

# COMMERCIO

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THE 'COMMERCIO HAS ALWAYS BEEN A PRIDE OF THE PG DEPARTMENT OF COMMERCE & RESEARCH, WHERE THE ACUMEN OF OUR STUDENTS HAS BEEN EXPOSED. THE ENTIRE CREDIT GOES TO THE STUDENTS WHOSE DAY-NIGHT EFFORT HAS MADE THE NEWSLETTER A REALITY. THE NEWSLETTER HAS ALWAYS ABETTED TO ENLARGE KNOWLEDGE IN THE FIELD OF COMMERCE. THROUGH THE NEWSLETTER, WE ARE ABLE TO EXPLORE THE UNEXPLORED. EFFORT WERE MADE BY STUDENTS TO BRING OUT THE NEWSLETTER DESPITE THEIR HECTIC ONLINE CLASS SCHEDULES AND AMIDST THE PANDEMIC. IT HAS ALWAYS BEEN LEARNING SIMPLY AND INTERESTINGLY. GET ENTERTAINED BY LEARNING.

> BENY PAUL E **CHIEF EDITOR**

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# A PANDEMIC ATLAS: HOW COVID-19 TOOK OVER THE WORLD IN 2020



The coronavirus pandemic, which was first detected in China, has infected people in 188 countries. Its spread has left businesses around the world counting costs and wondering what recovery could look like. Almost no place has been spared and no one. The virus that first emerged a year ago in Wuhan, China, swept across the world in 2020, leaving havoc in its wake. More than any event in memory, the pandemic has been a global event. On every continent, households have felt its devastation, joblessness and lockdown, infirmity and death. And an abiding, relentless fear. But each nation has its own story of how it coped. How China used its authoritarian muscle to stamp out the coronavirus. How Brazil struggled with the pandemic even as its president scoffed at it. How Israel, s ultra-Orthodox flouted measures to stem the spread of the disease, intensifying the rift between them and their more-secular neighbours. Spain witnessed the deaths of thousands of elders. Kenyans watched as schools closed and children went to work. India's draconian lockdown brought the rate of infection down but only temporarily, and at a horrific cost.

# THE ECONOMIC IMPACTS ON ECONOMY SO FAR

#### **GLOBAL SHARES IN FLUX**

Big shifts in stock markets, where shares in companies are bought and sold, can affect the value of pensions or individual savings accounts.

#### **VACCINE HOPES**

Governments around the world have pledged billions of dollars for a Covid-19 vaccine and treatment options. A number of pharmaceutical firms are in a race to develop and test potential drugs that could help nations get back to "normal".

#### TRAVEL AMONG HARDEST HIT

The travel industry has been badly damaged, with airlines cutting flights and customers cancelling business trips and holidays. Many countries introduced travel restrictions to try to contain the virus.

#### **RISK OF RECESSION**

If the economy is growing, that generally means more wealth and more new jobs. But the IMF says that the global economy will shrink by 3% this year.

## UNBELIEVABLE SUCCESS OF BIG COMPANIES THAT WHERE ONCE A STARTUP

#### 1) INSTAGRAM

Instagram, the globally famous photo app, was founded by Stanford University graduate, Kevin Systrom who was born in a very common family and was a tech genius. He was in school when he was introduced to tech and used to learn coding by himself at night. He started working on an app which was more or less a cross between Foursquare and Flickr. Very few people know that Mark Zuckerberg wanted to hire him while he was undergraduate but he denied the offer as he wanted to complete his degree. Kevin, along with his friend Mike, spent eight weeks aggressively on developing this app and finally on the night of October 6, 2010, they pushed the launch button! Only after two hours of Instagram going LIVE, its servers started falling down because of rush of traffic and within 24 hours it became #1 app on iOS. Within nine months, Instagram had a record-breaking 7 million users, which also included some of the highly-influential tech-loving celebrities like JustinBieber and Ryan Seacrest.



#### 2) PINTEREST

Pinterest's success story is one of the most inspiring one because its founder, Ben Silbermann held onto the idea and struggled with it even after 90 per cent of people didn't like it. Within four months of the launch, it only had 900 users. It was a flop and not funded for a very long time. Ben was raised by doctors and was following the same path as them. He got into Yale and that's when he knew he didn't want to be a doctor. He graduated and joined Google in sales and support. Being a non-engineer in Google, he didn't quite like the culture and felt out of place. That's when he started working on his start-up, Pinterest.



