

Kristu Jayanti College
DEPARTMENT OF COMMERCE

LimeLight

NEWS. VIEWS. INFORMATION

An initiative of Commerce Lab

“To know that we know what we know, and to know that we do not know what we do not know, that is true knowledge.”

- Copernicus

Inaugural edition

Monthly e-news letter



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Department of Commerce was started in the year 2000. Since then, the department has striven tirelessly in pursuit of excellence in commerce education and is celebrating its 10th year and is one among the 10 best departments in Bangalore city according to India Today survey. The department is the largest department in the college with over 1000 students and still growing. The department not only concentrates on the academic excellence of its students but also nurtures their co-curricular activities. And that is why the department today sends out a brilliantly polished batch of students to show their mettle in the corporate arena. The department takes keen interest in ensuring that the future of its students are secure, and this objective of the department is achieved by placing their students in the top MNC's in Bangalore. Furthermore, the department has been ranked as one among the top 10 commerce departments in Bangalore. Currently the department offers B.Com with different electives in the areas of Finance, Accounting, Computer Application and Travel and Tourism Management and M.Com with electives in the areas of Accounting and Finance.

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1 [CBI's heart beats for Tatas: Shahid Balwa on 2G scam](#)

Tatas are being portrayed by CBI as "victim" in 2G scam but they are the greatest beneficiary in the allocation of the radio waves, a Delhi court was told.

2 [North India remains under grip of heat wave](#)

In the national capital, where the mercury on Tuesday shot up to the season's highest of 44.1 deg C, the maximum temperature settled at 42.3 deg C.

3 [Unmarried Hindu woman has equal property rights: SC](#)

An unmarried Hindu woman is entitled to equal share in ancestral or coparcenary property along with other male members under the amended Hindu Succession Act, the Supreme Court has held.

4 [Rahul challenges Mayawati, pledges to fight for farmers](#)

Rahul demanded a judicial probe into the violence in Bhatta Parsaul villages to empathise with the farmers agitating against land acquisition.

5 [Rs 30,000 crore black money recovered by CBDT](#)

Taxmen have seized black money to the tune of a whopping Rs 30,000 crore in the country in the past two years, said the Central Board of Direct Taxes.

6 [Petrol price rise: Mayawati's agitation against UPA on May 31](#)

Mayawati's move is being seen as a counter to the Congress campaign against BSP govt in UP over land acquisition.

7 [Cong allies in Kerala bargain for central posts](#)

While Congress settles the claims of resurgent allies in Kerala, they have set their eyes on extracting concessions at the Centre with Indian Union Muslim League seeking an upgrade for minister of state E Ahamed and Kerala Congress looking for a ministerial slot for its lone Lok Sabha MP.

8 [US reaffirms cooperation with India in fighting terror](#)

TNN | 19 hrs ago | Ahead of the visit by US Homeland Security chief Janet Napolitano to India, her deputy Jane Lute Tuesday called foreign secretary Nirupama Rao reaffirming support for the efforts being made by both countries to address the "challenge of terrorism".

9 [CPM censures former land minister](#)

Former land and land reforms minister Abdur Rezzak Mollah came in for "public censure" at the CPM state committee meeting on Tuesday for blaming politburo members Buddhadeb Bhattacharjee and Nirupam Sen for the Left Front debacle in the Bengal assembly elections.

10 [Many Greater Noida missing farmers back in village](#)

The signs of the Provincial Armed Constabulary (PAC) brutally repressing agitating farmers in the villages of Bhatta and Parsaul near Noida are many.

11 [Average infant mortality rate down 30% in past 10 years](#)

Recently released data on infant deaths across states in India has thrown up surprising results, leaving health experts puzzled.

12 [BSP MLA gets life term for killing dalit girl](#)

A local court on Tuesday sentenced former minister and BSP MLA Anand Sen and two of his aides to life imprisonment for kidnapping and killing a dalit girl in 2007.

13 [Many Greater Noida missing farmers back in village](#)

The signs of the Provincial Armed Constabulary (PAC) brutally repressing agitating farmers in the villages of Bhatta and Parsaul near Noida are many.

14 ['Muslims voting along community lines worrying'](#)

With Muslims polarizing in favour of religious outfits in Assam and Kerala elections, a key author of Sachar report has sounded the alarm that mainstream parties have to step in to check the "unfortunate" trend.

15 [PM to discuss terrorism, piracy during Africa tour](#)

Terrorism, piracy and UN reforms are among the crucial issues which PM Manmohan Singh will seek to address at the second India-Africa summit being held next week in Ethiopia.

Sports News

1

'MSD played captain's knock in WC final'
Harbhajan Singh feels skipper MS Dhoni's innings of 91 not out was the important factor in India's historic World Cup victory against Sri Lanka last month.

2

Tevez double powers City over Stoke
Carlos Tevez scored twice as Manchester City beat Stoke 3-0 to go third in the Premier League table and may get direct entry into the Champions League.

3

Els provides the spur to Schwartzel
Masters champion Charl Schwartzel believes he can emulate fellow-South African Ernie Els and win the US Open on the Congressional Course in Maryland.

4

Not worried by Punjab's rise: Whatmore
A resurgent Kings XI Punjab is closing the gap with them in the points table but Kolkata Knight Riders coach Dav Whatmore is not unduly worried.

