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Digital Commerce: A Dynamics of Omnichannel Penetration

By Mugeshkannan Reguraman

The more technology advances, the more it's integrated into our daily lives. Even as you read this article, I'd business enterprise a guess that you have several internet-connected devices within arm's reach. As we continue down these innovative pathways, we'll continue to see technology become more important to our day-to-day living. The lines between what we do online and in real life will begin to blur.



An **Omnichannel** approach, on the other hand, accounts for each platform and device a customer will use to interact with the company. That knowledge is then used to deliver an integrated experience. Companies using this technique align their messaging, goals, objectives, and design across each channel and device.

A Multichannel sales approach that provides the customer with an integrated shopping experience. The customer can be shopping online from a desktop or mobile device, or by telephone, or in a bricks and mortar store and the experience would be seamless. It's important here to distinguish an Omni-channel user experience from a multi-channel user experience. Essentially, it comes down to the depth of the integration.

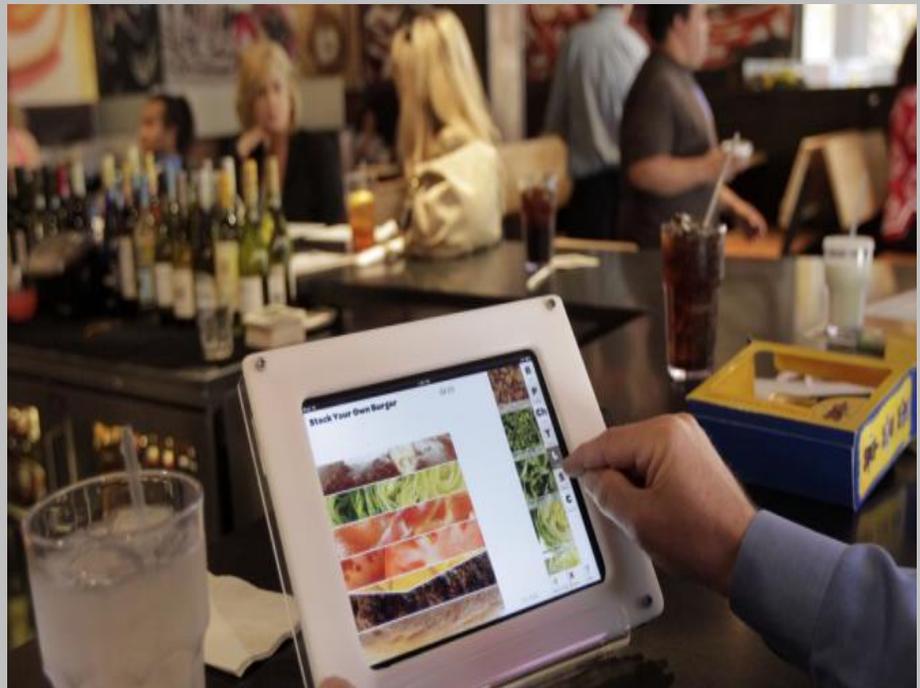
All **Omnichannel** experiences will use multiple channels, but not all multi-channel experiences are omnichannel. Remember that. You can have [amazing mobile marketing](#), engaging social media campaigns, and a well-designed website. But if they don't work together, it's not Omnichannel. The multi-channel experience is what most businesses invest in today. They have a website, blog, Facebook, and Twitter. They use each of these platforms to engage and connect with customers. However, in most cases, the customer still lacks a seamless experience and consistent messaging across each of these channels.



Smartphone for a Smart Business

Smartphones are incredibly useful for business people in general and salespeople in particular since anyone in sales likely spends a lot of time on the road driving from one prospect to another. Being able to stay in touch with the office when you don't set foot there for days at a time can make a huge difference in your productivity. Smartphones take this potential a step further by giving you access to a wide range of tools and information once only available from a full-sized computer. Here are just a few ways that salespeople can use a smartphone to do their jobs faster, better and with less effort.

If you are a restaurant owner, you may already know that most of your clients own an iPad, iPhone, or Android phone. This is your chance to utilize apps for restaurants to enhance your business success. Enter the mobile world and join thousands of business people who now use mobile apps to promote and strengthen their companies. This is a valuable feature especially for busy people who demand quick, on-the-spot service at all times. This is also advantageous on your part since it helps you keep your loyal customers by providing them exactly what they need when they need it.

