# A Project Report on

# "MARKETING STRATEGIES WITH SPECIAL FOCUS ON THE SERVICES OFFERED BY MANDOVI MOTORS PVT LTD, MANGALORE"

BY

# Mr. ABDUL MAHSHEED USN: 4AL17MBA01

Submitted to



# VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

# MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Reema Frank

Assistant Professor

ET, Mijar

EXTERNAL GUIDE

Mr. Rajesh Bhat

HR Manager

Mandovi Motors Pvt Ltd.

Mangalore



Department of Business Administration

Alva's Institute of Engineering And Technology,

Shobhavana Campus, Mijar, Moodbidri

2017-2019

# MANDOVI MOTORS PRIVATE LIMITED



CAUTHORISED DEALER FOR MARUTI SUZUKI VEHICLES)

Arvind Building, Balvasta Road, Hampankatta, Mangalore - 575 001

Ph. Sales: 9824-2410728, Fax: 0824-2422877, Mob.: 9980180128

Website: 9824-2410728, Fax: 0824-2422877 Mob.: 9980180128

Website: 9824-2410728, Fax: 0824-2422877 Mob.: 9980180128

GST NO: 2984CCM4308H12189A, 84CCM4308H ON: US4300XA1999PTC024788

REF: MANG/HRD/3012/2018-19

DATE: 27/02/2019

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. ABDUL MAHSHEED, student of MBA, USN-4AL17MBA01, Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri. He completed his Internship towards the partial fulfillment of the requirements for the course of Master of Business Administration (MBA) in our organization.

He has worked as an intern from 03<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019 and submitted report on "Marketing Strategy with Special Reference to Mandovi Motors Pvt Ltd" Mangalore.

His conducts and character was Good during the period of internship.

This certificate is issued on request of the student as support document to be furnish along with project report.

We wish him good luck.

RAJESH BHAT M MANAGER HR

> B C.Road: 08255-280128 Upplinangady: 08251-252128 Sullia 08257-233128 Surathkal : 0824-4258899 Kadaba: 08251-260129 Vittla: 08253-239123

A Unit of Alva's Education Foundation (R)

( Afficient to Minretverays Technological University, Beragest Approved by AICTE. New Delhi & Recognised by Government of Karnetska.)

Shethawara Campue. Mijer. Moodbigs - 574-225. Mangatore, D.K. Karnetska State. Phone. DB288-262724 (O), 262725 (P). Taletax 0828-262726

Email. principalaie108@gmell.com. Wat awar aret org in

Date: 10th April 2019

# Certificate

This is to certify that Mr. ABDUL MAHSHERD bearing USN 4AL17MBA01 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON MARKETING STRATEGIES WITH SPECIAL FOCUS ON THE SERVICES OFFERED BY MANDOVI MOTORS PVT LTD, MANGALORE" is prepared by him under the guidance of Prof. Reema Frank, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Bulagavi, Kornataka

Prof. Reems Frank Internal Guide Dr. R. Wranton Perez

Dr. Peter Pernandes Principal

Aller's tentrate of Eveny, A Technology, Taller, MCODINSON - 174 225, D.C.

# EXECUTIVE SUMMARY

introduction of company. company, organizational structure, mission, vision, achievements etc in short it The topic deal with "A study on MARKETING STRATEGIES WITH SPECIAL FOCUS SERVICES chapters. The Eust chapter deals mainly about the company OFFERED BY TO MANDOVI MOTORS PVT LTD the project it's founder, history of give a brief

framework of the study. internet view of the topic, objectives The second chapter brings the, literature review of the different author, speakers and through of the project study with the conceptual and theoretical

limitation of the study. third chapter deals, methodology and gives the statement of the problem, scope

tabulation, computation and graphical representation of data which The fourth chapter the data is collected through the primary source forecasting concepts and interpreted and techniques, which shows with the help of tables and charts. the analyze which is then calculated It is the of: comprehensive data

to the data interpreted, suggestions are given to the company to improve the area where they are lacking and conclusion is completely conclusion of the project. Lastly there is the bibliography. The last chapter contains the findings, suggestions and conclusions. Findings are Burnis

not only helped me to complete my academic accomplishment but also dealing in a successful manner after overcoming problem and challenges in dealing and also in marketing strategies. This has On the whole the study was of a good experience. This study explained the success of company