5

Arsenal in danger of fading into oblivion
Arsenal's customary place among the European elite is under threat as they prepare to visit Fulham on Sunday to conclude another disappointing season.

6

Warne fined \$50,000 for spat with Dixit
The BCCI slapped a \$50,000 fine on Royals skipper Shane Warne for his part in a bust-up with RCA secretary Sanjay Dixit after an IPL match.

International News

1

Be ready to compete with kids in Beijing, Mumbai: Obama

Seeing it as signs of emerging of new world, Barack Obama has warned American students to strive hard to stay ahead as they face tough competition from youngsters in India and China.

3

IMF chief put on suicide watch

International Monetary Fund chief Dominique Strauss-Kahn has been placed on suicide watch in his New York City jail cell four days after his arrest for allegedly sexually assaulting a hotel chamber maid.

Gates praises Bihar CM at World Health Assembly

Geneva: Bihar Chief Minister Nitish Kumar was showered with praise by Bill Gates for an impressive performance of rapid vaccination for children in his state, with the philanthropist saying that "people are hungry for visionary leaders" who deliver upon their promises. "Inter-state jealousies" over social performance are contributing to increased focus on health, Gates said during a press conference in Geneva.

2

Osama's death will not end terrorism: India

United Nations: Killing of Osama bin Laden did not mean the end of the war against terrorism, as safe havens still exist, India has said, underlining the need to root out the "syndicate of terrorism", which includes elements of the al Qaeda, Taliban and LeT.

"Without the elimination of terrorist safe heavens and sanctuaries there can be no end to the global war on terror," India's envoy to the UN Hardeep Singh Puri said at a UN counter-terrorism meeting here, without referring to Pakistan.

5

4

Clinton says Obama believes eight years is enough

International Monetary Fund chief Dominique Strauss-Kahn has been placed on suicide watch in his New York City jail cell four days after his arrest for allegedly sexually assaulting a hotel chamber maid.

6

'Pak must stop treating India as biggest enemy'

Islamabad: As the powerful military in Islamabad held out threats to India, former Pakistan Prime Minister Nawaz Sharif has said Islamabad must stop treating New Delhi as its "biggest enemy" and conduct a reappraisal of ties with the neighbour "if we want to go forward and progress".

Sharif, who was in power when the Kargil crisis erupted, also sought a probe into the 1999 conflict with India.

CURRENCY	RATE	CHANGE
Us IND-USD	45.06	-0.095 (-0.21%)
Eu IND-EUR	64.1375	0.355 (0.56%)
Gb IND-GBP	72.7925	-0.335 (-0.46%)
Jp IND-JPY	55.5125	-0.33 (-0.59%)
Au IND-AUD	47.7275	0.13 (0.27%)

Forex

Country	Indicator	Reference	Actual	Previous
India	Balance of Trade	Mar-11	-5608	-2600

Balance of Trade

Country	Indicator	Reference	Actual	Previous
India	Inflation Rate	Mar-11	8.82	9.3

Inflation

Country	Indicator	Reference	Actual	Previous
India	GDP Growth Rate	Dec-10	8.2	8.9

GDP Growth rate

Interest rate

Country	Indicator	Reference	Actual	Previous
India	Interest Rate	May-11	6.25	5.5

22 Ct Gold/Gm	Rs. 2,024.00
24 Ct Gold/Gm	Rs. 2,176.50
Silver 1 Gm	Rs. 68.65
Silver 1 Kg	Rs. 64,185.00

Bullion

Cash Reserve Ratio (CRR) 6.00% (w.e.f. 24/04/2010) Increased from 5.00% to 5.50% wef 13/02/2010; and then again to 5.75% wef 27/02/2010; and now to 6.00% wef 24/04/2010

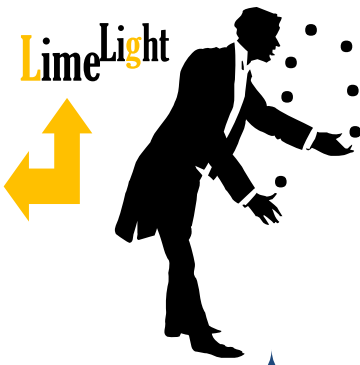
RBI rates

Vegetables

Name of Vegetables	Rates
Beans	19.00
Radish	10.00
Onion	14.00
Eggs	2.60
Coconut (M)	16.00
Tomato	90.00
Garlic	100.00
Potato	14.00
Cucumber	12.00
Beet root	8.00
Cauliflower (big 1 No)	16.00

Statutory Liquidity Ratio (SLR)	24%(w.e.f. 18/12/2010)	Decreased from 25% which was continuing since 07/11/2009
Reverse Repo Rate	7.25% (w.e.f. 03/05/2011)	Increased from 6.75% which was continuing since 17/03/2011
Saving Deposits - Interest Rate	4.00% (w.e.f. 03/05/2011)	Increased from 3.50%, which was continuing since 1st March, 2003





Fun facts

Know your Brain

2

Nerve impulses to and from the brain travel as fast as 170 miles per hour. Ever wonder how you can react so fast to things around you or why that stubbed toe hurts right away? It's due to the super-speedy movement of nerve impulses from your brain to the rest of your body and vice versa, bringing reactions at the speed of a high powered luxury sports car

3

The brain is much more active at night than during the day. Logically, you would think that all the moving around, complicated calculations and tasks and general interaction we do on a daily basis during our working hours would take a lot more brain power than, say, lying in bed. Turns out, the opposite is true. When you turn off your brain turns on. Scientists don't yet know why this is but you can thank the hard work of your brain while you sleep for all those pleasant dreams.

