

COMMERCE JOURNAL 2021

COMERCIO



**MONEY
IS THE BEST
RULE OF
COMMERCE**



Commerce Association
Titus II Teacher college Thiruvalla.

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Comercio



Message from the **PRINCIPAL**

It gives me immense pleasure and satisfaction to congratulate the "Student Teachers" and their mentors in bringing out the maiden edition of the 'Journal of Commerce' "COMERCIO".

The thought behind the publication i.e., to reach out to the common reader, is truly commendable. The essence of true learning is the desire to share it with others.

The Journal is informative and thought provoking and the simplicity of written expression truly leaves an indelible mark in the annals of the College history. What remained as a realm of the Commerce world is being shared with zones that are very new to its concepts. Journals are the best way of making learning inclusive for all.

I, on behalf of the College convey our gratitude to Mr. Pramod Thomas George, the mentor, the student editor and all the young minds behind the creation of an invaluable piece of creative writing.

Wishing you the very best for all your future endeavours.

Regards and prayers

Dr. Anita Mathai

Principal,

Titus II Teachers College.



Message from the Staff Editor

It is exhilarating to note that students of commerce group are bringing out their class journal, 'Comercio' shortly. Such an attempt is praiseworthy and profound significance in the changing global economic scenario. In fact, this is an innovative practice along with the curriculum transaction.

This e-journal presents in a nutshell comprehensive information about varied aspects of commerce. Commerce today, touches, influence and models the lives of people all over the world. It has assumed a global perspective and brings out marvellous changes in the world economy. From this view, the articles are genuine, informative and enriching. I am sure this creation will be a boon to the commerce students in particular and to the public at large.

'Comercio' E-journal provides a golden opportunity to bring out thoughts to the world. Moreover, its outlet for our creative abilities, let's make the maximum benefit of it. I hereby congratulate everyone who had taken efforts to make this journal a reality and wish you all a blessed future.

I wish 'Comercio' all success.

Mr. Pramod Thomas George
Assistant Professor in Commerce
Titus II Teachers College, Thiruvalla





Message from the Student Editor

With great pleasure, I welcome you all to the e-journal "comercio". In this present day world of globalization and liberalization of economies along with the concomitant changes in technology, there is a pressing need to understand and analyze these business dynamics and face challenges as well as opportunities emanating there from. It is precisely for this reason that this journal aims to highlight some of the important issues that affect the business world, it's trade and commerce.

This journal would not have been possible without the guidance of our teachers. The editorial board will always be thankful to our teachers for their support in this Short and amazing journey of launching the journal.

I hope you will enjoy reading this journal and continue supporting the editorial board to carry forward this legacy.

Ms.SREELEKSHMI J

Student Editor

Titus II Teachers college Thiruvalla

Dedication

What we are confronting right now is an unprecedented situation. In our generation we have never faced anything like this. The outbreak of COVID -19 has forced the country to shut its doors for containing the spread of the Corona virus, leading to disruption in the lives of the people. There is a large number of corona warriors who are in a daily battle with the virus by putting that extra miles of effort even to the peril of their life.

The health care workers, doctors, nurses, police, NGO's and personnel of various government bodies are the people who are working behind the scenes of this battle. In our humble attempt, we salute those who have placed themselves and in turn their families at risk for the well-being of the human race.



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EFFECT OF COVID 19 PANDEMIC

ANJU SKARIA

2nd Year B.Ed. Commerce

IN INDIAN ECONOMY

The outbreak of COVID-19 has impacted nations in an enormous way, especially the nationwide lockdowns which have brought social and economic life to a standstill. A world which forever buzzed with activities has fallen silent and all the resources have been diverted to meeting the never-experienced-before crisis. There is a multi-sectorial impact of the virus as the economic activities of nations have slowed down. What is astonishing and worth noting is an alarm bell which was rung in 2019 by the World Health Organization (WHO) about the world's inability to fight a global pandemic. A 2019 joint report from the WHO and the World Bank estimated the impact of such a pandemic at 2.2 per cent to 4.8 per cent of global GDP. That prediction seems to have come true, as we see the world getting engulfed by this crisis.

In another report entitled '**COVID-19 and the world of work: Impact and policy responses**' by International Labour Organization, it was explained that the crisis has already transformed into an economic and labour market shock, impacting not only supply (production of goods

and services) but also demand (consumption and investment). International Monetary Fund's (IMF) chief said that, 'World is faced with extraordinary uncertainty about the depth and duration of this crisis, and it was the worst economic fallout since the Great Depression'. The IMF estimated the external financing needs for emerging markets and developing economies in trillions of dollars. India too is groaning under the yoke of the pandemic and as per news reports in Economic Times published on 23 March 2020, the economists are pegging the cost of the COVID-19 lockdown at US\$120 billion or 4 per cent of the GDP.

. However, lockdown and social distancing are the only cost-effective tools available to prevent the spread of COVID-19. Governments are learning by doing, as it was in the case of success of containment strategy in Bhilwara district, Rajasthan, India, the economic risks of closing the economy remain nonetheless. Similarly, flattening the caseload curve is critical for economy at large, but it comes with an economic cost.



ANJANA G NAIR

1st year B.Ed. Commerce

CRYPTOCURRENCY – THE CURRENCY OF THE FUTURE

The world today is passing through a digital revolution that has touched every aspect of peoples' lives. Look around you and you will hardly find anything that is not ruled by the Internet and a virtual environment. The financial sector too has shifted from the traditional modes of working to one where going digital and speed of transactions is the mantra. A prime example is one of the accounting service providers.

In keeping with this trend, it is time to welcome cryptocurrency, a digital currency that exists electronically; only it does not have a fixed issuing authority or a federal or Government body controlling it. It is brought into the digital fold through a process called mining and has to be confirmed in a public or global ledger called the Block chain.

