

# ABHIVYAKTI

अभिव्यक्ति



Magazine  
July-  
September  
2025

www.MJPRU.ac.in

महात्मा ज्योतिबा फुले रोहिलखण्ड विश्वविद्यालय, बरेली  
MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

**NAAC A++**

**CONGRATULATIONS**

All faculty members, University officials, University staff members, Students and all the stakeholders of the University for NAAC A++ Grade.

- Prof. K.P. Singh  
Vice-Chancellor

Self  
Expression

# MAGAZINE- ABHIVYAKTI

'Abhivakti' is the quarterly magazine of Department of Business Administration, MJP Rohilkhand University Bareilly. The departmental magazine is a platform for the students to express their creative pursuit which develops in them, originality of thought and expression. The contents of the magazine reflect the creativity and imagination of our students. Academic excellence along with co-curricular and extra co-curricular activities completes the process of education.

The magazine highlights a glimpse of growth of the department on many fronts. The Department of Business administration has been simply unstoppable in its progress as it has been actively involved in various activities that have brought to light the hidden talents of students. The highly qualified and dedicated members of staff have always carried out their duties with a high level of commitment. This magazine has recorded contributions such as short stories, poems, articles and art work of students.

ABHIVYAKTI



Department of Business  
Administration

# **A WORD FROM HEAD & DEAN**



It gives me an immense pleasure to note that the Department of Business Administration, MJPRU, is bringing out the Fourth quarterly issue of the departmental magazine.

“ Learning is a continuous process from the minute we are born, until we die.” The department provides a platform for every student to develop his/her learning skills through this magazine.

As you scan through the pages, it will enlighten you with the articles related to burning issues. Besides, our budding talents have expressed their thoughts, ideas , aspiration in a creative way. This magazine should be a good source of guidance for the upcoming batches of students in choosing activities of their choice in their future for building their career. I congratulate Teaching staff, editorial board and students of the Department for bringing this edition of Abhivyakti Magazine.

**Wish you all the best.**



**Prof. Tulika  
Saxena**

# FOUNDER OF WALL MAGZINE



The idea of Abhivayakti wall magazine was conceptualized by Prof. Raj Kamal way back in 2004 which has been upgraded to the digital version in 2022.

The basic concept was to keep the department and particularly the students abreast of the latest happenings in the business world not only in the domestic market but also around the globe.

Abhivayakti is managed totally by a team of students who work enthusiastically to keep it updated.



• Prof. Raj  
Kamal

# EDITORIAL TEAM

Self  
Expression

We make a great team together



**Dr. Bhawna Saxena**  
Layout Designer

Presenting you the E-magazine 'Abhivyakti'. I thank all the writers of our department who contributed to this issue of the magazine. Please go through the magazine & send us your feedback and suggestions. We look forward for your continued support to the magazine



**Dr. Nandita Sharma**  
Content Provider

I thank the support of our team members & support from our management, faculty and students for article contribution. Please take a moment and read articles . I hope you enjoy reading the magazine.

# शोभारपुकेते

Hey Guys, Let's check  
new issue, of Wall  
Magazine.

**MANAGEMENT STUDENTS**

Open website,  
Directly scan  
QR code to  
read articles



# Read Articles



## 1. **ROLE OF ARTIFICIAL INTELLIGENCE IN AUTO MOBILE INDUSTRY**

- The article is written by Shailesh Kumar, student of MBA General First year. Artificial Intelligence plays a major role in transforming the automobile industry by making vehicles smarter, safer, and more efficient. AI enables advanced features like self-driving technology, automatic braking, lane detection, and driver assistance systems that greatly improve road safety. It also helps in predictive maintenance by monitoring vehicle conditions and identifying issues before they lead to breakdowns.
- The article has emphasised the positive role of artificial intelligence in the automotive industry, along with the challenges.

• **Shailesh Kumar**

• **MBA General Semester I**



# Read Articles



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## COMPUTER SCIENCE AND PROGRAMMING

- The article is written by Ganesh Mishra, the student of MBA General 1<sup>st</sup> Year. Computer science is the study of computers, their design, and how they solve problems using technology. It involves understanding how software, hardware, and networks work together to perform tasks efficiently. Programming is a key part of computer science, where individuals write instructions in different coding languages to create applications, websites, and systems. Through programming, we can automate tasks, process data, and build innovative solutions that improve everyday life. Together, computer science and programming play a vital role in shaping modern technology, powering everything from mobile apps to artificial intelligence and advanced communication systems.
- The article has focused on the various programming languages and data structure algorithms.

