



**SEMCOM**  
S.G.M. ENGLISH MEDIUM COLLEGE OF  
COMMERCE AND MANAGEMENT

# Drive—E-Newsletter

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**DRIVE is Monthly e-Newsletter Published by CVMU's SEMCOM.**

- ◆ This e-newsletter deals in all aspects of Management, Commerce, Economics, Technology and Humanities.
- ◆ It is open for all students, alumni, teachers and professionals dealing with above stated areas
- ◆ All papers received by us will be published after the approval of our Editorial Team and Plagiarism Check

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**VISION:** To contribute to the societal enrichment through quality education, innovation and value augmentation.

**MISSION:** To build up a competitive edge amongst the students by fostering a stimulating learning environment.

**DREAM:** To establish a unique identity in the emerging global village.

### **GOALS:**

- ◆ To focus on integral development of students.
- ◆ To offer courses and programs in tune with changing trends in the society as a whole.
- ◆ To update the curriculum as per the need of the business and industry.
- ◆ To create unique identity in the educational world at the national as well as international level.
- ◆ To institutionalize quality in imparting education.
- ◆ To incorporate innovations on a continuous basis in the entire process of education at institutional level.
- ◆ To create platform for the students for exhibiting their talent and for development of their potentials.
- ◆ To generate stimulating learning environment for students as well as teachers.
- ◆ To build cutting edge amongst the students to withstand and grow in the competitive environment at the global level.



**Vibrant  
&  
Vivacious  
SEMCOM**



**“What We think, Others Don’t”.**



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## What We Think, Others Don't

### From the Desk of Chief Editor



**Dear Readers,**

Greetings from SEMCOM!!

Let's continue to develop in us the elements of human spirit like intellect, emotions, passions, and creativity that have always helped us to evolve.

We are happy to bring new ideas and expressions from people around us and look forward to bring much more throughout the year..

This fifth issue of 2021 in particular presents before you some interesting columns from SEMCOM teachers, students and alumni. The faculty column "Accounting Aura" presents the overview of E-Accounting. A column, "My Voice" presents a view-point on the recent trends in Marketing. The another issue presents a view point on importance of being positive in the workplace.

This issue is also enriched with valuable contribution from the students and alumni of the institute while expressing their emotions, experiences and observations.

We are sure you will like this issue and hope to receive your continuous contribution. Please send your comments, suggestions and contribution to: [drive@semcom.ac.in](mailto:drive@semcom.ac.in)

Thank you.

**Dr. Waheeda Thomas**



## Accounting Aura

- E-Accounting or Online Accounting is novel development in arena of Accounting.
- It means all the trades will record in online server or data base, just like website or blog or web blog.
- Nevertheless, for inaugural or making books will use login ID and PIN.
- E-Accounting is just in the emerging period and up to 2010, it will positively commercialize usage.
- There is big number of corporations who continuing E-Accounting.
- In E-Accounting the bookkeeper and proprietor both feel gratification because, this is low-priced and short of software evasions or failure.
- The books protects in online server or database, so there is no necessity to record substantially.
- By this technique, we can save great amount of cash expenditure on handbooks and numerous accounting software.
- Certain basic perceptions, one should recognize in E-Accounting that, it must learning because without learning of E- Accounting, one not ever proficient in E-Accounting.
- Practically all firms uses parallel scheme of online accounting but certain advance concerns make own system of their online or E-Accounting.
- They need just those dedicated individual who know Internet and PC well, without this they can't name any E-Accountant.
- All chief organization and association are in the favor of E-Accounting.
- In E Accounting, all main accounting relating to General Ledger Book Keeping and Maintenance, Bank Reconciliation, MIS Cash Management, Account Payable and Receivables, Billing Payroll, Budgeting Management of Records Asset, Management Detailed Financial Analysis, Collection Management, Credit Management, Generation of Financial Reports, Financial Statements are completely online.
- Enterprise's complete accounting scheme can be simply subcontracted by E-Accounting scheme.

## Dr. Khyati Patel



### **Some of the features of E Accounting are listed below:**

- 1) Universal Access
- 2) Moral Cooperation
- 3) Quick Refinement and Result
- 4) Fast Record with Progressive Technology
- 5) Rigorous Control
- 6) Giant Scale Business Record
- 7) Allow with Law and Accounting Standards
- 8) Amendment is possible.



## My Voice

**Sunil V. Chaudhary**

### Recent Trends in Marketing

Neuromarketing involves the application of Neuroscience in Marketing. Neuromarketing can be useful in understanding consumer's interests, buying motives and in evaluating the effectiveness of advertising.

Neuromarketing Ethics are of primary significance but neuromarketing has the potential to increase the effectiveness of marketing been it in understanding consumer or in evaluating the effectiveness of advertising. Neuro-marketing is a new field of marketing which uses medical technologies such as functional Magnetic Resonance Imaging (fMRI) to study the brain's responses to marketing stimuli.

