

1285

Internship Report on
"TECHNICAL ANALYSIS OF AUTOMOBILE AND BANKING INDUSTRY"
A STUDY CONDUCTED AT ADITYA BIRLA MONEY, BELTHANGADY

BY
SHARATH.B
USN: 4LV15MBA25



Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGUM

In partial fulfillment of the requirements for the award of the degree of

MASTERS OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Nagendra. S
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EXTERNAL GUIDE

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Department of MBA

Alva's Institute of Engineering and Technology
Shobhavana Campus, Mijar, Moodbidri

2015-2017

ADITYA BIRLA



MONEY

"TO WHOM SO EVER IT MAY CONCERN"

This is to certify that Mr. SHARATH B bearing USN-4LV15MBA25 bonafide student doing his MBA at ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI, has undergone a project "Technical Analysis of Automobile and Banking Industry" in our organization from 2nd January 2017 to 10th March 2017. His character and Conduct is uniformly good. He deserved all the Encouragement.

Prasanth
26/04/2017.

Authorized Signatory

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
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Date: 15-May-2017

CERTIFICATE

This is to Certify that Mr. SHARATH.B bearing USN 4LV15MBA25 is a bonafied student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishveshwaraya Technological University, Belgaum.

The Internship Report on "TECHNICAL ANALYSIS OF AUTOMOBILE AND BANKING INDUSTRY" A Study Conducted at Aditya Birla Money, Belthangady is prepared by him under the guidance of Dr. Nagendrn. S, Associate Professor, Department of MBA in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Vishveshwaraya Technological University, Belgaum, Karnataka.


Dr. Nagendra .S
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA



Dr. Peter Fernandes
Principal

DECLARATION

I, **Sharath B**, hereby declare that the internship report entitled **“TECHNICAL ANALYSIS OF AUTOMOBILE AND BANKING INDUSTRY”**, A study conducted at **Aditya Birla Money, Belthangady** prepared by me under the guidance of **Dr. Nagendra. S**, Associate Professor, Department of Business Administration, Alva's Institute of Engineering and Technology and external assistance by **Mr. Prashanth Kumar S**, Stock Broker, Aditya Birla Money, Belthangady.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of the degree of Masters of Business Administration by of Vishvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 10 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: Mijar

Signature of the student.

Date: 15 /May/2017.

ACKNOWLEDGEMENT

Completion of a task by determining 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.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well-wishers for the help I received for the successful completion of my project report.

I am deeply indebted to my faculty guide **Dr. Nagendra. S**, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Prashanth Kumar S**, Branch Manager, Aditya Birla Money, Belthangady and his staff for granting permission and providing requisite 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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

SHARATH.B

EXECUTIVE SUMMERY

The Project title Technical and fundamental Analysis was conducted at Aditya Birla Money Ltd. Belthangady. The stock market 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 huge in numbers as compared to previous years. By this study investor can investor can make both fundamental and technical analysis so that he can get more input or details about the investment and which stock to buy and to sell. This study helped me to understand the perception of the investor towards equity shares from the interaction with the broker.

CHAPTER 1

INTRODUCTION