1

The brain operates on the same amount of power as 10-watt light bulb. The cartoon image of a light bulb over your head when a great thought occurs isn't too far off the mark. Your brain generates as much energy as a small light bulb even when you're sleeping.

4

Your brain uses 20% of the oxygen that enters your bloodstream. The brain only makes up about 2% of our body mass, yet consumes more oxygen than any other organ in the body, making it extremely susceptible to damage related to oxygen deprivation. So breathe deep to keep your brain happy and swimming in oxygenated cells.

6

Scientists say the higher your I.Q. the more you dream. While this may be true, don't take it as a sign you're mentally lacking if you can't recall your dreams. Most of us don't remember many of our dreams and the average length of most dreams is only 2-3 seconds—barely long enough to register.

5

The human brain cell can hold 5 times as much information as the Encyclopedia Britannica. Or any other encyclopedia for that matter. Scientists have yet to settle on a definitive amount, but the storage capacity of the brain in electronic terms is thought to be between 3 or even 1,000 terabytes. The National Archives of Britain, containing over 900 years of history, only takes up 70 terabytes, making your brain's memory power pretty darn impressive.

7

Neurons continue to grow throughout human life. For years scientists and doctors thought that brain and neural tissue couldn't grow or regenerate. While it doesn't act in the same manner as tissues in many other parts of the body, neurons can and do grow throughout your life, adding a whole new dimension to the study of the brain and the illnesses that affect it.

80% of the brain is water. Your brain isn't the firm, gray mass you've seen on TV. Living brain tissue is a squishy, pink and jelly-like organ thanks to the loads of blood and high water content of the tissue. So the next time you're feeling dehydrated get a drink to keep your brain hydrated.

Bheja fry

Azim Hashim Premji



Chairman of Wipro Technologies; Richest Indian for the past several years; Honored with Padma Bhushan in 2005.

Azim Premji is Chairman of Wipro Technologies, one of the largest software companies in India. He is an icon among Indian businessmen and his success story is a source of inspiration to a number of budding entrepreneurs.

Born on July 24, 1945, Azim Hashim Premji was studying Electrical Engineering from Stanford University, USA when due to the sudden demise of his father, he was called upon to handle the family business. Azim Premji took over the reins of family business in 1966 at the age of 21.

At the first annual general meeting of the company attended by Azeem Premji, a shareholder doubted Premji's ability to handle business at such a young age and publicly advised him to sell his shareholding and give it to a more mature management. This spurred Azim Premji and made him all the more determined to make Wipro a success story. And the rest is history.

When Azim Premji occupied the hot seat, Wipro dealt in hydrogenated cooking fats and later diversified to bakery fats, ethnic ingredient based toiletries, hair care soaps, baby toiletries, lighting products and hydraulic cylinders. Thereafter Premji made a focused shift from soaps to software.

Under Azim Premji's leadership Wipro has metamorphosed from a Rs.70 million company in hydrogenated cooking fats to a pioneer in providing integrated business, technology and process solutions on a global delivery platform. Today, Wipro Technologies is the largest independent R&D service provider in the world.

Azim Premji has several achievements to his credit. In 2000, Asiaweek magazine, voted Premji among the 20 most powerful men in the world. Azim Premji was among the 50 richest people in the world from 2001 to 2003 listed by Forbes. In April 2004, Times Magazine, rated him among the 100 most influential people in the world by Time magazine. He is also the richest Indian for the past several years. In 2005, Government of India honored Azim Premji with Padma Bhushan.

8 inspirational thoughts by Azim Premji

1

The first thing I have learnt is that **we must always begin with our strengths**. From the earliest years of our schooling, everyone focuses on what is wrong with us. There is an imaginary story of a rabbit. The rabbit was enrolled in a rabbit school. Like all rabbits, it could hop very well but could not swim. At the end of the year, the rabbit got high marks in hopping but failed in swimming. The parents were concerned. They said, "Forget about hopping. You are anyway good at it. Concentrate on swimming." They sent the rabbit for tuitions in swimming. And guess what happened? The rabbit forgot how to hop! As for swimming, have you ever seen a rabbit swim? While it is important for us to know what we are not good at, we must also cherish what is good in us. That is because it is only our strengths that can give us the energy to correct our weaknesses.

2

The second lesson I have learnt is that **a rupee earned is of far more value than five found**. My friend was sharing me the story of his eight year-old niece. She would always complain about the breakfast. The cook tried everything possible, but the child remained unhappy. Finally, my friend took the child to a supermarket and brought one of those ready-to-cook packets. The child had to cut the packet and pour water in the dish. After that, it took two minutes in the microwave to be ready. The child found the food to be absolutely delicious? The difference was that she has cooked it! In my own life, I have found that nothing gives as much satisfaction as earning our rewards. In fact, what is gifted or inherited follows the old rule of come easy, go easy. I guess we only know the value of what we have if we have struggled to earn it.