Ganesh Mishra  
MBA Marketing Semester I



# Read Articles



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## ROLE OF ARTIFICIAL INTELLIGENCE IN CYBERATTACKS

- The article is written by Sheenu Gangwar, the student of MBA General First Semester. AI is increasingly used in cyberattacks to make them faster, smarter, and harder to detect. Cybercriminals use AI to analyse large amounts of data, identify system vulnerabilities, and launch highly targeted attacks. AI-powered malware can adapt and change its behaviour to avoid security systems, while automated bots can carry out phishing, password cracking, and network intrusion at high speed. Because AI can learn and improve over time, it enables attackers to create more sophisticated threats that traditional security tools struggle to stop. This growing use of AI in cyberattacks highlights the need for stronger, AI-driven cybersecurity defences.
- The article has discussed the various AI tools to use in cybercrime, such as automated phishing and social engineering, vulnerability scanning and exploitation, Intelligent botnets, etc.

Sheenu Gangwar  
MBA General Semester I



# Read Articles



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## • PHONE VIRUS

- The article is written by Jhalak Sharma, the student of MBA Marketing first year. A phone virus is a type of malicious software that infects smartphones and disrupts their normal functioning. It can enter a device through unsafe apps, suspicious links, or infected files and may steal personal information, slow down performance, or display unwanted ads. Some phone viruses can access contacts, track activities, or damage important data stored on the device. Because smartphones are widely used for banking, communication, and storing sensitive information, phone viruses pose a serious security risk. To stay safe, users must avoid downloading unknown apps, keep their software updated, and use trusted antivirus tools.
- The article has emphasised on phone virus.

- Jhalak Sharma
- MBA Marketing Semester I

# Read Articles



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## • **ROLE OF ARTIFICIAL INTELLIGENCE IN AUDITING AND CONSULTING**

- The article is written by Astha Mishra, a student of the MBA General first year. AI plays an increasingly important role in auditing and consulting by automating routine tasks, improving accuracy, and enabling data-driven decision-making. In auditing, AI can quickly analyse large volumes of financial data, detect unusual patterns, and identify potential fraud or errors that may go unnoticed through manual checking. This enhances the reliability and speed of the audit process. In consulting, AI helps professionals provide better insights by predicting trends, modelling business scenarios, and identifying operational inefficiencies. By handling repetitive work and offering deeper analytics, AI allows auditors and consultants to focus more on strategic advice, improving overall business performance and client value.
- The article is focused on the role of AI in auditing,

• **Astha Mishra**

• **MBA General Semester I**



# Read Articles



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## • HACKING

- Hacking refers to the act of gaining unauthorised access to a computer system, network, or digital device. Hackers use various techniques to break into systems, often to steal data, disrupt services, or take control of devices. While some hacking is malicious and meant to cause harm, ethical hacking is done by security experts to identify weaknesses and protect systems from cyber threats. Because modern life depends heavily on technology, hacking poses serious risks to personal privacy, financial security, and organisational operations. As cyberattacks become more advanced, strong cybersecurity measures are essential to protect sensitive information and digital assets.
- The article has emphasized on hacking.

• Anshika Shukla

• MBA Marketing Semester I

# Read Articles

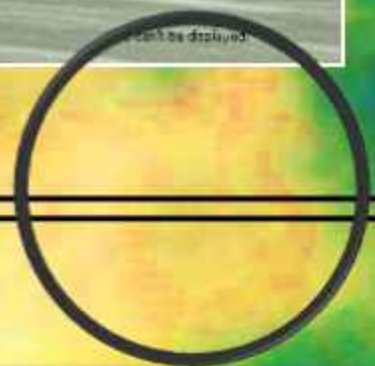


## CLOUD COMPUTING

- The article is written by Vaibhav, a student of MBA General first semester. Cloud computing is a technology that allows users to store, access, and manage data and applications over the internet instead of relying on a local computer or physical storage device. It provides services like online storage, virtual servers, and software that can be used anytime and from anywhere. Cloud computing reduces the need for expensive hardware, improves data security, and makes it easier for businesses to scale their operations. It also enables real-time collaboration, automatic backups, and quick access to powerful computing resources. Because of its flexibility and cost-effectiveness, cloud computing has become an essential part of modern technology and business.
- The article has focused on key features and types of cloud computing.