Bitcoin and Litecoin are two such examples of cryptocurrency. The Cryptocurrency and Regulation of Official. Digital Currency Bill, 2021 is among the list of bills to be presented in this Parliament session. While its contents are unknown, *it touches upon two things:*

1. Initiating laws to make it easier for RBI to create its own CBDC (central bank digital currency)

2. Banning 'private crypto assets' with some exceptions

Several central banks around the world have been working on CBDC, and India can't be sitting on the sidelines while other countries experiment and launch their own digital currency CBDC will reduce the cost of providing financial services and lead to greater innovations that will empower faster business operations globally. Crypto offers a unique solution that renders fiat currency obsolete. Cryptocurrency empowers people to be their own bank and payment method. The primary challenges are regulatory and technical. The deciding factor on whether crypto will replace cash is user-adoption. But, once fully booting and integrated in our lives, cryptocurrency will make the world will look completely different, in ways we can only begin to understand.



SREELEKSHMI J

1ST Year B.Ed. Commerce

NON PERFORMING ASSETS

A **Non-performing asset (NPA)** is defined as a credit facility in respect of which the interest or instalment payment has remained 'past due for a specified period of time. This specified period of time is generally taken to be a period of 90 days. When an asset, including a leased asset, ceases to generate income for the bank, it becomes a non performing asset.

There are four categories of NPA enumerated as under:

1. Standard asset: The assets in respect of which a bank recovers interest as well as the principal amount on a regular basis from the customer

2. Sub-standard asset: An asset which has remained NPA for a period less than or equal to 12 months is a sub-standard asset.

3. Doubtful asset: An asset which has remained in the sub-standard category for 12 months is termed as a doubtful asset.

4. Loss asset: An asset which is considered to be uncollectible little value is a loss asset. Its continuance as a bankable asset is not warranted although there may be some salvage or recovery value.

As the number of defaulters is increasing, the banking sector is facing SEVERE PROBLEMS affecting their profitability. Some of these are:

1. Profitability: As the money of the banks gets blocked, the profitability of bank decreases not only by the amount of NPA but also has an opportunity cost involved. So NPA not just affects the current profit but also future profits get affected that may lead to the loss of long term investment opportunity.

2. Credit loss: As a bank faces problem of NPA then it adversely affects the value of bank in terms of market credit. It will lose its goodwill and brand image which has a negative impact on those who invest their money into banks

3. Capital Adequacy: As per Basel norms, banks are required to maintain adequate capital on risk-weighted assets on an ongoing basis.

4. Shareholders' confidence: Normally, shareholders are interested to enhance value of their investments through higher dividends and market capitalization which is possible only when the bank posts significant.



GISHA ABRAHAM

1st year B.Ed. Commerce

HERE IS HOW DIGITAL MARKETING CAN HELP YOU ESTABLISH YOUR BUSINESS

We now live in a digital world where many of us depend on their smartphones, tablets, laptops, and other smart devices for acquiring information. And while newspapers are becoming a thing of the past, almost all companies now take advantage of the internet and other forms of digital communications to promote their products and services. Digital marketing, which is also known as online marketing, deals with marketing campaigns that are displayed on smartphones, tablets, applications, social media posts, video ads, e-mails, on-site ads, and more.

Whether you are starting a small-scale business or launching a huge multi-million retail store, digital marketing is the perfect platform for you to reach out to millions of users out there. It's important for businesses to make their presence known among customers. Marketing campaigns can be published online for users within the city, a whole country or reach out to users globally via digital marketing assets. When it comes to digital marketing assets, almost any device or platform can be used. One of the primary assets that can be used is your own website.

Having a website for any business is one of the most important requirements. It establishes a trust where the customer is assured that the company is authentic.

But just having a website isn't enough as the business would require to develop a website that is easy to use and also showcasing their products or services. Having the contact information and even a chat box is also an important fact that should not be ignored as customers will be able to reach out to you easily. And there is the importance of SEO on your website that needs to be well-tuned so your website appears on popular search platforms such as Google.

Apart from your business appearing in organic search results, using Google Ads for paid campaigns also helps to reach users so when they search a particular service or product, your website should appear in the search results. Then comes the power of social media where

you will be able to promote your posts for services, new products and offers so it will appear to the audience that you target. This is a part of pay-per-click marketing.

These platforms include Facebook, Instagram, and LinkedIn. Keeping your social media pages active with timely posts is also important to gain more followers. Customers tend to message on social media platforms for inquiries more than calling them directly so it's important to follow up with customer's messages and comments. This is basically social media marketing.

Videos are another powerful medium that lets you advertise your services and products to users on Facebook, Instagram, YouTube, and more. Short and simple videos are the best ones where it easily grabs the attention of the user while they scroll down their newsfeeds on social media. Companies also tend to use popular people and influencers to star and promote their products and services on their own channels or elsewhere.

Having an e-commerce platform on your own website is also an added advantage, along with

establishing online stores on popular e-commerce platforms such as Amazon.in and Flipkart.

All these factors establish trust in the customer's mind that they can expect good services and high-quality products from your business.

Digital marketing is the way to drive your sales higher and boost annual revenue. It not only attracts normal consumers but also gets the attention of other bigger companies so you can strike a deal with them. There is no limit on how you can promote your business on the online platform.

Digital marketing can be handled by a dedicated digital marketing manager or specialist in the company. You can also learn the different forms of digital marketing and do it on your own, even if it's a small-scale business establishment. While it takes time and patience to perfect your digital marketing campaigns, the end result will be more than what you would expect. It's pretty evident here that online marketing is the future to boost your business.