4

The fourth lesson I have learnt is **the importance of humility**. Sometimes, when you get so much in life, you really start wondering whether you deserve all of it. This brings me to the value of gratitude. We have so much to be grateful for. Our parents, our teachers and our seniors have done so much for us that we can never repay them. Many people focus on the shortcomings, because obviously no one can be perfect. But it is important to first acknowledge what we have received. Nothing in life is permanent but when a relationship ends, rather than becoming bitter, we must learn to savour the memory of the good things while they lasted.

3

The third lesson I have learnt is **no one bats a hundred every time**. Life has many challenges. You win some and lose some. You must enjoy winning. But do not let it go to the head. The moment it does, you are already on your way to failure. And if you do encounter failure along the way, treat it as an equally natural phenomenon. Don't beat yourself for it or any one else for that matter! Accept it, look at your own share in the problem, learn from it and move on. The important thing is, when you lose, do not lose the lesson.

5

The fifth lesson I learnt is that **we must always strive for excellence**. One way of achieving excellence is by looking at those better than ourselves. Keep learning what they do differently. Emulate it. But excellence cannot be imposed from the outside. We must also feel the need from within. It must become an obsession. It must involve not only our mind but also our heart and soul. Excellence is not an act but a habit. I remember the inspiring lines of a poem, which says that your reach must always exceed your grasp. That is heaven on earth. Ultimately, your only competition is yourself.

6

The sixth lesson I have learnt is **never give up in the face of adversity**. It comes on you suddenly without warning. One can either succumb to self-pity, wring your hands in despair or decide to deal with the situation with courage and dignity. Always keep in mind that it is only the test of fire that makes fine steel. A friend of mine shared this incident with me. His eight-year old daughter was struggling away at a jigsaw puzzle. She kept at it for hours but could not succeed. Finally, it went beyond her bedtime. My friend told her, "Look, why don't you just give up? I don't think you will complete it tonight. Look at it another day." The daughter looked with a strange look in her eyes, "But, dad, why should I give up? All the pieces are there! I have just got to put them together!" If we persevere long enough, we can put any problem into its perspective.

7

You must be open to change, do not compromise on your values.

8

Do not be tempted by short cuts. The short cut can make you lose your way and end up becoming the longest way to the destination. And the final lesson I learnt is that **we must have faith in our own ideas even if everyone tells us that we are wrong**



5

LimeLight **Top 10**

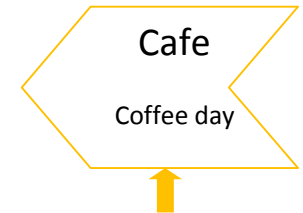
Top 10 Wealthiest Cities in India
april 2011 report.

1. Chandigarh
2. Panaji
3. Delhi
4. Valparai
5. Greater Mumbai
6. Pune
7. Ludhiana
8. Chennai
9. Shimla
10. Jalandhar

Café Coffee Day is a chain of coffee shops in India with its headquarters in Chikkamagaluru, Karnataka. It is a division of Amalgamated Bean Coffee Trading Company Ltd. (ABCTCL) and is commonly known as Coffee Day or CCD. It opened its first cafe in 1996 on Brigade Road in Bangalore and today is the largest cafe retail chain in India, with 1000 cafes in 141 cities and many in its base, Bangalore.

The cafe chain has had much success riding, and to some extent creating, the cafe culture wave that swept across metropolitan India following strong economic growth resulting in an increase in youth spending power. It offers satellite radio and Wi-Fi at some stores via its tie-ins with WorldSpace and Microsense, respectively. It has recently opened cafes in Pakistan, Germany, and Austria, as well.

Café Coffee Day sources coffee from 10,500 acres (4,249 ha) of coffee estates, the second largest in Asia, that is owned by a sister concern and from 11,000 small growers.



Branded

Good to Know

The Indian economy is the world's tenth largest economy by nominal GDP and fourth largest economy by purchasing power parity. Following market-based economic reforms in 1991, India has become one of the fastest growing major economies, and is considered a newly industrialized country; however, it continues to face the challenges of poverty, illiteracy, corruption and inadequate public health. A nuclear weapons state and a regional power, it has the third-largest standing army in the world, and ranks tenth in military expenditure among nations. India is a federal constitutional republic with a parliamentary democracy consisting of 28 states and seven union territories. It is one of the four BRIC nations. India is a pluralistic, multilingual, and multiethnic society. It is also home to a diversity of wildlife in a variety of protected habitats.