#### 3) UBER

Uber was born out of the situation when its founder Travis Kalanick couldn't find a cab in Paris to get to a conference. He envisioned it as a way to lower the cost of black-car service at the touch of a button. After two previous failed start up ventures, it was difficult for Kalanick to convince the investors to believe in him but as soon as Uber cab launched in San Francisco, it became a huge hit! After SF, they went on to expand Uber to other US cities and internationally, first country being Paris. Uber is currently valued at USD 69 billion, making it the most valuable privately held tech company in the world. All of these stories have different timings and circumstances but one common lesson, hold onto your dreams, you always start small!



### 5) NETFLIX

There are very few internet-users who haven't heard of Netflix. The streaming giant has grown so exponentially that it no longer needs an introduction. But long before it had become a staple tool that eats up hours of our time, Netflix was a DVD rental service that was on the verge of collapsing. By 2005, the company acquired movie rights and were about to go public, but decided instead to opt for a streaming channel, which went public in 2007. In 2007, Netflix delivered its billionth DVD and slowly started the move to a digital format via the internet. In 2010, the company expanded further by starting a streaming media and also grew beyond America, going international and offering services in Canada, Latin America and the Caribbean. Since 2012, Netflix has started taking content production and generation seriously and has pushed out several award-winning series through its Netflix Original tag. By 2016, Netflix had expanded to over 190 countries and had already released more than 126 original series and films. Netflix is as of now the world's sixthlargest internet company bringing in over \$15.7 billion every year, with revenue growing at 35%.



# E-LEARNING

## FACTS !

- 1. 40% OF PEOPLE WORLDWIDE USES INTERNET TO BUY GOODS OR PRODUCTS.
- 2. AMAZON IS THE SECOND LARGEST ONLINE RETAILER IN THE WORLD AFTER ALTBABA GROUP
- 3. MORE THAN 70% OF PEOPLE BELIEVE THAT THEY GOT A BETTER DEAL ONLINE
- 4. CHINA IS THE ONE OF THE FASTEST GROWING E-COMMERCE MARKETS IN THE
- 5. ACCORDING TO A RESEARCH, MORE THAN 60% OF PARENTS SPEND ONLINE RATHER THAN NON-PARENTS.
- 6. MORE THAN 60% PEOPLE WORLDWIDE PREFER CASH ON DELIVERY



E-learning, as a direct result of the integration of technology and education, has emerged as a powerful medium of learning particularly using Internet technologies. The undeniable significance of e-learning in education has led to massive growth in the number of e-learning courses and systems offering different types of services. Nowadays, it becomes easy for students to learn the bulk of things, while students face an obstacle in traditional education, then online classes will help them to learn something new and gain knowledge. Educational institutions (schools, colleges, and universities) in India are currently based only on traditional methods of learning, that is, they follow the traditional set up of face-to-face lectures in a classroom. Although many academic units have also started blended learning, still a lot of them are stuck with old procedure.

Several arguments are associated with e-learning. Accessibility, affordability, flexibility, etc. It is considered to be a relatively cheaper mode of education in terms of the lower cost of transportation, accommodation, and the overall cost of institution-based learning. Flexibility is another interesting aspect of online learning; a learner can schedule or plan their time for completion of courses available online. Combining face-to-face lectures with technology gives rise to blended learning and flipped classrooms; this type of learning environment can increase the learning potential of the students. Students can learn anytime and anywhere, thereby developing new skills in the process leading to life-long learning. There are many online apps which provide e-learning facility to students inorder to increase their skills and knowledge level. They have gained their own space among students. In this extended lockdown, India is witnessing a positive trend as e-learning platforms have opened up hundreds of windows for learning.

Many companies are offering online courses to students and fulfilling their various needs- from personalized classroom teaching to preparing for competitive exams. Some of them are BYJU'S learning app, Oliveboard, Udemy, Coursera, Unacademy, IGN OU, GuruQ, Vedantu. These virtual, interactive classrooms are seen as great help by the students. They provide better quality classes to students with live interactive sessions and better study materials. They allow the students to learn by sitting anywhere and enhance their ability to do their tasks effectively. E-learning is an effective way for students to study. Online learning has many advantages that help students to learn. Online education has seen rapid progress in recent times.

## OUR STUDENT ENTREPRENEURS





#### ANN MARY JOSEPH (S6 B.COM SELF FINANCE)

I love doing flower arrangements. So I thought how about starting a business. I started my business 2 years back. I have a Instagram account for online customers 'AFLORAL'. We do all type of flower arrangements such as wedding bouquet, car decoration etc.. I'm happy to be young entrepreneur at this age.