RIYA XAVIER

1st year B.Ed. Commerce

TEN KEY MANTRAS FOR MUTUAL FUND

Mutual Fund is a trust that pools together the resources of investors to make a foray into investments in the capital market thereby making the investor to be a part owner of the assets of the mutual fund. The fund is managed by a professional money manager who invests the money collected from different investors in various stocks, bonds or other securities according to specific investment objectives as established by the fund. If the value of the mutual fund investments goes up, the return on them increases and vice versa. The net income earned on the funds, along with capital appreciation of the investment, is shared amongst the unit holders in proportion to the units owned by them. Mutual Fund is therefore an indirect vehicle for the investor investing in capital markets. In return for administering the fund and managing its investment portfolio, the fund manager charges fees based on the value of the fund's assets.

How Mutual Funds work for you

The money collected from the investors is invested by a fund manager in different types of securities. These could range from shares and

debentures to money market instruments depending upon the scheme's stated objectives. The income earned through these investments and capital appreciation realized by the scheme are shared by its unit holders in proportion to the units owned by them. Whether you are new to investing through mutual fund or a seasoned investor, *following these ten key mantras will ensure that you make the most of your investments.*

Ten Key Mantras for Mutual Fund Investors

Stay true to your risk appetite – Based on the investment objective, underlying securities and investment methodology, every mutual fund scheme carries different amount of risks. While equity funds have the highest risk, liquid funds carry the least. Choose a scheme that matches your own risk appetites.

Be disciplined – At the onset, make a financial plan and invest accordingly. In the long-term, small but regular investments have proven to generate better return. Take the systematic investment plan (SIP) route and start investing every month. This also allows you to benefit

Do not be lured by NAVs – Unlike stock prices, the absolute value of a mutual NAV does not suggest anything about the quality or performance of the scheme. A NAV is simply the function of the total asset under management and the no. of outstanding units. Consequently, investing during a New Fund Offer (NFO) does not mean that you are buying low.

Dividends are not bonuses– Mutual fund schemes offer dividend plans. Do not get lured to a scheme simply because it has declared a dividend. Once a scheme pays out a dividend, its NAV reduces accordingly. This means that dividends are paid from your own holdings.

Unless it is imperative to receive dividends, invest in growth plans, which are ideal for long-term capital appreciation.

Have clear goal and invest accordingly

Read the scheme related to document to learn about the objective of a scheme, past performance and time horizon

Stay invested and do not try to time the market- Everybody knows that one should ‘buy at low levels and sell at a high’. However, nobody knows what these levels are. It is not possible to time your entry in the market. Hence, it is ideal to invest early (and regularly) and stay

invested so that your money has enough time to grow through compounding.

Diversify – Mutual funds offer you several opportunities to diversify your investments. Different types of funds include diversified equity (large-cap, mid-cap, small-cap), sectoral funds.

Include Balanced Funds and Index Funds – If you have a predominantly equity-based portfolio, consider balanced funds to lend some amount of cushioning.

Other Investment Vehicles – While investing through mutual funds is great, one must also consider other investment avenues like real estate, direct equity, government bonds and other fixed income asset.

Regular Monitoring – One of the most crucial aspects, that most investors ignore, is about monitoring their investments and examining its performance vis-à-vis their investment objectives. Periodic monitoring allows one to take corrective actions and stay on track



SEJIN PHILIP GEORGE

1st year B.Ed. Commerce

Social Media

The Future of Shopping?

The rising vogue of social media is allowing marketers to build a powerful relationship with the customers. Reaching out to the customers through social media websites is the emerging trend of marketing these days. It has become a pivotal tool when it comes to brand building and engaging potential customers. The strategy is to capitalize on customers by making them cell connected to the brand and lead to advocacy and loyalty. On the other hand, it has enabled the average customer to have a better interaction with high end shopping firms and has encouraged the users of social media to eloquent their affinity or dislike towards the product or service.

This is what the traditional shopping looked like: You get into your favourite store, walking rack to rack, checking out the display and putting a dress over your body to see if it suits you or not in the nearby full view mirror and ending up buying the perfect size for yourself. Today, shopping is scrolling through your Instagram in the back of an uber, finding the product you like, tagging a

few of your friends to get a second opinion and finally placing an order right off your smartphone through e wallets. Thus, the rising trend of social media platforms has created opportunities for new business models and delivery policies in electronic commerce which is referred to as social commerce.

Social commerce is a phenomenon that has changed the way people think of online shopping. Where online shopping is traditionally private, social commerce encourages sharing. Let us take shopping via sites offering daily deals. There is a sense of urgency when it comes to daily deals because of time limitations, but then it offers huge discounts with each purchase. According to Forbes. "The effect of social media influence over purchase decisions is a powerful one ". Consumers who include social media as part of their shopping process are four times more likely to spend more money on purchases. They're also 29% more likely to make a purchase on the same day when using social media to make purchase decisions.



RAINU MEERA MATHEW

1st year B.Ed. Commerce

COGNITIVE BIASES THAT INFLUENCE BUYER DECISION

A cognitive bias is a systematic error in thinking that occurs when people are processing and interpreting information in the world around them and affects the decisions and judgments that they make. Psychologists and experts from various other fields have identified a wide range of cognitive biases and each of them influences our decision making in a different way. By identifying these behavioural biases, the customers can make their choices better and make the best buying choices in their decision-making process. And also, the sellers can create more influential marketing and retain their customers using these psychological tools.

Confirmation bias

Confirmation bias is where people seek, interpret and remember information in a way that confirms their existing ideas. Essentially, people hear what they want to hear and no matter how impartial someone thinks they are, they're going to favor information that supports what they already believe or want to be true.

Loss aversion

Loss aversion describes how we fear loss considerably more than we value gaining something of the same worth. For example, we're more frustrated by losing Rs.100 than we would be happy to find Rs.100 in a jean back pocket. The classic loss aversion tactic used by marketers is to give shoppers free coupons. Once you give people a Rs.500-off voucher, they feel like they own that perceived saving. And, if you threaten to take that away, people automatically feel as if they're losing something that's rightfully theirs – even though there's nothing to own.