Whoz What

Sl. No.↓	Name↓	Ministries↓	Education↓
1	Manmohan Singh	Prime Minister of India and also in-charge of the Ministries/Departments viz:	BA Economics, MA, PhD
2	Pranab Mukherjee	Minister of Finance	MA, LLB, DLitt
3	Sharad Pawar	Food Processing Industries	B.Com
4	A K Antony	Defence	LLB
5	P Chidambaram	Home Affairs	LLB, MBA
6	Mamata Banerjee	Railways	LLB
7	S. M. Krishna	External Affairs	Law Graduate
8	Virbhadra Singh	Micro, Small and Medium Enterprises	MA
9	Vilasrao Deshmukh	Panchayati Raj and Minister of Rural Development	B.Sc.,B.A,LLB
10	Ghulam Nabi Azad	Health and Family Welfare	MSc



Losers		
STOCKS	PRICE	CHANGE (RS. /%)
Rel. Comm.	83.15	-2.95 (-3.43%)
DLF	222.1	-7.70 (-3.35%)
Hindalco Inds.	189.9	-6.15 (-3.14%)
Tata Power Co.	1217.25	-32.45 (-2.60%)
Hero Honda Motor	1794.2	-42.35 (-2.31%)
Bharti Airtel	365.75	-6.25 (-1.68%)
Tata Steel	562.8	-8.75 (-1.53%)
Reliance Infra.	553.35	-7.70 (-1.37%)
St Bk of India	2327.6	-28.10 (-1.19%)
Wipro	442.7	-2.75 (-0.62%)
Maruti Suzuki	1213.85	-5.35 (-0.44%)
NTPC	170.2	-0.55 (-0.32%)
H D F C	643.8	-2.00 (-0.31%)
B H E L	2064.75	-3.90 (-0.19%)
ICICI Bank	1030.5	-1.90 (-0.18%)
JP Associates	81	-0.15 (-0.18%)
Sterlite Inds.	167.4	-0.15 (-0.09%)

Gainers		
STOCKS	PRICE	CHANGE (RS. /%)
Larsen & Toubro	1594.9	89.15 (5.92%)
Reliance Inds.	914.9	13.10 (1.45%)
O N G C	277.3	3.30 (1.20%)
TCS	1164.7	13.10 (1.14%)
M & M	676.7	7.40 (1.11%)
Tata Motors	1154.15	4.55 (0.40%)
Bajaj Auto	1291.05	4.40 (0.34%)
Cipla	306.1	0.85 (0.28%)
HDFC Bank	2271.35	5.95 (0.26%)
Jindal Steel	639.95	1.50 (0.23%)
Infosys Tech.	2846.35	5.60 (0.20%)
Hind. Unilever	309.5	0.55 (0.18%)
ITC	189.25	0.30 (0.16%)

Market Gyaan

A Comparison of Stocks and Mutual Funds

Mutual funds are diverse stock holdings which are managed on behalf of the investors who buy into the fund. Mutual funds allow investors to take advantage of a diversified portfolio without the need of investing a large sum of money. A diversified portfolio carries the advantage of offering protection against the rapid market losses of any particular stock. If stocks lose their value, the effect will be less if they belong to a portfolio that is spread across twenty stocks than if they belong to a portfolio that consists of a single stock.

Diversification is always a good idea in making investments. The problem for small investors is that usually don't have enough funds to buy a variety of stocks. Despite their limited funds, small investors benefit from diversification through mutual funds. Mutual funds, aside from stocks, can be consisted of a variety of holdings that include bonds and money market instruments. Mutual funds are actually the companies and the investors are really the company share buyers. The shares in a mutual fund are either directly bought from the fund itself or indirectly bought from the brokers who represent the fund. Selling them back to the fund is a way of redeeming shares.

There are some funds which are managed by investment professionals who decide on which securities to include in the fund. Non-managed funds are also available. Indexes, such as the Dow Jones Industrial Average, usually serve as the bases for the funds. The funds, which simply duplicate the holdings of the index where they are based on, rise by a percentage that is the same as that of the chosen index. Non-managed funds often perform well and they sometimes perform even better than managed funds. Mutual funds also carry some downsides. Aside from paying some fees no matter what the performance of the funds is, individual investors also have no say in which securities have to be included in the funds or not. In addition to this, the actual value of a mutual fund share is not as precise as that of the stocks on the stock market.

For small investors, a mutual fund is still considered to be a better choice than either stocks or bonds because they offer the diversity that provides cushion against unpredictable stock market movements. They also provide a greater return than bonds. Mutual funds can also lose value especially in the short term. Short-term investors are better off with bonds that offer a set rate of return. The three main types of mutual funds are money market funds, bond funds, and stock funds. The type that offers the lowest risk, money market funds consist solely of high quality investments like those which are issued by the US government and blue chip corporations. Although they rarely lose money, money market funds also pay a low rate of return.

The aim of bond funds to produce higher yields than money market funds caused them to carry a correspondingly higher risk. The risks that are associated with bonds, such as company bankruptcy and falling interest rates, are also applicable to bond funds. The types of funds that carry both the greatest potential for profitable investment and the greatest risk for losses are stock funds. The risk in stock funds is mostly for short-term mutual fund holders because stocks have traditionally outperformed other investment instruments in the long run. There are different types of stock funds including 'growth funds' that attempt to maximize capital gain and 'income funds' that concentrate on stocks that pay regular dividends. Those with limited funds or investment experiences are recommended to invest on mutual funds. When choosing the right fund, investors have to consider how much risk they are willing to take against their expected investment returns.

Recently Listed IPO's			
Equity	Offer Price	Curr Price	% Gain/Loss
Innoventive Ind	117.00	83.15	-28.93
Future Ventures	10.00	8.15	-18.50
Paramount Print	35.00	25.40	-27.43
Muthoot Finance	175.00	155.70	-11.03
Shilpi Cable	69.00	21.90	-68.26

“An investor without investment objectives is like a traveller without a destination.”