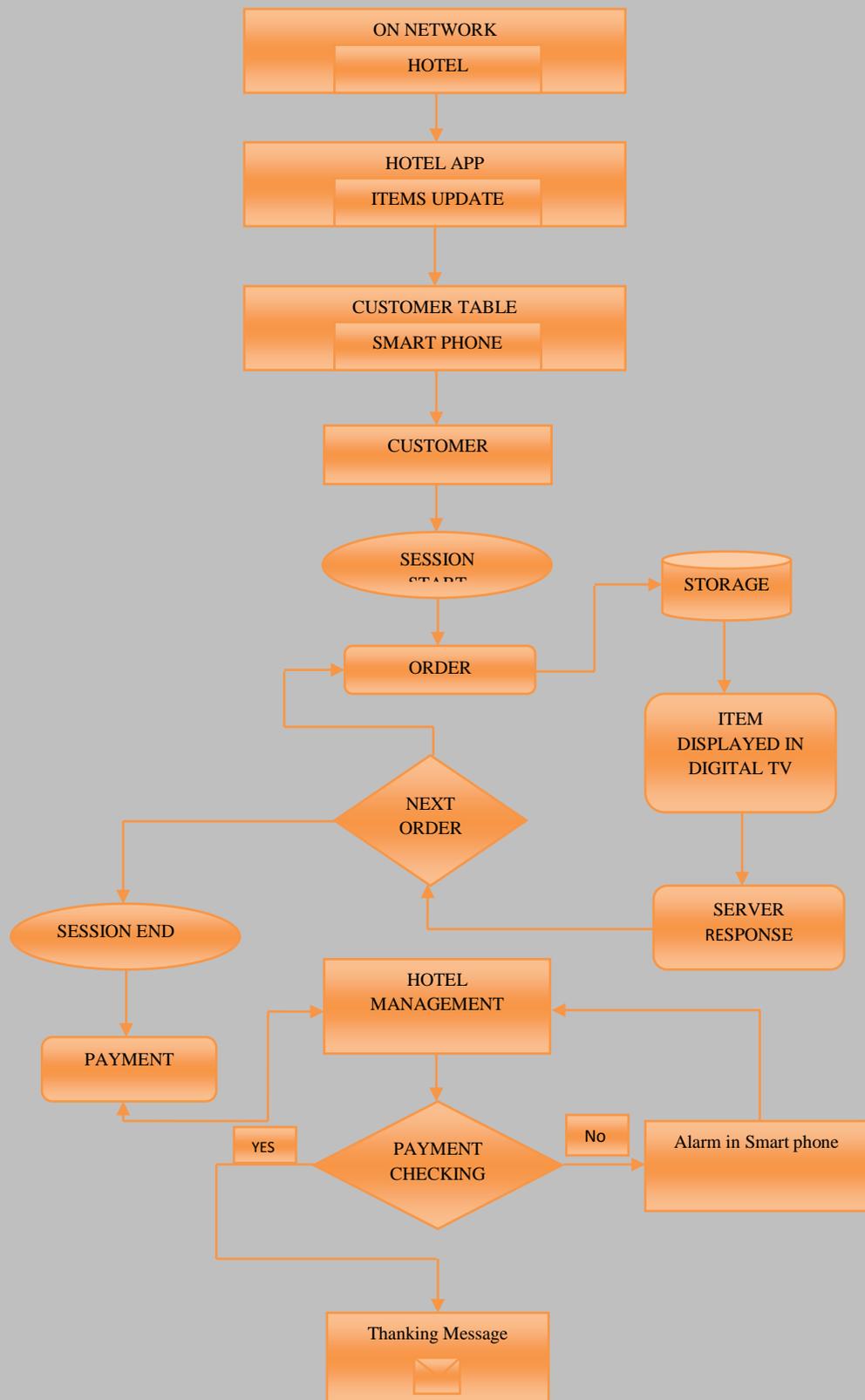


How Smartphone Apps Increase Your Bottom Line

Smartphone app should be tailored to your business according to the needs of your restaurant. There are built-in features that you should not go without. These features make the app so worthwhile that you will begin to notice a significant boost in profits in no time. One of the highlights of apps for restaurant (and not only for restaurants) is the **ordering and payment system**. This is a good example of how useful these apps are for the customers and the restaurant owners as well. With this feature, your customers can order their meal and pay for it then and there.