Customized Marketing is customizing the marketing mix according to the need, wants and demands of individual customer with customized market offerings be it products or services, designed according the consumer's specifications, marketing messages designed, customized tailored and communicated, consistent with the specific needs, wants and demands of consumers. One to one marketing on a mass scale is a marketing trend aimed at satisfying the individual need, wants and demands of the target consumers.

Viral Marketing or Viral Advertising uses the Social Media Platforms and the concept of word of web advertising to transmit the advertising messages. Guerilla Marketing is an advertisement strategy in which the company uses unconventional or surprise interactions in order to promote a product or service. It thrives on original thinking and creativity. Sales Video's, pictures and blogs can be used for viral marketing. Self-replication is the key.

The key is to understand social currency and why do people want to forward a content, may be to appear intelligent and smart. It uses creativity and ingenuity to attract consumer attention, interest and sale. It touches the emotions, sentiments and also has element of surprise for the consumers. Conventional and social media can be effectively used to transmit the marketing message, advertising message.

Experiential Marketing provides a product experience or consumption to the target consumers free of cost, which may result in further sales. The example is small world machine of coke.

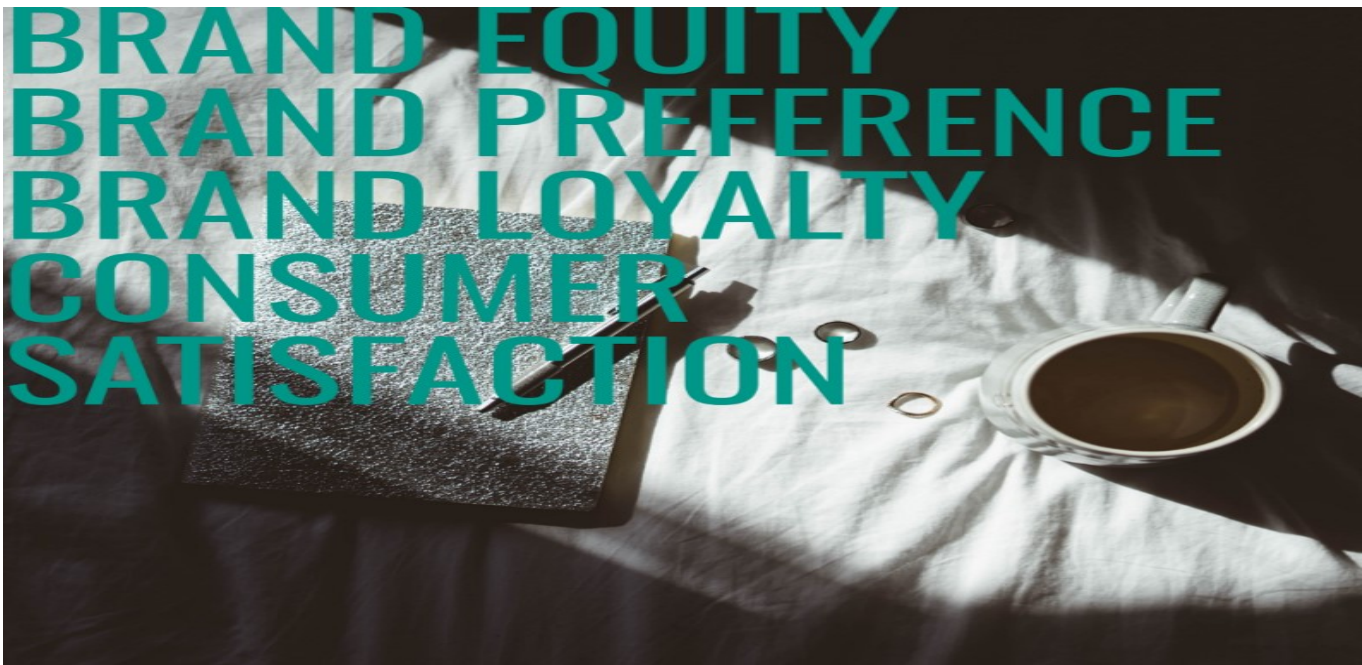




## My Voice

Social Marketing aims at promoting a social idea, social cause. No Smoking ad campaigns, Safe driving ad campaign, Blood donation advertising messages, Yoga, cycling and physical fitness messages, healthy eating habits with nutritional diet are some of the examples of social marketing. Social Marketing is the use of commercial marketing principles to improve the welfare of the people.

The other trends in marketing are Presume Marketing by displaying the product in unusual way to gain consumer attention and interest. Wild posting involves the unusual display of graphics, visuals, images, and print ads to gain consumer attention and interest. Ambient Marketing, Grass root marketing and Rub of Effect marketing can also be effectively used to gain consumer attention, interest and sale.



