

12/13/16

Internship Report on  
**A STUDY ON IMPLICATION AND USEFULNESS OF FUNDAMENTAL AND  
TECHNICAL ANALYSIS IN STOCK MARKET: A STUDY CONDUCTED AT  
ADITYA BIRLA MONEY, DHARWAD**

BY  
**JAYASHREE P KANOJ**  
**4AL15MBA24**



Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**  
*In partial fulfilment of the requirements for the award of the degree of*  
**MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

**INTERNAL GUIDE**

Dr. Nagendra.  
Assistant Professor,  
Dept. Of Business Administration,  
AIET, Mijar

**EXTERNAL GUIDE**

Mr .Mahantesh S Hidikimath  
Franchisee Relationship Manager  
Broking & Distribution



**Department of MBA**

**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**  
**Shobhavana Campus, Mijar, Moodbidri, Manglore Taluk, D.k -574225**

**2015-17**





## Aditya Birla Money Limited

(Franchisee)

F. K. PLAZA, Near Laxmi Theater, Opp: Galaxy Residency P.B. Road,  
Dharwad-580008 Tel: +918362744481, 3290441

Date : 12-03-2017

### CERTIFICATE

To whom so ever it may concern

This is to certify that Miss. Jayashree Prakash Kanoj MBA student of Alva's Institute Of Engineering And Technology, VTU University Belgaum, has undergone plant project training on "Fundamental & Technical analysis" at Aditya Birla Money Ltd, Dharwad. for the period of 66 days. from 02/01/2017 to 10/3/2017. We found her to be loyal and productive during her project work.

We wish her all success in future endeavors.

Mr. Mahantesh .S.H



Place: Dharwad





## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka )

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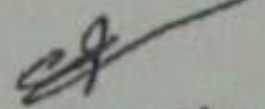
Email : principalaiet08@gmail.com, Web:www.alet.org.in

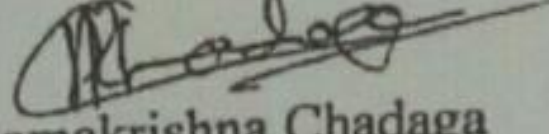
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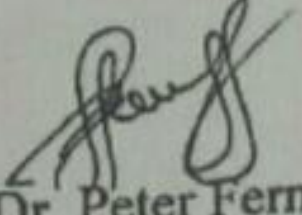
### Certificate

This is to certified that **Ms. Jayashree Prakash Kanoj** bearing USN 4AL15MBA24 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on **A Study on Implications and Usefulness of Fundamental and Technical Analysis in Stock Market: A Study Conducted at Aditya Birla Money Ltd, Dharwad** is prepared by her under the guidance of **Prof. Nagendra S, Associate Professor, Department of MBA**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

  
Prof. Nagendra  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal



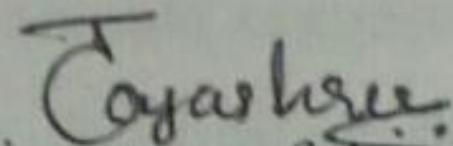
## DECLARATION

I, Jayashree p kanoj, hereby declare that the Internship report entitled "**Fundamental and Technical analysis of stocks**" with reference to "**Aditya Birla Money Limited, Dharwada** " prepared by me under the guidance of **Prof .Nagendra, Assistant Professor, Department of M.B.A, Alva's Institute of Engineering and Technology** and External assistant by **Mr. Mahanesh S Hidikimath, Franchisee Relationship Manager Broking & Distribution, Dharwad.**

I also declare that this Internship work is towards the partial fulfillment of the university regulations for the award of degree of **Master of Business Administration by Visvesvaraya Technological University, Belgaum.**

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Moodbidri  
Date: 15/05/2017

  
Signature of the student



## ACKNOWLEDGEMENT

Completion of a task by shaping and achieving the objective is often a result of valuable contribution from number of individuals, directly or indirectly.

Firstly I thank almighty God for showering his choicest blessing and keeping me in good health throughout the tenure of the project.

I wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to Mr. Ramakrishna Chadaga , Dean of Department of Business Administration.

I am deeply indebted to my faculty guide Dr.Nagendra, Assistant Professor, Department of Business Administration, for his regular supervision and valuable suggestion. I wish to convey my whole hearted gratitude to Mr, Mahantesh S Hidikimath Franchisee Relationship Manager Broking & Distribution,Dharwad and his staff for granting permission and providing valuable information regarding the project.

It's my privilege to thank our beloved principal Dr. Peter Fernandes for giving me the opportunity to take up this project. My profound gratitude to all the faculty member of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar Moodbidri.

Finally I extend my gratitude to my parents for their love and encouragement. And I thankful to my friends for their consent co-operation and support to completed successfully.

Jayashree P Kanoj



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## EXECUTIVE SUMMARY

The summer project title "Fundamental and Technical Analysis" was conducted in Aditya Birla Money Ltd, Dharwada. Aditya Birla Money Ltd, a piece of Aditya Birla budgetary Services Group was consolidated in the year 1995 as Apollo Sindhoori Capital Investment Ltd. In March 2009, the company became a piece of Aditya Birla Group. Its Head office is in Chennai. This firm helped me to understand the perception of the investors towards equity shares form the interaction with the investors.

India is one of the quickest developing economies on the planet. It has developed as the world's quickest developing riches maker, on account of a light securities exchange and higher profit. The share trading system contribution to the Indian economy is huge. Government of India is getting huge amount of revenue from the stock market as investor in the stock market are in huge numbers as compared to previous years. The stock trade comes in the optional market. Stock trade performs exercises, for example, exchanging offer, securities. Stock broking industry is developing at a colossal rate, as an ever increasing number of individuals are pulled in towards stock trade with the expectation of making benefits.

According to the study numerous financial specialists well not mindful of the valuation of stocks, they have no clue about this. They don't even observe the company's execution regarding deals, benefit, income per share and so forth... they aimlessly put into the value offers. Numerous financial specialists contribute as indicated by the intermediaries see, their companions or relative are guidance, so I have finished the venture on Fundamental and Technical Analysis is valuable to share showcase speculators.