So are golden days at Indian stock exchanges back again? If we trust industry experts we have reasons to believe them! Flashback to January 8, 2008 when Sensex reached its historical high of 21,073- Investors were betting on 25,000 high by the end of 2008. However, we all know what happened to Sensex within a year- it went down to 10,000!! Did industry experts got it wrong in 2008 but will get it right in 2010? That's what most of you would be wondering while reading this article!

I believe it is extremely unfair to blame experts or investors to blame for the fiasco because everybody including you and I were busy enjoying see our investment portfolio swell and Sensex going up every day. We chose to ignore all the warnings coming from market, institutions and experts as we were happy in our own fantasy world. We knew that western economies were lending at very low interest rates and thus creating asset bubble which was waiting to bust. Anyway let us move on.

So what has changed now?

I believe world economy and more so financial markets are less risky due to cleansing of high risk derivative products such as Mortgage Backed Securities. Fundamentals of most of economies are strong or getting stronger after the crash. Let's look at Indian economy- It has grown by over 7.5% in the last financial year and is expected to grow by 8% this year. So if the Indian economy continues to grow at an average of 8.5 per cent per year until December 2015, if there is no double-dip recession in developed countries, if the Indian rupee continues to trade around Rs 46 to the US dollar, then the Sensex should be comfortably placed at 15,622 on March 31, 2010, and around 50,130 in December 2015.

Also, Indian stock market is not overvalued as it was in 2007-08. If a country's market capitalisation as a proportion of global market capitalisation mirrors its share of world GDP, India's stock market seems to be within 15-20 per cent of where it should be. In 2007-08 it was almost 25% overvalued, which was also a sign of pending crash that we chose to ignore.

Even though the Indian stock markets will continue to be fairly volatile for the next few years, **an investor who takes a long-term -- a five- to six-year -- view is likely to be rewarded very well, especially after taking dividends into account.**

Future of Stock Market

The future of Indian stock market is heavily dependent on the following three parameters:

- **Future growth of the Indian economy, annual inflation, and productivity related improvements;**
- **The inflow and outflow of foreign institutional investment; and**
- **Any movement of price-earnings ratios.**

Future growth of Indian economy

India' economy grew at an annual rate of 9.4 per cent during the three years -- 2005 to 2008 -- with agriculture averaging around 5 per cent per year. India also survived the global meltdown of 2008-09 due to minimal exposure of the financial sector to the sub-prime lending, and domestic demand driven growth. India's average annual growth rate during the two years, 2008-2010, was likely to be around 7 per cent (in real terms), with the current fiscal year outperforming the last one by over one per cent.

Favourable demographics, high savings rate, rising middle class, and underleveraged households suggest that domestic demand, and the economy, will continue to grow strongly.

Taking a long-term view and assuming an exchange rate of Rs 46 to 1 US dollar, an annual growth rate of 7 per cent in 2009-10 and 8.5 per cent during 2010-16, the market sentiment being overly buoyant, an inflation of 6 per cent per year, the size of the Indian economy in nominal terms is likely to be:

- **\$1.250 trillion in 2009-10,**
- **\$2.400 trillion in 2014-15,**
- **and \$4.640 trillion in 2019-20.**

This implies a cumulative nominal annual growth of 14 per cent and an approximate four-fold increase in the coming decade.

During 2009-10:

- **The services sector would account for approximately 56 per cent of the Indian economy;**
- **The manufacturing and industries sector would contribute about 29 per cent; and**
- **Agriculture about 15 per cent.**

Between 2005 and 2008, both, the services and the industries sectors grew at approximately 14-15 per cent on a nominal basis and 9-11 per cent in real terms. These sectors are likely to grow between 15-16 per cent in the next six years.

Conclusion

All these macro as well as micro economic factors, if sustained for the next five years, may push our growth to over 10.1%. With increasing EPS and revenue of major Indian companies, Sensex is expected to continue its upward rally and touch 50,000 by the end of 2015.

Business Buzz

Fuel up, margins down, says VP Finance, Jet Airways

India Inc to face no fresh tax liability from IFRS

HSBC says losing money in China, India retail banking.

Ashok Leyland Q4 net up 34% on strong sales, price

SEBI begins process to standardise demat of MF units.

China, India to boost gold demand this year: WGC

Reliance-ADAG to invest \$5-10 billion in Indonesia.

Bharti Airtel puts proposed \$1 bn global bond sale on hold.

Crompton Greaves acquires Sweden-based firm for Rs 370 cr

Food, non-food inflation on decline: Pranab Mukherjee

Food inflation slips to 7.47% for week ended May 7

SAIL keen to set up steel plant in Afghanistan

Govt decides to stop tax incentive scheme for exports

Oil price rise fuels India's inflation woe

ManpowerGroup survey reveals talent shortage in R&D

BSNL-MTNL merger talks are on: Sachin Pilot

Retail can get discount while applying for IPOs, says SEBI

“Every sale has five basic obstacles: **no need, no money, no hurry, no desire, no trust.**”

Jayantiyans conquer Commerce world cup of BU

Com-Vision 2011 is the inter-collegiate fest organized for 11th consecutive year by Department of Commerce, Bangalore University. This initiative of Bangalore University aims to equip the students of different colleges with Conceptual skills to theoretical classroom learning, it aims at giving practical exposure to the students from different colleges and making them active and aware of the real world.