Digital Marketing and E-Commerce is on the rise across the globe. The success of E-Commerce businesses across the global economy proves that the future of the marketing is digital marketing as consumers enjoy the perks of digital marketing including wider product choices, pricing competition, availability of product at home without hassles of overcrowded markets, traffic and congestion. Ambush Marketing involves the surprise element and is a marketing strategy in which an advertiser “ambushes” an event to compete for exposure against other advertisers.

## Developing a Positive Attitude in the Workplace

**Ms Foram Patel**

Your attitude at work can affect your vocation just as your overall point of view. When something is turning out badly, the primary thing individuals generally say is to "stay strong" and "stay positive." Those little certifications now and then take care of job, and recall that words can go far during a period of antagonism, particularly in the work environment. Continually looking on the brilliant side may sound messy, yet sure reasoning, grinning and inspiration overall are the primary staples of a positive individual disposition.



***How a positive attitude matters in the workplace?*** Having an uplifting outlook in the working environment will not really improve you at your particular employment, however it will improve the manner in which individuals see you personally, so they might be more disposed to assist you with succeeding and cheer you on. An elevating viewpoint is critical for certain reasons; anyway one of the principal clarifications behind having a moving point of view in the workplace is in light of the fact that it can fall off on each and every other individual. Emanating energy can be overwhelming and, as time goes on, can affect your associates.

**The Importance of a positive attitude in the workplace:** The Importance of an inspirational perspective in the working environment: You feel better when you encircle yourself with good individuals. They urge you to try to achieve the impossible, try sincerely and remain fixed on satisfying your fantasies. Inspiration conceives greater energy. Over the long run, you may track down that even the most obstinate individual in the workplace who will not appreciate something has a shift in perspective and changes to be more certain, all since you had a particularly incredible mentality.

**Negative & positive attitudes:** A worker with an awful demeanor can truly stir things up in an office and establish a truly harmful climate. Uplifting outlooks can make the workplace cheerful and a delight to be in. An uplifting perspective keeps everybody attempting new things, feeling valiant about conceptualizing groundbreaking thoughts, and causes individuals to feel eager to go to work with their collaborators. Showing uplifting outlook in the working environment as simple as saying yes. Lecturing inspiration is simple. Trying it and being certifiable about it is more troublesome.

Become a 'yes' individual and attempt new things to perceive how you do. Give your time and ask colleagues how you can take care of them on the off chance that you have a free second. Volunteer to start to lead the pack on new tasks. Be caring to everybody and certified – don't babble continually or spread bits of gossip. Good individuals show their uplifting outlook in their words, activities and sentiments. Positive individuals transmit in an unexpected way, just by strolling in a room with their energy – it switches the world and individuals up them. The overall agreement among specialists is that showing an uplifting outlook is about your disposition. Showing a grin instead of looking hopeless can change the state of mind of a whole office.

The manner in which you respond to circumstances and identify with collaborators can have a major effect. Not exclusively does having an uplifting outlook in the work environment fill your heart with joy significantly more fun and more useful, yet it influences your associates also.

**How to deal with negative attitudes and feelings:** Not every person will be positive constantly. That is a ridiculous thought. In any case, in any event, when individuals are down and at their generally negative, there are things one can do to manage those feelings and activities around the workplace to hold them back from affecting others. Regardless of whether it's only one associate causing an issue, assume control over issue for your own bliss at work.

- 1. Choose who you associate with carefully:** If you end up encompassed by regrettable associates, check whether you can switch work spaces or groups inside a similar division. Cognizant choices with your space and your time at work that will bring about encircle yourself with colleagues with uplifting outlooks are significant.
- 2. Be encouraging:** No one gets up in the first part of the day needing to mess up or make an awful showing – so give some thought and compassion to other people.
- 3. Ask questions:** No matter the positive or negative perspectives at work, it's essential to be careful in the working environment. Maybe than leaving yourself alone devoured by a contrary demeanor, question why that individual may be going over around there. Try not to think about it literally, and put forth a valiant effort to fabricate a boundary against negative remarks or practices.
- 4. Negativity bias:** Psychologists for the most part concur that our minds are designed to put a greater amount of our emphasis and energy on terrible news. Possibly this is on the grounds that we are encircled by it, presently like never before in the period of moment news and recordings of misfortunes being transferred seconds after they occur. The possibility that you need 10 positive encounters to compose more than one negative one can be valid. One approach to battle this is to move toward the results of negative circumstances with a learning mindset. Discover one little takeaway from a circumstance and your impression of that circumstance as regrettable will begin to contract.
- 5. Many people believe you can train your brain to combat the negativity bias:** There is presumably something to it, and like whatever else with the human mind, we can prepare ourselves to disregard it. All that we do that turns into a propensity can be changed on the off chance that we keep on chipping away at it adequately hard. On the off chance that you are continually returning to pessimism, it will adopt an applied and thought strategy to end this propensity, yet stay with it and ultimately you'll see that the grass is really greener on the brilliant side of life.
- 6. Maintaining a positive attitude takes work; it won't always be easy:** A genuine illustration of keeping an uplifting outlook is to quit griping. On the off chance that the organization you work for encounters changes, as new administration, don't say anything negative perpetually about what's going on and what it might mean for you adversely. Consider change to be something to be thankful for that prompts development and accomplishment for the business and you actually.