#### SNEHA MICHAEL (S4 B.COM SELF FINANCE)

I am very happy to share my experience in my company, Thamesbay. It is a online business or MLM or direct selling. In this we can do job by just been customer in the company. In my opinion every student must do this because it teaches you life lessons, better communication skills, a better experience, personality formation and over all development.



#### NAVYA.M (S6 B.COM REGULAR)

I am Navya.M from S6 B.Com(regular). I am an artist, I used to draw protraits of people, and in 2019 I created an art page on Instagram called "TERRORARTZ". I started getting some orders from it. I considered art as an hobby of mine. But now I make money from it. I think trust is very important in online business and we need to trust them as much as customers trust us.

#### **ELIZABETH DAVID (S6 B.COM SELF FINANCE)**

I started my business on 7th September. Before starting my business I conducted an analysis about it. It shows that most of them like peda (a sweet) and also it requires less initial capital. Firstly I started just for to make pocket money but slowly I realized the satisfaction of doing business. In this generation most of them are influenced by social media so I prefer online advertising through instagram and facebook. Most of my customers placed orders online other than offline. I am so happy to become a young entrepreneur at this age, till now my business is going well.

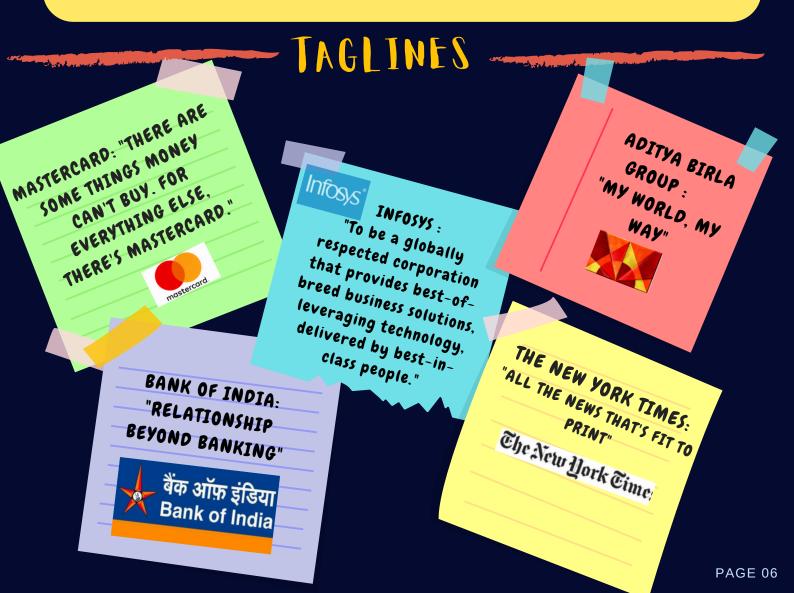


#### HELNA LONAPPAN (S6 B.COM SELF FINANCE)

I began my business career using socialmedias during this pandemic situation. My venture is named as Bee & Berry clothing and its completely a women's only online clothing store. I used Instagram and whatsapp as platform for my small venture. I actually started it for making pocket money, but now it is really a part of my life. I can make my time more enjoyable and profitable with this business. This business taught me that time is the most valuable investment and customer trust is the backbone of a business. I need everyones support. Thank you.

### A STUDY ON IMPACT OF E-COMMERCE ON INDIA'S COMMERCE

E-commerce involves an online transaction. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. The general category of e-commerce can be broken down into two parts: E-Merchandise & E-finance. Many companies, organizations, and communities in India are doing business using E-commerce and also are adopting M-commerce for doing business. E-commerce is showing tremendous business growth in India. Increasing internet users have added to its growth. Despite being the second largest user base in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 M, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point. India's e-commerce market was worth about \$3.9 billion in 2009, it went up to \$12.6 billion in 2013. In 2013, the e-retail segment was worth US\$2.3 billion. About 70% of India's ecommerce market is travel related. According to Google India, there were 35 million online shoppers in India in 2014 and is expected to cross 100 million mark by end of year 2016. By 2020, India is expected to generate \$100 billion online retail revenue out of which \$35 billion will apparel sales are set to grow four times in coming years. This paper is outcome of a review of various research studies carried out on Impact of E-commerce on Indian Commerce.