# A Project report on

# "AN EVALUATION OF THE WORKING CAPITAL MANAGEMENT"

A Study conducted at

#### SRI PADMA CASHEWS INDUSTRY

Submitted by

**ABHISHEK** 

**4AL17MBA03** 

Submitted to



# VISVESVARYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

# **MASTER OF BUSINESS ADMISISTRATION, 2017-2019**

Under the guidence of

INTERNAL GUIDE EXTERNAL GUIDE

Dr. Claret Mendonca Mr.Mohammed safwan

Associate Professor Manager

Dept. of MBA Sri Padma Cahews industry

A.I.E.T, Mijar, Moodbidri Padyarabettu, Perinje



# **Department of MBA**

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBAVANA CAMPUS, MIJAR, MOODBIDRI, MANGALORE TALUK, D.K –
574225

FEBRUARY-2019



PERINJE, MOODBIDRI-574 197, KARNATAKA

MOBILE: 9483905455

E-mail: padmacashew@yahoo.com

GSTIN: 29AIZPJ3753A1ZY

Ref:

Date: 13/04/2019

# TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. ABHISHEK (USN: 4AL17MBA03) a student of Master of Business Administration, Alva's Institution of Engineering and Technology Moodbidri has undergone his project work on topic "AN EVALUATION OF THE WORKING CAPITAL MANAGEMENT" in our organization from 03/01/2019 to 16/02/2019.

During the period he has done the work sincerely and his conduct was good.

We wish him all success in his future endeavor

\$ignature

A Unit of Alva's Education Foundation (R) ( Affiliated to Visvesvaraya Technological University, Belagavi Approved by AICTE, New Delhi & Recognised by Government of Karnataka )

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State. Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 11th April 2019

# Certificate

This is to certify that Mr. ABHISHEK bearing USN 4AL17MBA03 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "AN EVALUATION OF THE WORKING CAPITAL MANAGEMENT OF SRI PADMA CASHEWS INDUSTRY, him under the guidance PERINJE" prepared by Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide

HOD, MBA

Dr. Peter Fernandes

Principal

L've's institute of Engg. & Technology, (A) or, MOODSIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY:**

The internship project done at **Sri Padma Cashew industry** has been an opportunity to know how the firm operates the management of working capital. The study has been conducted in the finance department of the firm.

The firm **'SHREE PADMA CASHEW INDUSTRY'** was started in the year 2007 at Padyarabettu and it is one of the leading cashew industry in its region. The firm was established by Sulochana Jain in Padyarabettu

This study contains an analysis of the strengths, weaknesses, opportunities of the company and threats that are possessed by the competitors towards the company. The study was conducted including all the departments of the company and learnt about the business dealt by them. I also learnt about the different competitors, different financial aspects related to the working capital management in the organization.

The internship provided a real-world experience into the industry. It has been an excellent and rewarding experience. It helped to build the skills and knowledge necessary in the professional setting. It gave a better understanding of professional cultures and develops professional work habits. It also helped me gain an insight in entrepreneurship in the field of cashew industry.

This internship provided me the opportunity to learn more about the cashew industry and more about the operations of the organization. The study also gave an opportunity to gain a deeper insight about the financial aspect of the organization

Project Report on

# "A STUDY ON BRAND AWARENESS STRATEGIES OF BAJAJ FINSERY 'S EMI

CARD."