Anchoring bias

Anchoring bias is where people place more significance on the first piece of information they receive. For example, the first review someone reads about a product will have more impact upon them than the second or third. Likewise, the first price people see for a product will set the bar of expectation and you can use this to affect the way people respond to product pricing. Show the MRP

of a product that's discounted in a sale and people automatically think they're getting a bargain. Or show off your most expensive products first and the prices of your other products will instantly seem more reasonable than they would have by their own merit. The bandwagon effect The bandwagon effect helps explain why people queue up for days to buy an iPhone they don't need. Or why people sign up for pension plans when they could just as easily (and more securely) save that money for themselves. It also explains why the price of Bitcoin has soared and crashed in the space of one year. It's all because of the bandwagon effect and this is the same reason brands spend huge amounts of money on celebrity faces to advertise their products. When a consumer product becomes as fashionable as the iPhone, people buy it purely for the logo. When finance companies tell you, every sensible person is paying into their futures, people sign on the dotted line. And when a few people get rich with a new investment opportunity, everyone wants a piece of the action.

The mere exposure effect

Otherwise known as the familiarity principle, the mere exposure effect explains why people are more likely to buy from brands they know well. This is why it's much easier for Adidas to sell running

shoes than a new manufacturer, regardless of product quality. And this is why brands like Adidas pay big money to sponsor sporting events and manufacture kits for the most popular teams.

The endowment effect

The endowment effect, where people place additional value on items they own. A great example of this in action is Google giving away free cloud storage to people who buy certain devices. People get their free storage for two years but, once that time has passed, they have to give it up – or pay the usual rate.

Great marketing campaigns do not convert people by accident; they guide users through a decision – making process with decision messaging. It's not about deceiving people or tricking them in to buying something. It's about understanding how people's minds work and presenting your brand in most effective way- something that's increasingly difficult in competitive online market. The cognitive biases we have locked at aren't only technique sellers can use to boost conversation rates and increase sales. The sellers can also use them to create better user experience , retain more of their customers and ensure they are happy to keep doing business with their brand.



SRUTHI CAROLINE THOMAS

1st year B.Ed. Commerce

THE RISE OF VOICE COMMERCE

This is a burgeoning trend that could be a huge market in the very near future. Voice commerce is gathering pace as the chosen method for making purchases. broad term includes any interaction between a brand and a consumer that incorporates voice recognition technology. As opposed to making buying choices via your mobile phone, tablet or computer which have screens. As The Future Shopper survey discovered, 55 per cent of online consumers would be comfortable shopping by voice with no website or store involvement, which indicates that this is a burgeoning trend that could be a huge market in the very near future.

Integrating Voice Commerce

It's estimated that by 2022 the voice commerce market will be worth somewhere in the region of £40 billion. This indicates that we are moving away from screens as the primary interface for e-commerce and towards a screen less process instead, at least for products that are commodities

and purchased repeatedly. According to Nielsen, the infrastructure to support this move is already in place thanks to the popularity of smart speakers. Nielsen's latest study indicates that 24 per cent of households already own a smart speaker and 40 per cent of those have more than one. The trend towards owning a smart speaker, such as Amazon's Echo, Google's Home speaker, and Apple's Home Pod, is one that has gathered much of its ground in recent months. According to the Nielsen study, almost two thirds of smart speaker buyers made their purchase in the last six months.

The Shift From Screen To Voice

Smart speakers are already influencing the ways in which we interact with the online world. According to Nielsen, we are already using smart speakers for functions such as listening to music but 68 per cent of users chat with their smart speaker, just for fun. The increasing popularity of smart speakers, as well as the wide range of uses that we put them to is

paving the way for a shift from screen to voice. It's highly likely that, in the not too distant future, the screen will become the fall-back for interfacing with the internet, as opposed to the primary option

Who's Using It, And Where?

Different markets are accelerating at different rates, but voice commerce penetration in the US is extraordinary, with sixty percent of online consumers using or having used voice assistants to shop online, compared to just 25 per cent in the UK.

Voicing concerns Over Zero UI

The outlook is bright for voice commerce, but concerns remain. Just like how Amazon had to pull the the cloud pets smart toys from its digital shelves for fear over security issues, some consumers are skeptical over the security and privacy of smart assistants. Nearly three quarters expressed concern about privacy issues such as devices "listening in to conversations" but even more 83 per cent said they would worry about smart speakers ordering items without permission. Clearly, there is work to be done to win over everyone and allay fears over security and privacy and despite more than half saying they would be happy with a retail experience that involved no stores or sites, nearly 9-in-10 consumers said they would prefer to see an item

before they make a purchase..

Adapting to the rise in voice commerce

As voice commerce begins to grow and becomes better established, brands will need to adapt to this changing landscape; the impact will be huge. For example, it will affect how consumers search for products and the choices that are presented to them. What's more, it will require changes to be made to the approaches that are taken to stimulate consumers into buying..

The Final Word

Voice commerce represents a significant shift in the way that consumers interact with brands and it's a change that is coming. As well as the adjustments that need to be made there are real opportunities in exploring this new method of communication too. Digital consumers are increasingly making purchasing decisions based on convenience and looking for technologies which make the retail experience as frictionless as possible. They have to plan now for customers that are going to interact with their brand using voice, especially as it will completely change how brands and customers



GREEN CONSUMERISM

RESHMA SABU
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Green consumerism refers to a state in which consumers demand products and services that have undergone an eco-friendly production process or one that involves recycling and safeguarding the planets' resources. In other words, green consumerism entails the production, promotion, and advancement of the utilization or use of goods and services based on their pro-environment benefits. Economic, social, and cultural forces have set the framework for green consumerism. This is because it is a social attitude and movement in the modern era, especially aimed at encouraging people to be more aware of the firms' production processes and only to buy or use products and services that do not harm the environment. For this reason, green consumerism has created a balance between the buyers' behaviours and the organizations' profit objectives as it mostly based on the sustainable and pro-environmental behaviour of consumers.