The program was inaugurated with Formal Function, The Chief Guest of the day, was Ms. Shoba Karalraje, Minister for Food, Electricity and Civil Supply and the other esteemed Guest were Dr V.Prabhu Dev, BU ViceChancellor and Mr.Mahendra Jain CEO- Earnst and Young.

Ram Chandra Gowda, Chairman Commerce Department Bangalore University welcomed the gathering and wished the participants for best of participation and learning experience.

It was a 2 day fest held on 10th and 11th May 2011, the invitees were from 25 different colleges having 18 finalist Colleges each college had 14 finalist participants. There were six events conducted with various rounds during the 2 days duration.

Kristu Jayanti College, Commerce Department, had 14 participating Students taking pride to be the Overall Champions of the entire programme. The students' of Commerce Department have once again proved to be talented and skilled with practical knowledge and expertise along with the theoretical understanding.



Team1 (First Prize)	Team2 (Finalist)	Team3
Dennis	Albina	Nancy
Milan	Bijaya	Shilpa
Reshmy	Surjit	Suraj
Charles	Nisha	Saju

Product Launch



Participant 1	Participant 2
Shrungar	Shilpa

Treasure Hunt

Team 1 (Second Prize)
Charles
Nisha
Reshmy
Milan

Mock Stock

Participant 1
Bijaya

Wall Magazine



Team 1 (First Prize)	Team 2 (Third Prize)	Team 3 (Finalist)
Saju	Nancy	Milan
Cherian	Suraj	Surjit

Business Quiz

Participant 1 (Best Manager Winner)	Participant 2 (Finalist)
Charles	Surjit

Best Manager



Mohammed Umair
Lecturer Dept of Commerce-KJC
& Creative editor- Lime light

How to answer tricky questions in Job interviews

Q Why do you want to join our Co?

Rationale

To answer this question, you must have researched the company and built a strong background of knowledge. Reply with the company's attributes as you see them. Offer one or two examples to explain why you're talking to this particular company. What's the most compelling reason you can give to prove your interest?

Q You have changed jobs quite frequently. How do we know you will stick around if we hire you?

Rationale

The hiring process is expensive for companies and time-consuming for managers. The interviewer is seeking someone who can convince them they have staying power. Focus on the fact that you are quite sure now of your direction and that you left previous positions only after you realized you wanted to broaden your responsibilities and increase your experience.

Q Why would you want to accept a position for which you are obviously overqualified?

Rationale

The interviewer is trying to determine your motivation for choosing a new career, and the likelihood that you will be comfortable in a position where you may have less responsibility than you did in the past. Discuss your reasons for choosing this career and be sure and demonstrate willingness to learn new things. Point out new experiences that you look forward to in a job as well as reasons you believe you're uniquely suited for the position. Point out similarities to some of your past jobs in which you enjoyed success.

Q Do you like working alone or in a team environment?

Rationale

Since it is likely that at some time you may be asked to work both ways, stress your flexibility and responsibility and offer examples of how you have fulfilled both roles. Depending on the position, you may need to work without supervision or as part of a team. Since a future employer may want to know if they can fulfill your work environment needs, lean your answer to this question in the direction of your preference. If you like both working alone and with others include that in your answer.

Q Tell me about your positive attributes? What are some of your bad habits?

Rationale

Focus your answer on positive habits that showcase your character strengths. If you mention any negative habits, turn them around with a positive spin. Discuss attributes that will set you apart from the other candidates for the position.

Q Tell me about your positive attributes? What are some of your bad habits?

Rationale

Focus your answer on positive habits that showcase your character strengths. If you mention any negative habits, turn them around with a positive spin. Discuss attributes that will set you apart from the other candidates for the position.

Q How do you go about making important decisions?

Rationale

Shade your answer to match the company you are interviewing with. Think in terms of the interviewer's main concerns. Will you need to be analytical? Creative? Willing to call on the expertise of others? Take this opportunity to convince the interviewer that your relationship skills have made you management material.

Q Can you work under pressure?

Rationale

You might be tempted to give a simple "yes" or "no" answer, but don't. It reveals nothing, and you lose the opportunity to sell your skills. Use this opportunity to assure the interviewer that you can indeed work under pressure; seize the opportunity to sell yourself.

Q Do you work well alone, or do you require direct supervision?

Rationale

With this question the interviewer looks for a match between your need for feedback and your ability to work independently on your own. The interviewer wants to know if you are a self-starter, able to take direction and go with it. Show that you can carry a project through to its completion.

Q Describe a time when you tackled a tough or unpopular work assignment.

Rationale

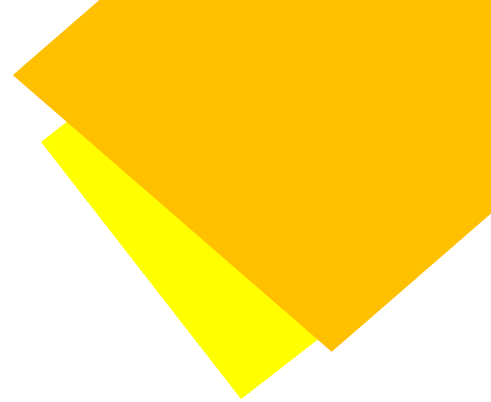
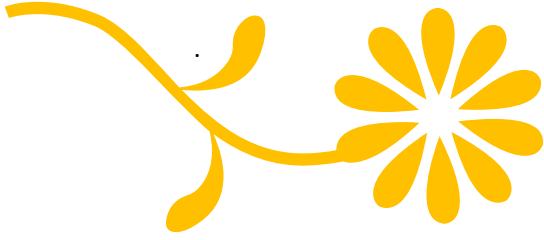
Describe a time you were willing, or even volunteered, to solve a problem that had remained unresolved after earlier attempts. Or describe something you accomplished that was important to the company's long-term interests, even if short-term implications were less than favourable.