Hi speed network connected inside of the Restaurant - Restaurant application developed and maintained with nutritional information, food consumption behavior and regular dish update (with price accuracy) - Every table having the tablet (attached), tablet IP is configured with table number - Session starts - Order input goes to storage and digital TV read the input from database and displayed - Waiter service for the particular order after prepared – 3rd,4th process continuously processed until the session going to end – Order items with price listed into the Cart and bill will be shown on Smartphone display when the session ends by customer - Payment process done with help of various payment modes (especially restaurant’s apps wallet and smartcard) - Database checks the payment completion after the session ends - If the payment is made successfully thank you message will displayed - If not completed, the tablet sounding the alarm - Customer service team takes care and the payment made successfully, finally greeting message displayed for completes the experience on Restaurant.





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MONEY MONEY MONEY

S. Vevek

There are many ways to earn money, here I am going to discuss with you is how to earn money through online. Money can be earned easily by investing your time. Without any investment except the time, you can earn a few thousand through online.

Usually, people used to generate money by employing themselves in a firm, this we call it as the conventional way to earn money and it requires hard work to get paid. There are some smart people who make money from various sources one among them is the Internet (Online) and earning on the internet really needs smartness. Smartness is updating oneself to the current topic, technology and the environment.

In this article, I am going to tell you about how to earn money legally through online. There are many ways to make money on the Internet, but I up to my knowledge I felt Blogging, Online survey, YouTube videos are the best ways to earn money legally.

BLOGGING

People earn lots and lots of money through their blogs. Blogs will be a passive income for first few months. After attracting more readers blog will turn into a hen hatching golden egg. For attracting more readers we have to learn a



lot and share a lot. We can also attract more readers by sharing blog stories to others in social media and other blogs. After increasing traffic on the blog, we can also **Affiliate** the products which we will get paid for marketing the products. Like affiliating we can also do advertisement, review products and sharing videos.

Creating a blog is a matter of few minutes and we can render the blog according to our idea.

ONLINE SURVEY

This is a popular way to make money for students in their leisure or spare time. Research companies are always wanted the young minds to answer the survey and test new products. For a few minutes of form filling by clicking, we can earn cash.

The websites that do online surveys are



Toluna, Vivatic, OnePoll, MySurvey, SurveyBods, Valued Opinions, YouGov, PopulusLive, Global Test Market, The Opinion Panel, Pinecone, IPSOS, Hiving, PanelBase, MintVine, Opinion Outpost, Harris Poll, Mind Mover, New Vista and iPoll.

The amount which we get in return may be less, but it is worth of doing it.

GET CASHBACK WHEN SHOPPING

Cash back not only generates the money it also saves money. While shopping either in offline or online stores usage of Debit and Credit card provides us with a certain percentage of discount and pay us back some money, to encourage digital transaction.



There are also few cashback websites which gives us money while we purchase any products through that website. The cashback websites get a commission from the e-commerce sites and they share those commissions with us.

Actually, I checked with Cashkaro website and it is working and there are also few cashback websites like Quidco.com, Swagbucks and cashback.com these sites are

free to log in and offers the best selection of e-tailers.

YOUTUBE VIDEOS

YouTube is the second biggest search engine. YouTube has introduced a program called YouTube partner program. In this YouTube partner program, you can upload a video earn a revenue. The money will be allocated according to the number of viewers viewed the video. Uploading video can be common or can be subject specific.

KINDLE eBook

With the Amazon Kindle Store, anyone can publish an eBook and make money while the book is sold. The Kindle Store Pays 70% of the sale of the book.

Earning money is not a magic we have to



work for it either hard or smart work. The hard work needs more physical and mental strength, more time and stress, but the smart work requires little dedicated time, mental strength and extensive study are enough to generate income from online.

“Invest only your time to earn in online”

STATISTICS VOCABULARY

By ABDUL SALAHUDEEN. V,

Bias: A systematic error that tends to cause the observations to deviate in the same direction from the truth about the population whenever a sample or experiment is repeated.

Confounding: Two variables are confounded when their effects on the outcome of a study cannot be distinguished from one another.

Control group: A group of experimental subjects who are given a standard treatment or no treatment (such as a placebo).

Convenience sample: A sample that consists of the individuals who are most easily available, such as people passing by in the street. A convenience sample is usually biased.

Experiment: A study in which treatments are applied to people, animals, or things in order to observe the effect of the treatment.

Margin of error: As announced by most national polls, the margin of error says how close to the truth about the population the sample result would fall in 95% of all samples drawn by the method used to draw this one sample.