Importance of Green consumerism

Green consumerism is a holistic and responsible process of management that satisfies, identifies, fulfils, and anticipates the needs of the stakeholders in maintaining the natural well-being of the environment and one that does not endanger the health of humans.

1. Reduced waste in packaging

Green consumerism advocates for frugal packaging options. It has social attitudes such as the preference to purchase loose products like vegetables and fruits instead of pre-packaged products. Also, it encourages reuse of paper and plastic packaging bags and tins that often cause environmental degradation.

2. Increased energy efficiency

Green consumerism attitudes advocate for the efficient use of energy, which ultimately helps in saving money, reducing utility bills, lowering emissions of greenhouse gas, and enabling economies to meet the growing energy demands. Through green consumerism, environmental and economic benefits of utility systems, as well as the management of risk associated with inefficient production processes, have also been attained.

3. Consumption of more healthy foods

Through green consumerism advocacies, there has been an increasing need for more eco-friendly food production. As a result, people are gradually developing a culture of buying more organic and local food, which

is arguably healthier as they are Not cultivated or produced using artificial chemical fertilizers, antibiotics, hormones, or pesticides.

4. Decreased release of emissions and other pollutants during production and transportation processes

Thanks to green consumerism, emissions from the transportation sector and industries have been considerably reduced. Also, because of green consumerism advocacies and programs, stringent standards against emission have been put in place thus lowering emissions from engines and motors and the advancement of clean-burning fuel options.

How to become a Green consumer?

Although the depletion of the green cover and its effect on the natural habitat may look ordinary and less important now, in many years to come, people will realize how beneficial it would have been to conserve the planet. To avoid regrets decades into the future, however, we can begin to conserve the green cover and other natural resources by becoming green consumers. The following are possible ways anyone can transform into a green consumer:

1. Saving energy consumption in your surroundings

Though it is challenging to conduct a door-to-door alert on saving energy, a lot can still be done at a personal level, that is, saving as much energy as possible while at home and work.

This involves switching off lighting and other sources of power when they are not in use both at work and in our homes. One can also develop a habit of sitting in a single room daily rather than having many sources of electricity on by operating in different rooms in a building.

2. Change of Mind-set

It is difficult to force people to consume products or use services that prevent the depletion of natural resources and that result in habitat loss or environmental degradation. As such, every person needs to change their mind set regarding green conservation and know the dangers of environmental degradation by taking it a daily green habit.

3. Use of solar products and renewable energy sources

Using solar products that rely on the sun's energy rather than electricity is a major way to prevent environmental depletion. Some of the products include solar heaters, solar streetlights, solar backpacks, solar geysers, and solar bulbs. Although some of these products cost more than traditional products, they tend to be more environment-friendly and last longer as they utilize natural energy.



SURYA RAJAN

2nd year commerce

RECENT TRENDS IN E-COMMERCE

Ecommerce has been growing at a high speed for the last ten years, but the pandemic of 2020 has become a turning point for many industries, including online and offline shopping. Businesses that had no online presence have realized their role in the modern world and started to create ecommerce websites en masse.



RECENT TRENDS IN E-COMMERCE

Augmented reality

Though it's been available for a long time now, augmented reality (AR) hasn't yet become a standard for shopping apps: most ecommerce applications that have AR offer it as their killer feature that distinguishes them from their competitors.

Voice search With the rise of voice assistants like Alexa that can purchase products on Amazon for you, voice search has become one of the latest online business trends and a vital part of the user experience in ecommerce applications

Video marketing Video provides high conversion rates to everyone, from social media influencers to businesses. Many companies create their own video production departments to create video ads or even just display their products online.

Subscription services Unlike Baby Boomers, Millennials and Gen Z consumers are less passionate about actually owning things. They prefer renting or making recurring purchases. This is where subscriptions come into play. The subscription model in retail helps ecommerce businesses increase their sales and also get lifelong customers who are loyal to their brand.

Customizable products

In the world of mass production, unique and personalized products are what many people are after. You can create different ways of customizing the products you sell in your ecommerce store, be it mere packaging or something more. Having an e-commerce store can be used to broaden your range of products/services for sale, expanding your business, bringing you more custom, and diversifying your sales. It's the ideal way to take your brand from a traditional brick & mortar store to an innovative, well-loved one.

E-commerce has made people's lives more convenient and accessible. Today, Customers search on google about the products they need, and they get a hundred results matching their needs. Due to various products, users spend more time on their websites.



CAREERS RELATED TO COMMERCE

ANIX J. VENGAPPALLY
2nd Year B.Ed Commerce

With the positive changing scenario around the world in the realm of economic activity, commerce as a career option is one of the best to grab. Commerce students are familiar with concepts of business, trade, market fluctuations, basis of economics, fiscal policies, stock markets etc. It is way more than just a subject. It is so dynamic that it encompasses a whole field of knowledge in itself. The first and the most popular course that attracts maximum number of students is

Bachelor of Commerce (B.Com). It is a degree course that continues for a period of 3 years. It covers subjects like Marketing, Law, Corporate Accounting, Business Environment etc.

Bachelor of Business Administration (BBA) is another course where students gain expertise of how to manage business and its administration. It is best recommended for people for have a knack for managing business and the subject matters related to doing managerial tasks.

Chartered Accountancy (CA) is a professional course which is administered by The Institute of Chartered Accountants (ICAI). The level of difficulty is higher in this as compared to bachelor courses. It involves subjects like Taxation, Law, Auditing, Costing, etc.

Company Secretary (CS) is apt for students who have interest in Law and

theoretical subjects. It is also a professional course and involves different levels like that of CA. By undergoing this course, students understand the functioning and legal compliance related to companies. It is administered by The Institute of Company Secretaries of India.

