by the protocol field within the header.

can a packet get lost?

A situation can occur where packets are sent to a destination address which is unreachable This is initially set when the packet is created, and reduced by one every time it goes through a router.

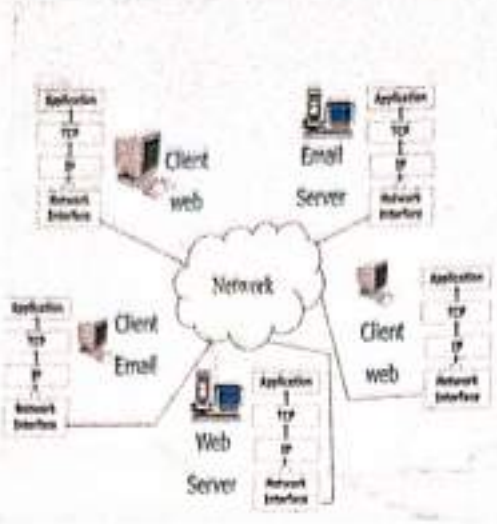


Circuit switching

Before the Internet came into being the largest global network was the telephone network in that it was a collection of inter connected networks. These inter connections switches. They carried ano voice signals rather than digital data, and faced the same issue of selecting the best path for the signals to .

Circuit Switching, this technique is called switching and is still in use today for some parts of the telephone network.

TCP/IP

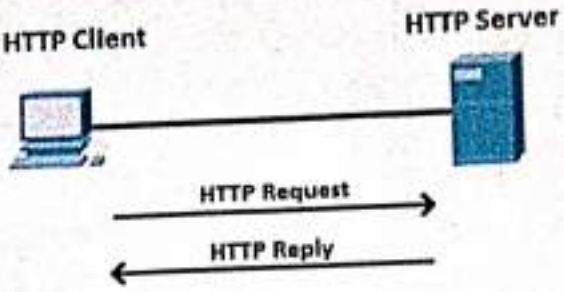


The Internet Protocol suite, commonly known as TCP/IP, is the set of communication protocols used in the Internet and similar computer networks. The current foundational protocols in the suite are the Transmission control Protocol (TCP) and the Internet Protocol (IP), as well as User Datagram Protocol (UDP).

During its development, versions of it were known as the Department of Defense (DOD) model because the development of the networking method was funded by the United states Department of Defense through DARPA. Its implementation is a protocol stack.

The Internet protocol suite provides

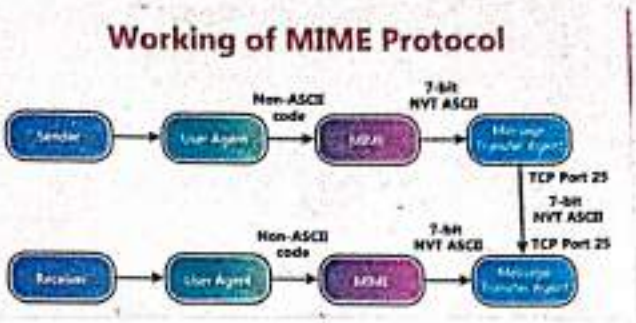
HTTP



The Hypertext transfer Protocol (HTTP) is an application layer protocol in the Internet protocol suite model for distributed, collaborative, hypermedia information systems. HTTP is the founda-tion of data communication for the world wide web, where hypertext documents include hyperlinks to other resources that the user can easily access, for example by a mouse click or by tapping the screen in a web browser.

Development of HTTP was initiated by Tim Berners-Lee at CERN in 1989 and summarized in a simple document describing the behaviour of a client and a server using the first

MIME



Multipurpose Internet mail Extensions (MIME) is an Internet standard that extends the format of email messages to support text in character sets other than ASCII, as well as attachments of audio, video, images, and application programs. Message bodies may consist of multiple parts, and header information may be specified in non-ASCII character sets. Email messages with MIME formatting are typically transmitted with standard protocols, such as the simple Mail Transfer Protocol (SMTP), the Post office Protocol (POP), and the Internet Message Access Protocol (IMAP)

Although the MIME formalism was designed mainly for SMTP, its content types are also important in other communication protocols. So the

Hyper Text Transfer Protocol (HTTP) for the world wide web servers inset a MIME header field at the begining of any web transmission. Clients use the content type or media type header to select an appropri-ate viewer application for the type of data indicated.

At the sender's end, MIME transforms non-ASCII data to 7-bit Network virtual Terminal (NVT) data. 7-bit ASCII can represent 128 characters. MIME then delivers this transformed data to the client SMTP. At the recipient's end, the message is transformed back to the original data, allowing them to see its contents, regardless of whether it contains text, audio, video or some other kind of data.

Vgsa

Conclusion:-

The Internet is an effective medium of communi-cation with audience. It attracts, retains and manages the customers and engages them in a long-term relationship. It is the newest form of technological advancement used for direct communication with customers. marketing managers can continuously and quickly update customer's profile and buying behaviour. It has become extremely important for businesses to use internet as an integral and interactive medium of their marketing mix. Due to change in the buying of the customers, the companies need to realize the full potential of what the internet can offer.