Submitted by

ABHILASH SHETTY

4AL17MBA02

Submitted to



# VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

# MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Reema Frank

Assistant professor

AIET, Mijar

EXTERNAL GUIDE

Mr. Sathish

Manager

Bajaj Finsery, Mangalore



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D. K -574225

**APRIL 2019** 



22/02/2019

# TO WHOM SO EVER IT MAY CONCERN

This is to certify that MR. ABHILASH SHETTY, MBA student from Alva's Institute of Engineering and Technology, Mijar, Moodabidri, Bearing USN 4AL17MBA02 has undergone the Project Work on "A Study on Brand Awareness Strategies of Bajaj Finsery's EMI Card", in our Organization from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

During the tenure we found her to be Sincere, Hardworking and Efficient with good conduct and aptitude to gain knowledge.

We wish him all the success in future career.

Bajaj Finance Limited

Branch Office, 4th Floor, Raj Towers, Balmata Road, Opp. Hotel Roopa. Mangalore - 575 001

Registered Office: Mumbal - Pune Road, Akindi, Pune - 417 035, Maharashera, India Corporate Office: 4th Floot, Balaj Timpery Corporate Office, Off Pune Ahmedinagar Road, Visner Nagar, Pune 411014, Tel No. 020-30405040 Fax No. 020-30405030

Corporate IO No.; L65930WH1987PLC042961 www.bajajiinserv.in



A Unit of Alva's Education Foundation (R)

Approved by AIGTE, New Delhi & Recognised University, Belagavi
Shobhavana Campus, Mijar, Mondbidri - 574 225, Mangalore, D.K., Kerneteka State.

Phone: 08288-282724 (O), 282725 (P), Telefax-08258-282728

Email: principalalet08@gmail.com, Web.www.alet.org.in

Date: 11th April 2019

# Certificate

This is to certify that Mr. ABHILASH SHETTY bearing USN 4AL17MBA02 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON BRAND AWARENESS STRATEGIES OF BAJAJ FINSERV'S EMI CARD, MANGALORE" is prepared by him under the guidance of Prof. Reema Frank, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Reema Frank Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes
Principal
Political States of Engs. 8. Technology.
Edger, mocketstort - 574 225, Dix

# Executive summary

The project titled "Brand awareness strategies of Bajaj Finserv EMI card in Mangalore city.

This research is based on the primary as well as secondary data, however primary data collection was more given importance. Research has been done by primary data collection, and primary data has been collected by interacting with sales executives and sales managers, and it was constructed in a manner of getting maximum information from the sales executive. Secondary data has been collected from the company annual report and database.

The study was conducted based on questionnaires to collect the necessary data: question were asked and necessary information was filled on the basis of the respondent answers. The questionnaires are in the structured form of the research study was done with the structured personal interview.

The project also focuses the loan procedure and its approval by studying the cases and records of the company, which documents are necessary for approval of loan and also show the SWOT analysis of the company. Through this project, the researcher has learnt how to give loan on consumer durable product and how to solve difficulties about the documentation. The project deals with time to cash, completing their files and getting the approval online from Bajaj.

# Project Report on

# "A STUDY ON FACTOR INFLUENCING BRAND PREFERENCES OF BEER CONSUMPTION ON YOUTH OF GULBARGA REGION, UNITED BREWERIES PVT LTD, PUNE"

Submitted by

ABHISHEK KAMBLE (4AL17MBA04)

Submitted to



# VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

#### **EXTERNAL GUIDE**

Mr. Mohamed Mujahid Area sales Executive United Breweries Pvt Ltd, Pune **INTERNAL GUIDE** 

Ms.Shiny Joseph
Professor
A.I.E.T., Mijar



# **Department of MBA**

# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

**APRIL 2019** 



Date- 26/03/2019

This is to certify Mr. Abhishek Kamble a student of MBA (MARKETING AND HR) Alva's Institute of Engineering and Technology, Mijar, Moodbidri, Karnataka has successfully completed the summer internship on topic "Study on factors influencing brand preference of beer consumption on youth of Gulbarga region" for United breweries Pvt. Ltd. for the period from 5<sup>th</sup> Jan 2019 to 25<sup>th</sup> Feb 2019.