Cost and Management Accountant (CMA) is another professional course that includes knowledge relating to Costing, Planning, Controlling and different aspects of Management Accounting. It is governed by The Institute of Cost Accountants of India.

Certified Financial Planner (CFP) is meant for students who have interest in areas like personal finance, wealth management, insurance planning and mutual fund investing. It is governed by Financial Planning Standards Board India (FPSB).

Last but not the least **Diploma in Digital Marketing** is one of the best career options available today. Digital marketing is different from traditional marketing where one can promote brand, services or products sitting on a chair through digital mediums. Statistics shows that digital marketing managers are getting 16 percent higher incentives in comparison to other and many of market researchers have claimed that by the end of 2021, it will generate more than 2 million job opportunities.



JESHMA N
2nd Year B.Ed Commerce

COMMERCE QUIZ

1. Who is Father of Scientific Management?
2. Appointment of a Company Secretary is made by –
3. Bonus Shares are issued to–
4. The Life Insurance in India was nationalized in the year–
5. Liability of a Company Secretary is–
6. Which is the oldest form of organization?
7. In 'Direction' who is given importance?
8. Standard costing is a technique of–
9. How is profit prior to incorporation treated as?
10. 'x' and 'y' theory of Motivation has been propounded by–
11. Co-operative auditor starts his work of audit from–
12. Brent index is associated with
13. Who was the current governor of Reserve Bank of India?
14. When is the economic survey generally tabled in the Parliament?
15. India's real GDP is projected to record how much growth in FY2021-2022?

Answers

1. F. W. Taylor
2. Board of Directors
3. Equity Shareholders
4. 1956
5. Contractual and Statutory
6. Line
7. To man
8. Control
9. Capital reserve
10. McGregor
11. Cash Book
12. Crude oil prices
13. Shaktikanta Das
14. A working day before the budget
15. 11.0 %



ABIN GEO MATHEW
2nd year B.Ed Commerce

IMPACT OF E-COMMERCE

India is becoming the country with the highest number of people using the internet. So India is hugely affected and has a huge impact and both positive and negative effects of e-commerce.

E-commerce is the buying and selling of good or services via the internet, and the transfer of money and data to complete the sales. It's also known as electronic commerce or internet commerce.

Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet.

There are four main types of ecommerce models that can describe almost every transaction that takes place between consumers and businesses.

Business to Consumer (B2C)

Business to Business (B2B)

Consumer to Consumer (C2C)

Consumer to Business (C2B)

Advantages of E-Commerce

- Time saving
- Price comparison
- 24 x 7 access
- Good for new businesses
- Wide choice
- Pre – orders
- Advertising online
- Helpful for disabled and elders

Dis advantages of E-Commerce

- Leads to unemployment
- Security issues
- Lack of customer trust
- Issues related to return of goods and complaints
- Lack of direct communication between buyer and seller
- Delay in delivery and chances of misplacement

Now a days we all prefer to buy goods from online. It is found to be much easier and also provide wide variety of choices. Along with that it also saves our time to a greater extend. E-commerce really has the good effect of clarity. However, mostly ecommerce has positive impacts in all the branches. So, e-commerce has bought a wave of revolution in the economy



AELU ELZA KURIAN
1ST year B.Ed Commerce

IMPACT OF WOKE ADVERTISING IN NEW ERA

Woke ads were not aimed at promoting products, but at addressing social issues. The internet has named this type of marketing strategy “Woke Advertising.” . “Woke” is a slang term that refers to awareness of important facts or issues, mainly current social issues. In the past, brands have stayed out of these conversations, in fear of alienating their audience, however, this has changed in recent years, and brands are more willing to take risky stands on social issues.

However, while there’s always the very real risk of alienating audiences, there are numerous studies that show today’s consumer is looking for purpose-driven brands that they can align their values to show support of a brand’s messaging outside of their specific product.

The influx of people sharing, commenting, and writing their own reactions to the ad caters directly to the algorithms on social media - which only prompts more shares, comments, and responses. This allows the brand to expand their reach far beyond what they could do if they were paying for television spots or paying for video ads. Marketing Land reports that social media buzz is the main driver of the increased sales for brands with these type of ads and this applies to negative feedback as well. The old saying “All press is good press” seems to hold true here. The more and more people are talking about a brand allows them to be top of mind for the consumer.



RESHMA JESTIN
2nd year B.Ed Commerce

RECENT TRENDS IN E-BANKING

The simple way to define the E-Banking is banking through the means of internet. Through e-banking customers can access his account through his mobile phone or computer. It includes fund transfer to another bank or within the same, any investment, and account related details or to avail any services all through the means of internet.

THE E-BANKING SERVICES ARE OFFERED BY MEANS OF;

1. Automatic Teller Machine

It is also called ATM. An ATM is a computerised machine installed in different places that help the customer to make the financial transactions without going to the bank branches. To avail the service customer has to obtain the ATM card or debit card from the specified bank. The services like depositing and withdrawing cash, mini statement, issue of passbook, check the balance inquires etc.

2. Debit Card

The debit card is a plastic card with encryption on its debit card number, name of the bank and cardholder. A card holder can just swipe his card to make card payments at various shops. A debit card has

reduced the paper money transaction. People prefer more to carry just one card instead of carrying money and coins. But to access debit card one must have balance in his account. The debit cards are used in the ATM machine to withdraw and deposit money.

3. Credit Card

It is the same as the debit card. The two differences are; first, there is no need to maintain balance in the account as there is a balance or say credit provided by the bank to the customer to use whether necessary.