Observational study: A study (such as a sample survey) that observes individuals and measures variables of interest but does not attempt to influence the responses.

Population: The entire group of people or things that we want information about.

Sample: A part of the population that is actually observed and used to draw

conclusions, or inferences about the entire population.

Simple random sample: A sample chosen by chance, so that every possible sample of the same size has an equal chance to be the one selected.

Correlation: A measure of the direction and strength of the linear relationship between two variables. Correlations take values between 0 (no linear relationship) and ± 1 (perfect straight-line relationship)

Distribution: The pattern of outcomes of a variable. The distribution describes what values the variable takes and how often each value occurs.

Exploratory data analysis: The practice of examining data for unanticipated patterns or effects, as opposed to seeking answers to specific questions.

Mean: The ordinary arithmetic of a set of observations. To find the mean, add all the observations and divide the sum by the number of observations summed.

Median: The midpoint of a set of observations. Half the observations fall below the median and half fall above.

Outlier: A data point that falls clearly outside the overall pattern of a set of data.

Quartiles: the first quartile of a distribution is the point with 25% of the observation falling below it; the third quartile is the point with 75% below it.

Regression line: Any line that describes how a response variable y changes as we change and explanatory variable x . The most common such line is the least squares regression line.

Scatter plot: A graph of the values of two variables as points in the plane. Each value of the explanatory variable is plotted on the horizontal axis and the value of the response variable for the same individual is plotted on the vertical axis.

Skewed distribution: A distribution in which observations on one side of the median extend notably farther from the median than do observations on the other side. In a right-skewed distribution, the larger observations extend farther to right of the median than the smaller observations extend to the left.

Standard deviation: A measure of the spread of a distributions about its mean as center. It is the square root of the average squared deviation of the observations from their mean.

Stem-plot: A display of the distribution of a variable that attaches the final digits of the observations as leaves on stems made up of all but the final digits.

Symmetric distribution: A distribution with a histogram or stem-plot in which the part to the left of the median is roughly a mirror image of the part to the right of the median.

Variance: A measure of the spread of a distribution about its mean. It is the average squared deviation of the observations from their mean. The square root of the variance is the standard deviation.

Sampling distribution: The distribution of values taken by a statistic when many random samples are drawn under the same circumstances. A sampling distribution

consists of an assignment of probabilities to the possible values of a statistic.

Normal distribution: A family of probability models that assign probabilities to events as areas under a curve. The normal curves are symmetric and bell-shaped. A specific normal curve is completely described by giving its mean μ and its standard deviation σ .

Central limit theorem: The average of many independent random outcomes is approximately normally distributed. When we average n independent repetitions of the same random phenomenon, the resulting distribution of outcomes has mean equal to the mean outcome of a single trail and standard deviation proportional to $1/\sqrt{n}$.

“BE ABLE TO ANALYZE STATISTICS, WHICH CAN BE USED TO SUPPORT OR UNDERCUT ALMOST ANY ARGUMENT.”

FOOD SAFETY ISSUES PLAGUE INDIA'S EXPORTS

By V. Palanisingh

Indian prime minister Narendra Modi came to power promising job creation and, among other things, the reform of the agricultural sector. Our story about unacceptably high levels of pesticides and other chemicals in some food imported from India reveals a fertile area for Mr Modi's campaign promises to be realised. While the UAE conducts spot checks on food consignments entering the country, the onus falls squarely on the Indian government and on Indian farmers to export quality products in the first place.

Issues with Indian food exports failing to fall in line with international food safety standards are not new. A lack of regulatory oversight in the agricultural industry and the extraordinarily high amount of synthetic pesticides and ripening agents used in the industry are the chief culprits.

The UAE has decided that the entry of chilli peppers, mangoes and cucumbers will be barred unless there is an official residue analysis report provided for each consignment. The barring of imports could spell disaster for Indian producers because the UAE is one of the top four markets for Indian fruit and vegetables and one of the world's biggest importers of its mangoes and onions.

The solution to this problem boils down to simple economics. With the boom in popularity of organic produce around the world, it is clear that customers in India's key export markets demand high-quality and safe produce. While authorities in the UAE have taken swift action to ensure the Indian food consignments abide by safety regulations,

consumers will simply look to other markets if the problems continue.