Q How do you handle tension?

Rationale

Indicate that tension is usually caused when things are piling up and areas of responsibility are extended for any length of time. You can handle this best by keeping on top of your priorities and responsibilities and by not procrastinating on tasks that need to be accomplished.

LimeLight Memories



Commerce Lab- *Now rejuvenated*

The Department of Commerce is conducting various co-curricular activities to stand with vision of exploring new horizons together with collective wisdom. The idea behind commerce lab is to inculcate knowledge and need-based work skills so that the graduates of the college find themselves prepared for employment and self-employment avenues as and when required. In order to accomplish this task we have incorporated practical aspects of the subject so the students may involve in experiential learning which is vital in present business world. The following is the snap shot of some of the programmes offered by commerce lab:

Mission Connect-College Campus to Corporate Campus

Mission Connect is an industry-academia interaction programme of Commerce lab. Mission Connect aims to enhance the education level of Commerce students and thus increase the employability of these students. This programme is highly fruitful as students will get opportunities to interact with corporate professionals which will help students to understand what the latest trends in professions are and what industries expect from upcoming professionals. Mission connect includes Industrial visits, Guest lectures by Industry experts and Interviews etc.

Self development Programme-Self analyzation is realization of self

In SDP we organize and conduct activities that improve self-knowledge and identity, develop talents and potential, build human capital and employability, enhance quality of life and contribute to the realization of dreams and aspirations.

Thus our SDP focuses on enhancing and grooming one's outer and inner self to bring about a positive change to individual's life. Each individual has a distinct persona that can be developed, polished and refined.

Knowledge screen-Learning from leaders

In the future, innovation and entrepreneurship needs to be encouraged at Social levels, Governmental levels and Managerial levels. There must be a social attitude that views innovations with positive attitude and reject an innovation only when it is not acceptable and Knowledge screen is an initiative towards fulfilling this. Commerce lab is screening documentary videos related to corporate world and also interviews of various business leaders, entrepreneurs, economists and Business experts periodically. This will help students to understand entrepreneurship and Leadership and thus motivate them in converting their dreams into a reality.

The Brain storm-Intelligence is not a science

It is important to your stress level and your happiness quotient that you have at least one activity that you do regularly just for fun. Hobbies and other fun activities provide a fun way to sharpen skills, express your creativity, or just blow off steam. Also, when you get really engrossed in an activity you enjoy, you can experience a state of being know as flow, in which your brain is in a near-meditative state, which has benefits for your, mind and soul. Keeping this in mind we have come up with a set of activities and business games that will not only put your brain to work but also will bring a smile on your face.

Business Buzz

The students will be receiving news and updates related to business and industry every day after the college hours from commerce lab through SMS and also case studies, departmental updates will be communicated through e-mails periodically.

Jai hind-Proud to be an India

Patriotism is a love for one's country and a desire to make her better. Patriotism is important in the lives of youth today because the youth of today will inherit the nation tomorrow. If youth do not become

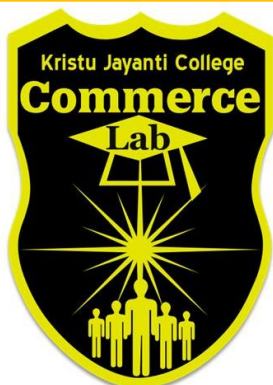
involved in making our nation better, they may not receive a nation worth inheriting. Therefore Commerce lab conducts a set of events that inculcates the love for the nation amongst the students and thus create a feeling of self belongingness in students, which will motivate them to support our country's greatness and working to make her ever better.

Gramin Bharat-Rural Exposure

Rural India is real India. Over Seventy-six per cent of the total population of India lives in villages. Rural development has always been an important issue in all discussions pertaining to economic development, especially of developing countries, throughout the world. Under Creative Commons License: Attribution As a part of its Endeavour to prepare future corporate managers with a human face, Commerce lab is providing opportunity to its students to bond with the rural folks. In this programme students spend time with rural people to get a feel of the various aspects of rural life such as livelihood, education, health and environment. The students also generate awareness among the villagers on their rights and duties and many other important aspects.

Gurukul-Wings to students

The role of students in developing a country is huge. The students today would be the leaders of tomorrow. They will be giving their country back whatever their country has given them. This is how a country develops and this is how many developing nations in the world have become fully developed. Some of these students would be the policy makers in the country helping the government to make policies, some would be scientists helping the country to innovate things, some would be law makers making sure the law in the country is fair etc. In our Gurukul segment we empower students to organize seminars, debates and workshops and thus provide a platform for the students to present the ideas.



"Knowledge is of no value unless you put it into practice."



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