4. RTGS

It is defined as the continuous settlement of fund transfer separately on an order by order basis. It is mainly for large value transactions

5. Mobile Banking

The customer uses mobile for banking transaction it includes Google pay, Pay, Paytm, PayPal etc. The customer needs to download the application and then link it with the bank account. It is totally password secured. The best part which attract the customer the most is the 'cash back or reward or gift or coupons receive'



ASWATHY VIJAYAN
2nd year B.Ed Commerce

INTERNATIONAL BUSINESS - A PUZZLE

ACROSS

- 8. On the basis of this bill customs office grants permission for exporting
- 3. It is the process of sending goods from home country to foreign country

5. This invoice contains complete information regarding exporting product

7. The bank which is commonly known as world bank

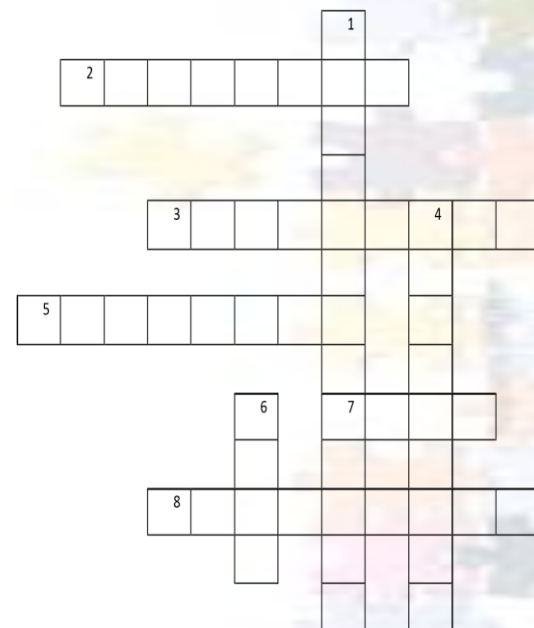
2. Through this one person of home country getting permission to produce and sell products in foreign country

DOWN

1. It is the form of business which is occurring outside the boundaries of country

4. It is the process of purchasing goods from foreign country

6. This scheme helps to import capital goods for exporting production.



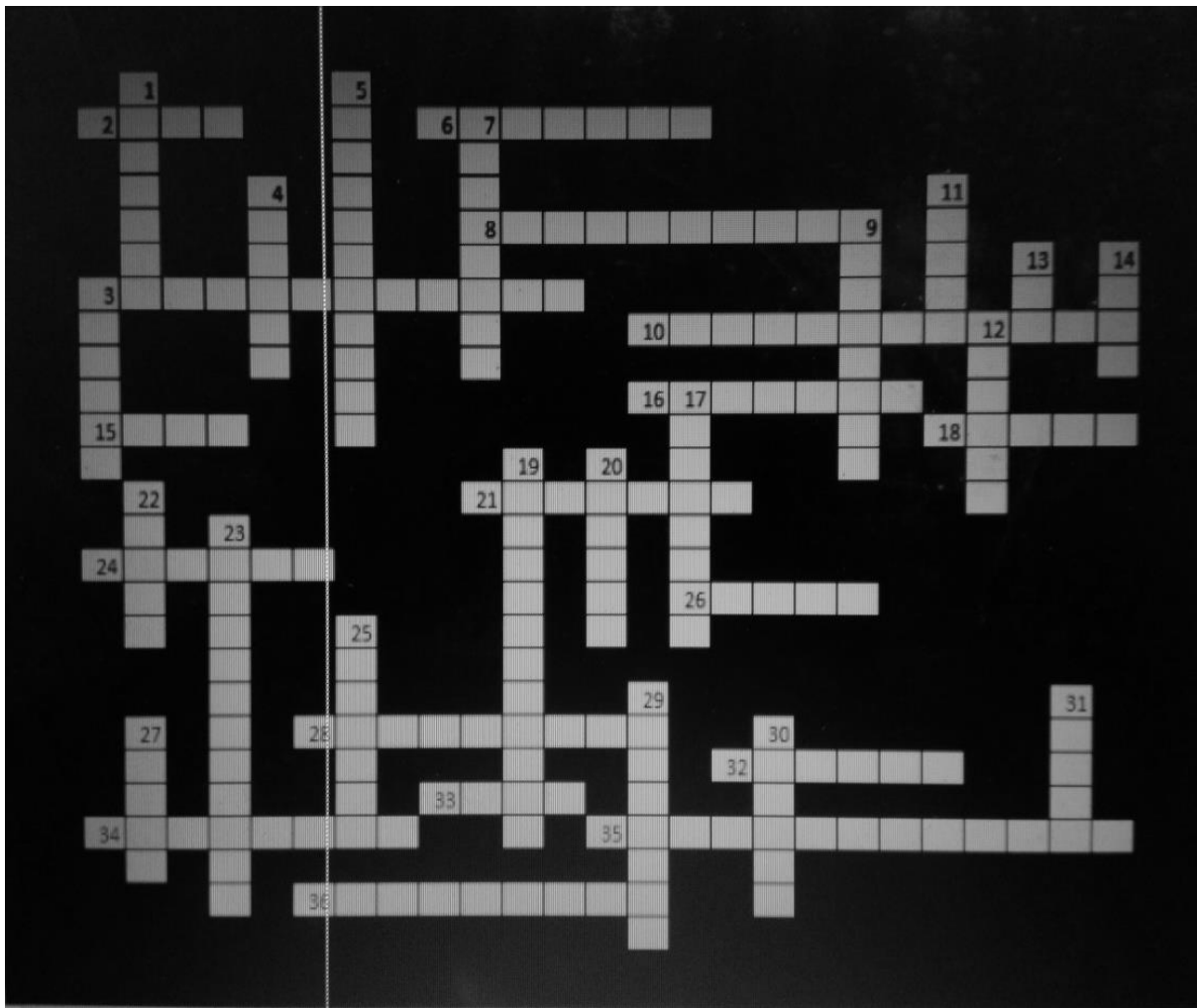
Answers:

