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conference on Technology Enhanced Education, Amrita University on 2012.

7. A.Pethalakshmi, A.Banumathi, “Increasing Cluster Uniqueness in Fuzzy C-Means through Affinity Measure” IEEE International Conference on pattern Recognition, Informatics and Medical Engineering, Periyar University on 2012.

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## APPENDIX - A

### SAMPLES OF CRM DATABASE

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