Thus, it is in the interest of Indian producers to push for better regulation and safety standards at home. In April, Mr Modi unveiled a measure to use digital platforms to regulate wholesale agricultural markets in the state of Karnataka. It is hoped that the new trading mechanism will ensure that farmers get a fair price for their produce. These so-called e-markets will also streamline the agricultural industry and remove corruption.

Such an initiative is needed in the regulation of food exports. The introduction of better controls with clear guidelines for acceptable produce would dramatically help Indian's agricultural industry. Time is running out for Indian farmers as consumers around the world have become more savvy and have options closer to home.

| Rank | Country | Value of Food Exports |
|------|-------------|-----------------------|
| 1 | USA | \$149,122,000,000.00 |
| 2 | Netherlands | \$92,845,387,781.00 |
| 3 | Germany | \$86,826,895,514.00 |
| 4 | Brazil | \$78,819,969,000.00 |
| 5 | France | \$74,287,121,198.00 |
| 6 | China | \$63,490,864,000.00 |
| 7 | Spain | \$50,960,954,460.00 |
| 8 | Canada | \$49,490,302,612.00 |
| 9 | Belgium | \$43,904,482,740.00 |
| 10 | Italy | \$43,756,176,567.00 |
| 11 | Argentina | \$37,171,872,677.00 |
| 12 | India | \$36,730,472,555.00 |

DEMONETIZATION 2016: EFFECT OF BANKING DEPOSIT

By A. Thangam

ORIGINE OF DEMONETIZATION

The Indian government had demonetized bank notes on two prior occasions first in 1946 and then again in 1978—and in both cases, the goal was to combat tax evasion by "black money" held outside the formal economic system.



DEMONETIZATION

Demonetization is the act of stripping a currency unit of its status as legal tender. It occurs whenever there is a change of national currency: The current form or forms of money is pulled from circulation and retired, often to be replaced with new notes or coins. Sometimes, a country completely replaces the old currency with new currency.

A SIGHT OF DEMONETIZATION

On 28 October 2016 the total banknotes in circulation in India was 17.77 trillion (US\$260 billion). In terms of value, the annual report of Reserve Bank of India (RBI) of 31 March 2016 stated that total bank notes in circulation valued to 16.42 trillion (US\$240 billion) of which nearly 86% (around 14.18 trillion (US\$210 billion)) were 500 and 1,000 banknotes. In terms of volume, the report stated that 24% (around 22.03 billion) of the total 90266 million banknotes were in circulation. On 8 November 2016, Prime Minister of India Narendra Modi announced the demonetization in an unscheduled live televised address to the nation at 20:15 IST. In the announcement, Modi declared circulation of all 500 and 1,000 banknotes of the Mahatma Gandhi Series as invalid effective from the midnight of the same day, and announced the issuance of new Rs 500 and Rs 2,000 banknotes of the Mahatma Gandhi New Series in exchange for the old banknotes

BANKING

In the first four days after the announcement of the step, about 3 trillion (US\$45 billion) in the form of old 500 and 1,000 banknotes had been deposited in the banking system and about 500 billion (US\$7.4 billion) had been dispensed via withdrawals from bank accounts, ATMs as well as exchanges over the bank counters. Within these four days, the banking system has handled about 180 million transactions. The State Bank of India reported to have received more than 300 billion (US\$4.5 billion) in bank deposit in first two days after demonetization. A spike in the usage of debit card and credit card post demonetization was also reported.



Between November 10 and November 27, banks reported exchange and deposits of demonetized banknotes worth 8.45 trillion (US\$130 billion) (exchange of 339.48 billion (US\$5.0 billion) and deposits of 8.11 trillion (US\$120 billion)). During this period, an amount of 2.16 lakh crore (US\$32 billion) had been withdrawn by people from their accounts.

THE EFFECT OF DEMONETIZATION

- Elimination of counterfeit currency
- Abolish black money
- Strengthen Indian Banking System
- Financial inclusion for Jan Dhan account holders
- Higher Tax Collection
- Price cut in Real estate
- This Step will make Rupees Strong.
- A Speed Breaker for Corruption
- Bank Rate Cut
- Adverse impact on informal sector
- Plight of Primary Producers
- Non-acceptance of Old currency regardless Government Orders
- Possibility of breaking Riots
- Excessive burden on bank employees
- Decrease in demand



POSITIVE EFFECT OF DEMONETIZATION

- Demonetization is not as end in itself. Rather, it's a conduit for India to become a less cash economy at first and a cashless economy later.
- As 86% of currency is now striped off, this will lead to a cashless economy. Cashless has its own range of advantages.
 - ✓ Easy for government to track all the transactions which takes place in the economy. So, black market, tax evasion, illegal funding etc can be curbed.
 - ✓ Cashless society means, elimination of intermediaries to some extent. So both producers and consumers will get fair price.
 - ✓ Start-ups like paytm, freecharge will boom. This will have a ripple effect in the form of incentives for new start ups to spring up.