1. International, 2. Shipping 3. Exporting
4. Importing 5. Proforma 6. EPCG 7. IBRD 8. Licensing



CROSSWORDS: ACCOUNTING

SETHULAKSHMI S
2nd year B.Ed Commerce



DOWN	ACROSS
<p>1 Down, 7 letters. The financial statement that reports the financial position of a company as of an instant or point in time is the _____.</p> <p>3 Down, 6 letters. Because the accounting system used in the U.S. requires at least one debit and one credit, we refer to the ac system as _____ entry.</p> <p>4 Down, 6 letters. Resources owned by a company.</p> <p>5 Down, 11 letters. The balance sheet classification that reports the obligations of the company.</p> <p>7 Down, 8 letters. The book value of an asset or liability is also known as the _____ amount.</p> <p>9 Down, 8 letters. The basic accounting _____ is $\text{Assets} = \text{Liabilities} + \text{Owner's Equity}$.</p> <p>11 Down, 5 letters. An entry to the left-side of an account.</p> <p>12 Down, 6 letters. The financial statement that reports the revenues and expenses of a company for a period of time is the _____ statement.</p> <p>13 Down, 3 letters. Every transaction that gets recorded in the general ledger involves _____ or more accounts.</p> <p>14 Down, 4 letters. Some people refer to the income statement as the profit and _____ statement.</p> <p>17 Down, 8 letters. One part of stockholders' equity is _____ earnings.</p>	<p>2 Across, 4 letters. The basis or method of accounting that is less effective than the accrual basis in measuring profitability.</p> <p>3 Across, 12 letters. The systematic allocation of the cost of equipment and buildings used in a business from the balance sheet to the income statement over the useful life of the asset.</p> <p>6 Across, 7 letters. The basis or method of accounting where expenses are reported as they are incurred rather than when they are paid.</p> <p>8 Across, 10 letters. When a company provides a service and allows the customer to pay in 30 days, the account to be debited is Accounts _____.</p> <p>10 Across, 12 letters. Accounting software facilitates recording business _____.</p> <p>15 Across, 4 letters. This component of Property, Plant & Equipment is not depreciated.</p> <p>16 Across, 7 letters. The title of the asset account that reports the unexpired cost of insurance premiums that have already been paid is _____ Insurance.</p> <p>18 Across, 5 letters. The balance sheet reports amounts that apply at a particular _____ in time.</p> <p>21 Across, 7 letters. Known as the book of original entry, it lists transactions in order by date.</p> <p>24 Across, 6 letters. The net income of a company is sometimes referred to as the _____ line (of the income statement).</p> <p>26 Across, 8 letters. A major element of the income statement that reports the costs that have been used in order to obtain revenues during the accounting period.</p>

19 Down, 12 letters. In the case of two acceptable alternatives, this guideline directs the accountant to select the alternative that results in less profit and less assets (or more liability).

20 Down, 6 letters. An entry to the right-side of an account.

22 Down, 5 letters. The required financial statements include the balance sheet, the income statement, and the statement of cash _____.

23 Down, 12 letters. The owner's equity section of a corporation's balance sheet is known as shareholders equity or _____ equity.

25 Down, 7 letters. Most liability accounts have this word as part of their title.

27 Down, 5 letters. Sometimes inventory is reported at an amount that is _____ than cost.

29 Down, 8 letters. The title of the liability account that reports amounts that were received by the company before they were earned is Deferred Revenues or _____ Revenues.

30 Down, 6 letters. The income statement and the statement of cash flows report amounts covering a _____ of time.

31 Down, 5 letters. A listing of all of the accounts available in the general ledger is a _____ of accounts.

28 Across, 9 letters. Depreciation is an allocation technique; it is not a _____ technique.

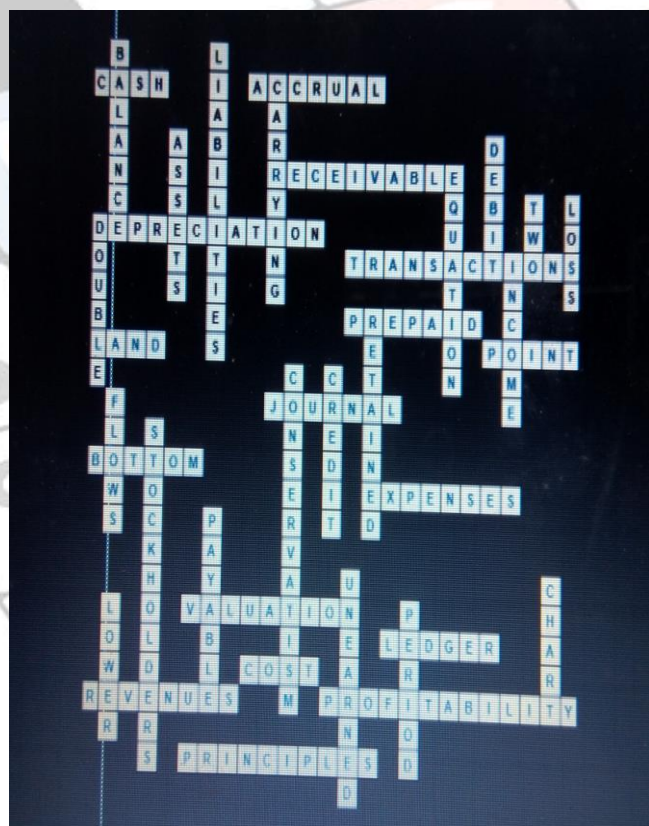
32 Across, 6 letters. The 'books' of the company that contains all of the accounts is the general _____.

33 Across, 4 letters. The accounting guideline that prevents assets from being reported at amounts greater than their cost is the _____ principle.

34 Across, 8 letters. A major element of the income statement that reports fees earned and sales of products.

35 Across, 13 letters. The accrual basis of accounting is more effective than the cash basis in reporting the _____ of a business.

36 Across, 10 letters. Generally accepted accounting guidelines are referred to as _____.



Gallery



2020 - 2022 BATCH



2019 - 2021 BATCH

