Managing Disaster
- A Strategic Perspective

Fatima College (Autonomous)

College with Potential for Excellence, Re-Accredicted with "A" Grade by NAAC
Mary Land, Madurai-18.

Fatima Institute of Management

MBA & PG IT

First published in 2016 by

World Literature Books Centre & Publisher Pvt. Ltd

No 75,76, North Veli Street, Simmakal, Madurai-1

Copyright © World Literature Books Centre & Publisher Pvt. Ltd 2016

First Impression 2016

All rights reserved.

No part of this publication may be reproduced, transmitted, or stored in a retrieval system, in any form or by any means, electronic, mechanical, photocopying, and recording of otherwise, without the prior permission of the publisher.

ISBN: 978-8-1930-234-26

Printed in India

Edited By

Dr.R.Vetrickarthick Ph.D.,

For World Literature Books Centre & Publisher Pvt. Ltd

This book is sold subject to the condition that is shall not, by way of trade or otherwise, be lent, resold, hired out, or otherwise circulated, without the publisher's prior consent, in any form of binding or cover other than that in which it is published.

S.no	Title & Author	P.No
54.	**QUANTITATIVE ANALYSIS OF REAL TIME DDOS ATTACKS AND DEFENSE TECHNIQUES** *Dr. G. Preetha & Mrs. V. Mageshwari*	352
55.	**RETAILING DISASTERS – EFFECTS & HEALING** *Mrs.P.Jegadeeshwari*	359
56.	**ROLE OF DIGITAL MEDIA MARKETING IN MODERN WORLD** *Dr. P. Shyamala*	370
57.	**ROLE OF HUMAN RESOURCES IN EMERGENCY MANAGEMENT** *Dr.M.Nagarenitha*	379
58.	**ROLE OF PUBLIC RELATIONS IN CRISIS MANAGEMENT** *Vigneshwaran. G & Dr. P. Shyamala*	382
59.	**ROLE OF STUDENTS IN DISASTER MANAGEMENT- AN EMPIRICAL STUDY (WITH SPECIAL REFERENCE TO MADURAI CITY)** *Ms.S.Gayathri, Ms.R.Beulah & Ms.S.Abirami*	387
60.	**SECURITY ISSUES ON CLOUD COMPUTING – AN ANALYSIS** *Vijayalatha.R & Hemalatha. B.V*	397
61.	**SOCIAL ENTREPRENEURSHIP AND DISASTER MANAGEMENT** *T.Aarthy*	402
62.	**SOCIAL ENTREPRENEURSHIP AND DISASTER MANAGEMENT** *P.Sumathi, & B. Naga Manikanta Babu & G. Joel Ignatious Meshach*	405
63.	**SOLAR POWER FOR DISASTER RELIEF** *Mrs.P.Dhivya & Dr.S.Fatima Rosaline Mary*	406
64.	**STRATEGIC ROLE OF HR IN CRISIS MANAGEMENT** *Dr.R.Alamelu*	412
65.	**STUDENTS PERCEPTION TOWARDS MAGGIE NOODLES - BEFORE AND AFTER CRISIS** *Sri Latha S. & Kajal Mehta*	422
66.	**STUDY ON EMERGING CROP INSURANCE AND COMMODITY FUTURE MARKET IN AGRICULTURAL PRODUCTS** *Vennila S & Nivethitha*	437
67.	**THE IMPORTANCE OF HUMAN RESOURCE MANAGEMENTS' STRATEGIC ROLE IN CRISIS MANAGEMENT** *Dr. Saraswathy R & Prof. Mutharasi P*	455
68.	**THE ROLE OF FINANCE IN DISASTER MANAGEMENT** *Gowshiga J, Gowtham N & Karthik G*	462

Acknowledgement

While textual references have been cited below, all images used in this paper have been taken from the public domain. We would like to acknowledge the various communities for fostering and facilitating such humane collaboration.

Quantitative Analysis of Real Time DDoS Attacks and Defense Techniques

Dr. G. Preetha, Fatima College, Mary Land, Madurai – 18.

Mrs. V. Mageshwari, Fatima College, Mary Land, Madurai – 18.

Introduction

DDoS attack is very complex since it is distributed in nature where millions insecure machines called zombies overwhelm the victim (Internet servers) with h volume of packets [1]. A defense mechanism is robust if and only if it has an effic detection methodology. But the problem lies in the basic understanding of what at traffic will look like. An efficient defensive mechanism for DDoS attacks is essenti detect and defend as quickly as it could. Therefore need arises to understand not each existing DDoS defense approach in qualitative terms, but also understan quantitatively how those approaches might be combined together to effectively the problem. In large scale and complex scenario like DDoS, it is extremely diffic analyze traffic traces and researchers mainly rely on mathematical model. Design mathematical model helps DDoS warriors to predict and forecast attacks and estimating the effectiveness of a DDoS defense becomes very easy. Researchers m put their effort in identifying network based metric [2][3][4] to reliably detect attacks but not in a quantitative manner. The proposed work incorporates both based and network based metrics [5] to successfully detect flooding attacks whic as an Intrusion Detection System. Further SVM-MLP (Support Vector Machi Multi Layer Perceptron) [6][7] classifier is used to discriminate normal traffic attack traffic and subsets of flooding attack say UDP, TCP or ICMP flooding [8] is detected. The proposed work aims at quantitative analysis of attacker and de in a DDoS combat. The objective is manifold, firstly to quantitatively analy