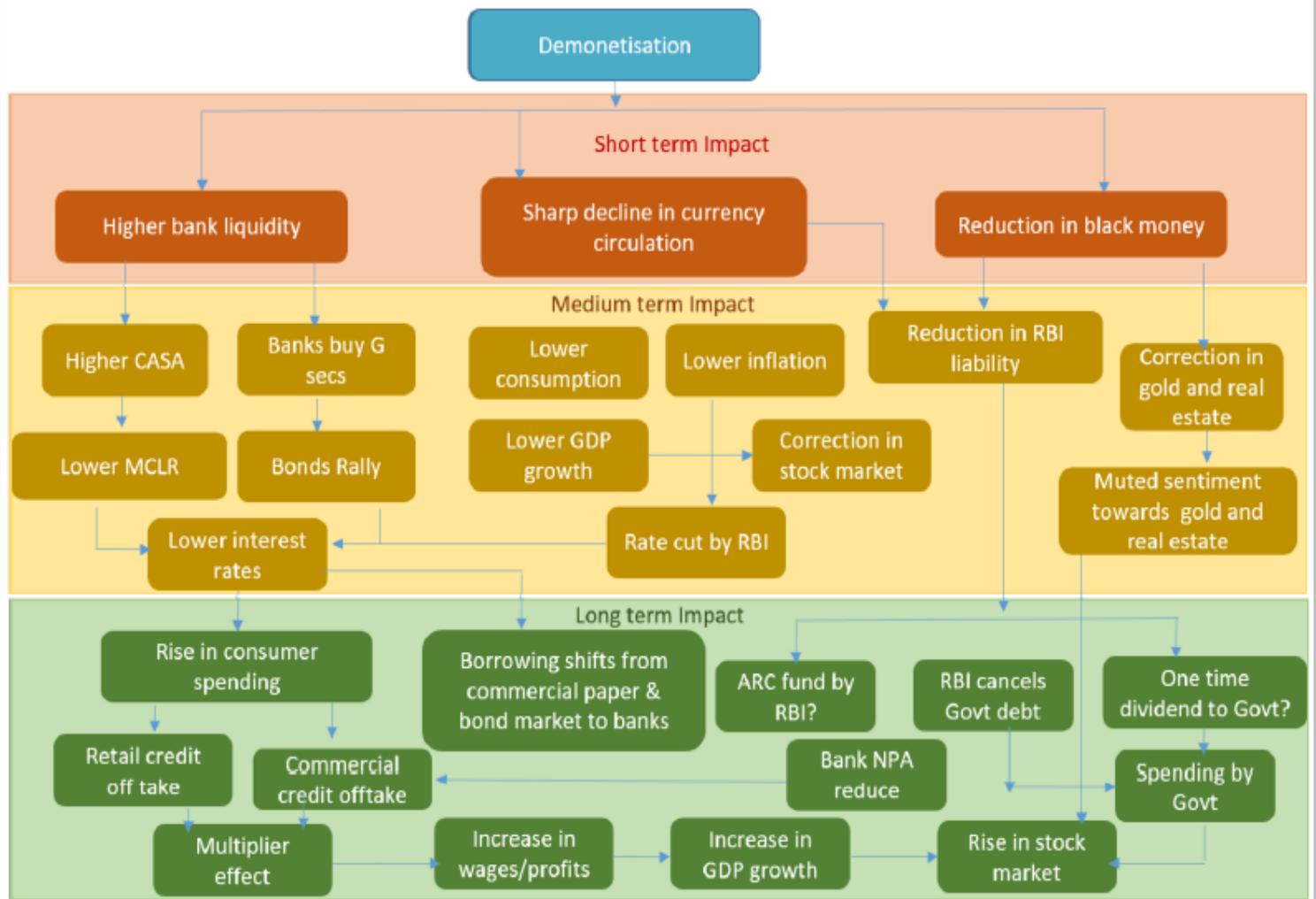
- ✓ Cashless means more transparency. More transparency means more investor confidence in the economy. So, it will be an incentive for foreign investors. So higher GDP growth.
- A good legacy for the present government. Prime Minister Narendra Modi and his government will forever be remembered for demonetization.
- A jolt to the criminals who were so far counterfeiting the higher denomination Currency. They now have to find new ways to do the same.
- A jolt to people holding unaccounted money. Now they have to pay taxes for such money to make it white and also face legal repercussions in some cases.