Vaibhav

MBA General Semester I



# Read Articles



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## • **RUSSIA-UKRAINE WAR**

- The article is written by Harsh Chauhan, the student of MBA Marketing. The Russia-Ukraine war began in 2022 when Russia launched a large-scale invasion of Ukraine, leading to a major international crisis. The conflict has caused widespread destruction, loss of lives, and the displacement of millions of people. It has disrupted global trade, increased energy and food prices, and created significant political tension between Russia and many other countries. Ukraine has received support from various nations in the form of humanitarian aid, military assistance, and economic help. The war continues to affect global security, highlighting the importance of diplomacy, peace efforts, and international cooperation to resolve long-lasting conflicts.
- The article has emphasised on causes of conflict between Russia and Ukraine.

- Harsh Chauhan
- MBA Marketing Semester I





PHOTO  
STUDIO



अभिव्यक्ति

Wall  
Magazine



# OUR CREATIVE STUDENTS TEAM

# अभिव्यक्ति



**Ganesh Mishra**  
MBA Marketing  
Semester I



**Sheenu Gangwar**  
MBA General  
Semester I



**Vaibhav**  
MBA  
General  
Semester I



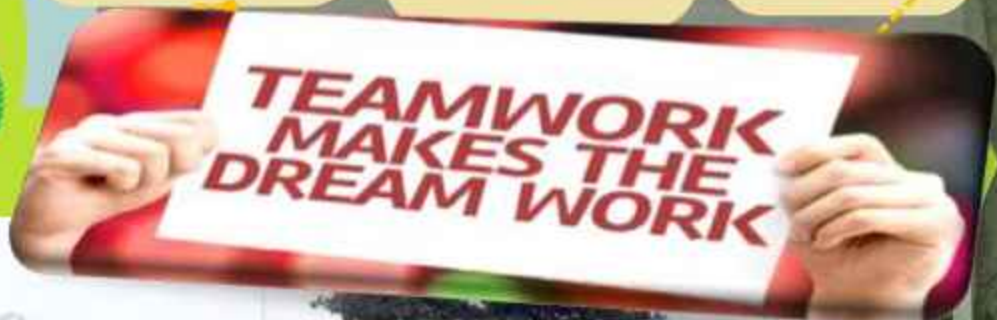
**Harsh Chauhan**  
MBA Marketing  
Semester I



**Astha Mishra**  
MBA General  
Semester I



**Shailesh Kumar**  
MBA  
General  
Semester I



# DIGITAL ISSUE RELEASED



OCTOBER- DECEMBER, 2022    JANUARY- MARCH, 2023    APRIL-JUNE, 2023



July-Sep, 2023



OCT-DEC, 2023



JAN-MARCH, 2024



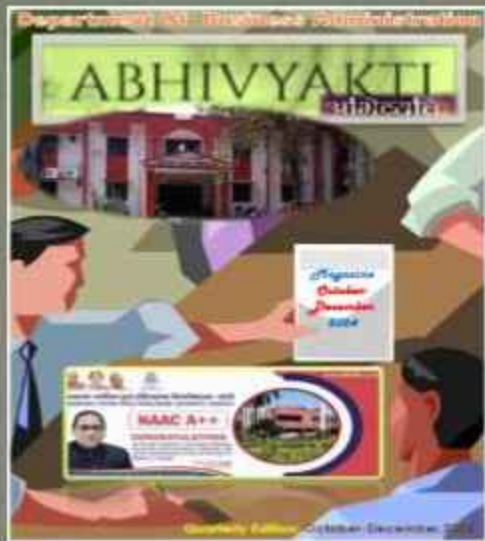
← APRIL-JUNE, 2024

JULY-SEP, 2024 →

**Eleven Digital Issue Released**



# DIGITAL ISSUE RELEASED



**OCTOBER- DECEMBER, 2024**



**JANUARY- MARCH, 2025**

**April-June,  
2025**



**LATEST  
ISSUE**

**12<sup>th</sup> Digital Issue  
Released**

# अभिव्यक्ति

**SUCCESS IS NOT FINAL;  
FAILURE IS NOT FATAL:  
IT IS THE COURAGE TO CONTINUE  
THAT COUNTS.**

WINSTON S. CHURCHILL



• DEPARTMENT OF BUSINESS  
ADMINISTRATION