## GUESS IT!



1) \_\_\_\_\_



2)----



3) \_\_\_\_\_



4)\_\_\_\_\_



5)\_\_\_\_\_

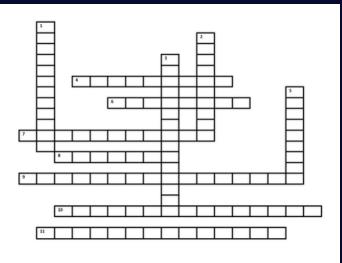
## QUIZZ!!

- 1. WHO IS THE 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 NATIONALISED IN THE YEAR?
- 5. GOODWILL IS AN ----- ASSET.
- 6. WORLD'S CONSUMER DAY IS OBSERVED ON ---?
- 7. WHAT IS THE FULL FORM OF NEFT?
- 8. INDIAN PARTNERSHIP ACT WAS PASSED IN THE YEAR --
- 9. WHO IS THE GOVERNOR OF RESERVE BANK OF INDIA?
- 10. IN A PUBLIC LIMITED COMPANY, THE MINIMUM NUMBER OF THE DIRECTORS ARE ----
- 11. ---- IS THE APEX BANK FOR AGRICULTURE CREDIT
- 12. CONSIGNMENT ACCOUNT IS ----- ACCOUNT

ANSWERS	7) NATIONAL ELECTRONIC
1) F. W TAYLOR	FUND TRANSFER
2)BOARD OF DIRECTORS	8) 1933
3)EQUITY SHAREHOLDER	9) SHRI. SHAKTIKANDA DAS
<b>4</b> ) 1956	10) 3
5)INTANGIBLE	11) NABARD
6) 15 MARCH	12) NOMINAL



## CROSSWORD PUZZLE



#### **ACROSS**

- 4. THE PURPOSE OF THE ACCOUNTING STATEMENTS LIKE THE BALANCE SHEET, INCOME STATEMENT, STATEMENT OF RETAINED EARNINGS, AND STATEMENT OF CASH FLOWS.
- 6. A TRIAL BALANCE THAT LISTS OF ALL COMPANY ACCOUNTS THAT WILL APPEAR ON THE FINANCIAL STATEMENTS AFTER YEAR-END ADJUSTING JOURNAL ENTRIES HAVE BEEN MADE.
- 7. FINANCIAL STATEMENT \_\_\_\_\_\_
  IS THE PURPOSE OF THE ACCOUNTING
- 8. AN ENTRY MADE AT THE END OF AN ACCOUNTING PERIOD TO ZERO OUT ALL TEMPORARY ACCOUNTS AND TRANSFER THEIR BALANCES TO PERMANENT
- 9. AN INCOME STATEMENT ACCOUNT THAT IS USED TO TRACK ACCOUNTING ACTIVITY DURING AN ACCOUNTING PERIOD.
- 10. A BALANCE SHEET ACCOUNT THAT TRACKS THE ACTIVITIES THAT LAST LONGER THAN AN ACCOUNTING PERIOD.
- 11. A RECORD OR DOCUMENT THAT CONTAINS ACCOUNT SUMMARIES FOR ACCOUNTS USED BY A COMPANY.

#### DOWN

- I. A BUSINESS TRANSACTION IS RECORDED AS A \_\_\_\_\_\_ IN THE GENERAL JOURNAL TO SHOW HOW THE EVENT CHANGED IN THE ACCOUNTING EQUATION.
- 2. AN EXCHANGE OF VALUE BETWEEN TWO DIFFERENT GROUPS WITH FINANCIAL OR ACCOUNTING SIGNIFICANCE.
- 3. THE FINANCIAL PROCESS STARTING WITH RECORDING BUSINESS TRANSACTIONS AND LEADING UP TO THE PREPARATION OF FINANCIAL STATEMENTS.
- 5. THE ACCOUNTING . TOOL USED TO HELP BOOKKEEPERS AND ACCOUNTANTS COMPLETE THE ACCOUNTING CYCLE AND PREPARE YEAR-END REPORTS LIKE UNADJUSTED TRIAL BALANCES, ADJUSTING JOURNAL ENTRIES, ADJUSTED TRIAL BALANCES, AND FINANCIAL STATEMENTS.

#### ANSWERS:-

#### DOWN

- TRANSACTION
  ACCOUNTING CYCLE
  WORKSHEET

- **ACROSS**

A number lock has a 3-digit code. Can you crack the code from the following hints?



6 8 2 One number is correct and in the correct Position.

One number is correct but in the wrong 6 4 5 position.

Two numbers are correct but in wrong 2 0 6 position.

7 3 8 Nothing is correct.

One number is correct but in the wrong 7 8 0

### CAN YOU CRACK THE CODE?