NEGATIVE EFFECT OF DEMONETIZATION

- Government of the day cannot change two series of denomination at the same time as per the RBI Act 1934 so it's illegal.
- Government cannot use Devanagari numerals on the note. It can only use Devanagari script. So it's illegal.
- Government cannot impose any restrictions on the amount of money a person can withdraw from his account as per section 26(2) of the RBI ACT1934. So it's illegal.



Sectoral Impact of Demonetisation



Finally, about demonetization, all black money and unaccountant money for increasing deposit level in all banks and increasing income tax return, but normal human being lives in village and rural and small scale industries labours more struggling for take a money for direct to the bank and no ATM near the area and more no ATM machine change the Rs.2000 taking model only near head office ATM only opened. Last three months of normal human life more affected, but steady life need for more time in the demonetization of currency 2016.

PERFORMANCE OF SPECIAL ECONOMIC ZONES IN INDIA

By R. Saroja devi

Special Economic Zone is the most discussed and disputed topic in India. For the economic development and to encourage export of various things and to take place in globalization all the countries are contributing themselves and trying for it consciously and SEZ is one of the parts of this. Special

Economic Zone means to give special facilities to the entrepreneur. In SEZ special facilities are provided to the industrialist, who starts their business in this sector. Special facilities for taxes, visa will require in this zone.

“SEZ is a specifically delineated duty free enclave and shall be foreign territory for the purposes of trade operation and duties and tariffs.”

The SEZ is to enhance foreign investment, increase exports, create jobs and promote regional development.



Performance of SEZs

The following tables will explain the Performance, Export of SEZs, Total Exports, Export Exemptions, Investment and Employment in India. The performance of SEZs, the Compound Annual Growth Rate is exhibited in Table -1.

Table 1: SEZ Performance

| Years | **Total Exports (Value Rs. in Crores) | *SEZ Exports (Value Rs. in Crores) | Export exemptions (Value Rs. in Crores) | Investment (Value Rs. in Crores) | Employment (Persons) |
|-------------|--|---------------------------------------|--|-------------------------------------|--------------------------|
| 2005-06 | 456417.9 | 22,840 | 2216 | 3201.2 | 965242 |
| 2006-07 | 571779.3 | 34,615 | 3018 | 4035.51 | 134704 |
| 2007-08 | 655863.5 | 66,638 | 4757 | 56201.23 | 152320 |
| 2008-09 | 840755.1 | 99,689 | 6758 | 856215 | 425123 |
| 2009-10 | 845533.6 | 220711 | 9331 | 148489 | 503611 |
| 2010-11 | 1136964 | 315868 | 17308 | 202810 | 676608 |
| 2011-12 | 1465959 | 364478 | 16677 | 201875 | 844916 |
| 2012-13 | 1634318 | 476159 | 19557 | 238990 | 1019146 |
| 2013-14 | 1905011 | 494077 | 25071 | 236717 | 1074904 |
| 2014-15 | 1716378 | 463770 | 25909 | 288477 | 1239845 |
| 2015-16 | 2351270 | 467337 | 26153 | 376494 | 1591381 |
| CAGR | -0.53% | 0.86% | 0.07% | 9.69% | 0.85% |

Source: Annual Report 2014-15, Department Ministry of Commerce and Industry, Government of India, Handbook of Statistics on Indian Economy, Reserve Bank of India

Table 1 reveals that the performance of SEZs has shows Export of SEZs, Total Exports, Export Exemptions, Investment and Employment in India. SEZ contribution is increasing with respect to total export every year. The compound growth rate of performance of SEZs export was 0.86 per cent per annum.

The SEZ act is expected to give a big thrust to export and import consequently to the

foreign direct investment” FDI” inflows into India, and considered to be one of the finest pieces of legislation that may well represent the future of the industrial development strategy in India. The new law is aimed at encouraging public-private partnership to develop world- class infrastructure and attract private investment (domestic and foreign), boosting economic growth, export and imports.