**Student Corner (SYBCA—Semester IV)****Jasmin Vaghani****C H E S S**

Hey, there so as you can see the topic Chess, simple as it looks but difficult to understand right??

I would like to start with the history of chess and its origin. Most of us don't know that chess was originated in our own country, yes chess was originated in India, but still, it remains controversial as some say it was originated in Europe approx. 1500 years ago, it evolved in Europe in the 15th century.



Chess had come to Persia from India and became a part of the education. Players started playing and called "Shah!" (Persian for "King!") when attacking the enemy's king, and when the king was confronted and could not trickle from the attack they called it "Shah Mat". as this chess travelled to other places

Now I would like to tell you about chess and how it is played and what are the rules of chess. so mainly chess is a game played between two opponents on contrary sides of a board comprising 64 squares of alternating colours.

There is Set of 16 pieces: 1 king, 1 queen, 2 rooks, 2 bishops, 2 knights, and 8 pawns. The main aim of the game is to checkmate the other king. checkmate is a position when the king is in a position to be captured (in check) and cannot escape from capture.”

Why should we play chess? what can we learn from chess? What does chess teach us? now I going to answer all these questions.

- Chess is a game all, for parents to play with their children and with friends etc. The advantage of the game is it will improve your connection with your child. In this game, you can share and teach strategies, learn from mistakes and be with each other.
- Chess teaches us how to play strategically and this helps in increasing the IQ of an individual. Thinking about two or three moves in advance instead of focusing only on the next move of your chess piece will help us play strategically. This improves their planning skills.



**Student Corner (SYBCA–Semester IV)****Jasmin Vaghani**

- According to the research of the National Center for Learning Disabilities, “Executive function is a set of mental processes that helps connect experience with present action. People use all this to perform activities such as paying attention to and remembering details, and managing time and space.” And you know what, Chess allows children to practice all the facets of executive functioning. Therefore kids who are having difficulty with executive functioning will increase these skills.
- Chess teaches patience. After a few games, the child learns that making moves without thoroughly looking at the whole board and noticing where important pieces are vulnerable will end up with her losing these important pieces. They will study that the lack of patience will most likely source them to end up in checkmate.



Here I would like to end my article and I hope this might help you or just light a spark in you to play chess with your friends and family.



**Alumni Corner****(BCA\_2018-2019)****Greema Kamli****Role of Patience in Life**

Patience is considered an important part of anyone's life. Since it can be a great solution to attain happiness, an individual that is patient can stay calm in any problematic situation. It could easily enhance your behavior; it makes a person calmer instead of getting irritated and violent several times. To maintain a good environment within home and work, it's really important to stay calm rather than getting annoyed.

In today's era, most of us can get annoyed easily. It might be standing in queue for a long time, it might be a traffic jam, it might be interrupted for the millionth time. Most of the time these are very minor things.

It's very important to stay calm in each relationship, for example, A relation between husband-wife, Mother- Daughter in law, if one doesn't stay calm during a fight and say harsh words these could even ruin a relation. This won't lead to a long-term relation and a peaceful environment at home. Being annoyed at work would spoil your focus and patience is a huge factor in success.

Every individual deal with tough times especially during this pandemic, it is necessary for an individual's life since it helps them to grab on incredible opportunities by not rushing works. Many people believe that having patience helps to bring about optimistic changes. It allows an individual to form empathy towards other people. Thus, it helps an individual to improve their level of patience and accept others easily.





# PATIENCE

Therefore, it is required for a person to stay composed at all times to avoid making hasty decisions. Being irritated frequently and quickly takes away the ability to think further.

## How to acquire patience??

Most people have several tasks in their head, and they jump from thought to thought without taking time to finish one task first, we try to multitask and that is frustrating, then we feel, we aren't making progress. The best way to deal with the impatient, write it down. This will lower down your stress and make you focus on one task easily.

## Relax and take deep breaths

Just relax and take deep breaths. Taking slow deep breaths can help you to calm your mind and body. This is a convenient way to help ease any impatient feelings you are experiencing. If breathing doesn't help take a walk to clear your head and give yourself time.



Patience helps us to makes better decisions. It's the pause that helps us get our thoughts back in order and feelings under control.





