

Out going students 2018 : Wishing them the very best for their future



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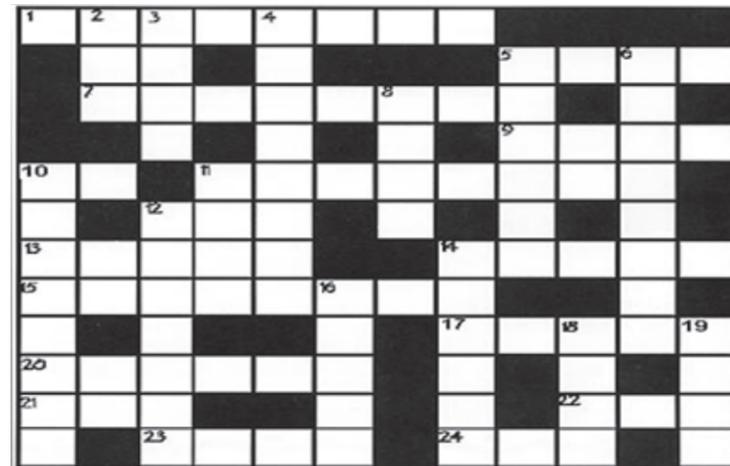


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BBA

## BUSINESS CROSSWORD



### CLUES ACROSS

1. Boss, man in charge of a company.
5. Something a businessman may take, and lose
7. Trade, buying and selling things
9. Speak
10. "..... well" means "be successful".
11. Buy
12. Animal.
13. Reserve of unused or unsold goods.
14. Very bad period of recession for industry and trade.
15. A written agreement.
17. Opposite of "closes".
20. Labour organisations in industry.
21. Neither ... / ...
22. To manage, to organise.
23. To come together in the same place.
24. Man to whom a family business is often given.

### CLUES DOWN

2. Abbreviation often found after the name of an American corporation.
3. Part of a building.
4. Essential equipment in most firms today.
5. Selling to the general public; opposite of "wholesale".
6. Man who sells.
8. Opposite of poor.
10. A reduction in the usual price.
11. A share.
12. To repeat something, usually in written form, in order to be certain.
14. Reserves (different word from 13 across).
16. Something of positive value.
18. To make money.
19. Do this to a letter, to make sure it arrives!



Answers

Patron : Dr. (Sr.) Beena John (Principal)  
St. Bede's College, Shimla

Staff Editor : Dr. Savita Rana  
Ms. Shivani Vaid

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# Knowledge Zenith

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## IMPROVING E-COMMERCE EXPERIENCE



With ever increasing competition on the internet it is important to keep your e-commerce platform up to date. There are few simple tips you can take with you into 2019 to stay ahead of the competition. Customers do not want to spend hours searching for the perfect item. Many times, they only have a vague idea of what it is that they actually want. It is up to you to provide them with the options they are looking for. It is important to create a user-oriented experience. An all-around personalized experience is a great way to encourage customers to fill their shopping carts. Many customers are unsure or are too lazy to look through all the possible options on a website. They are more likely to use your initial navigations to get to the part of your website that has something like what they are looking for. From there they may scan through some options. This is where you should give suggestions based on their selections. Giving them well placed featured options based on what they need that also have great reviews, is a great way to get people to buy. Moreover, with so many devices and so many

different screen sizes business need a design that will look great across all platforms. While the design might look wonderful on a large computer screen, but same design might be clunky and hard to use on a cell phone screen. A responsive design will be beautiful and easy to use on all platforms. Also, giving the customers perfect bundles that experts pick out is something that customers really enjoy. It gives them the perfect idea of what to buy. They also feel like they are saving time by having everything they want already packaged together. This is a great idea for the holiday season gift ideas. This also works well when you are selling hobby items that can work well as a set. Above all the search options should be obvious and well organized. The categories should lead to the discovery of new and great products that the customer may not have thought of. The options should not be cluttered or take too long to read through. Every business wants to give customers a fast and easy way to discover what they need. Business should incorporate a search engine for their website as well as simple navigation bars. A search engine that can predict what a customer might be looking for would be a nice touch.

## DEPARTMENTAL ACTIVITIES



- ◆ A placement drive by Tommy Hilfiger was organized by Placement cell in the college auditorium, where commerce graduate and postgraduate students participated enthusiastically.

- ◆ On 26<sup>th</sup> November 2018, Romika a student of B.com 1<sup>st</sup> year



conducted a class seminar to impart knowledge about GST to her classmates and BBA students, where various issues and topics under GST were discussed.



◆ Experts from SEBI organized a Workshop on “National Securities Depository Limited” on 29<sup>th</sup> November 2018, in the College auditorium, where students were made aware about various investment options available and investor protection.

◆ An inter-departmental activity was organized with Economics department on 5<sup>th</sup> December 2018 on “Kryptocurrency and Demonetization”, where students were informed about the use of Kryptocurrency and effect of demonetization on the economy as a whole.



◆ Department of Commerce organized an inter-departmental activity on “Nutrition Literacy” with Department of Home Science where Dr. Anjali Dewan imparted valuable knowledge about the notorious food which one should consume.



◆ Dr. Devender Sharma, Chairman Dept. of Commerce, HPU delivered a lecture on “Leadership and Management Skills”. Where imparted knowledge on how to be a good leader and deal with contingent situations.



◆ An Inter-departmental activity was organized with Department of Computer Science, where a lecture was delivered on “E-Waste- Boon or Bane”.



## Teacher's Day Celebration



Department of Commerce



Department of Management

## INVOLVEMENT OF COMMERCE AND MANAGEMENT STUDENTS IN ENVIORNMENTAL AND SOCIAL ACTIVITIES

Our students are actively involved in the extension activities. They participate in various street plays and awareness campaigns. They also visit old age homes, orphanages, Govt. schools etc. They are active member of Rotract Club and time to time they participate to serve humanity. They frequently donate blood and contribute towards tree plantation. Some of them are active member of NCC and were a part of NCC canteen in the college auditorium.