During the period of his internship with us he was found punctual, hardworking and inquisitive.

We wish you all the best for your future.

FOR UNITED BREWERIES PVT. LTD.

**Mohamed Mujahid** 

Area Sales Executive



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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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 11th April 2019

# Certificate

This is to certify that Mr. ABHISHEK KAMBLE bearing USN 4AL17MBA04 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON FACTORS INFLUENCING BRAND PREFERENCES OF BEER CONSUMPTION ON YOUTH OF GULBARGA REGION AT UNITED BREWERIES PVT LTD, PUNE MAHARASHTRA" is prepared by him under the guidance of Mrs. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Shiny Joseph Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes
Principal

#### **Executive Summary**

I, Abhishek Kamble completing M.B.A from Visvesvaraya Technological University, Belgaum.

I am doing my project on "Study on factors influencing brand preferences of beer consumption on youth in Gulbarga region" with special reference to UB Groups, Pune, Maharashtra."

It is an analysis of consumer brand preference towards the UB Groups and observation on growth of sales rate of beer and its consumption in Youth. At this point there were both negative as well as positive responses from the customers, the employees were very kind and cooperative enough in the organization to help me understand the whole sales as well as promotional process and meeting the customers and they also clarified my doubts regarding work. Primary data was collected through questionnaires and personal interviews, and Secondary Data were taken from Books, Magazines, and Websites. 120 respondents were taken in the process of research.

The survey helped to find out the satisfaction level of UB customers and their opinions about the brand.

I was able to get constructive feedback from customers and field work also helped me to understand the practicality or the work environment.

# A Project report on

# "AN EVALUATION OF THE WORKING CAPITAL MANAGEMENT"

A Study conducted at

#### SRI PADMA CASHEWS INDUSTRY

Submitted by

**ABHISHEK** 

**4AL17MBA03** 

Submitted to



# VISVESVARYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

# **MASTER OF BUSINESS ADMISISTRATION, 2017-2019**

Under the guidence of

INTERNAL GUIDE EXTERNAL GUIDE

Dr. Claret Mendonca Mr.Mohammed safwan

Associate Professor Manager

Dept. of MBA Sri Padma Cahews industry

A.I.E.T, Mijar, Moodbidri Padyarabettu, Perinje



# **Department of MBA**

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBAVANA CAMPUS, MIJAR, MOODBIDRI, MANGALORE TALUK, D.K –
574225

FEBRUARY-2019



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E-mail: padmacashew@yahoo.com

GSTIN: 29AIZPJ3753A1ZY

Ref:

Date: 13/04/2019

# TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. ABHISHEK (USN: 4AL17MBA03) a student of Master of Business Administration, Alva's Institution of Engineering and Technology Moodbidri has undergone his project work on topic "AN EVALUATION OF THE WORKING CAPITAL MANAGEMENT" in our organization from 03/01/2019 to 16/02/2019.

During the period he has done the work sincerely and his conduct was good.

We wish him all success in his future endeavor

\$ignature

A Unit of Alva's Education Foundation (R) ( Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka ) Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State. Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 11th April 2019

# Certificate

This is to certify that Mr. ABHISHEK bearing USN 4AL17MBA03 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "AN EVALUATION OF THE WORKING CAPITAL MANAGEMENT OF SRI PADMA CASHEWS INDUSTRY, him under the guidance PERINJE" prepared by Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide

HOD, MBA

Dr. Peter Fernandes

Principal

L've's institute of Engg. & Technology, (A) or, MOODSIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY:**

The internship project done at **Sri Padma Cashew industry** has been an opportunity to know how the firm operates the management of working capital. The study has been conducted in the finance department of the firm.

The firm **'SHREE PADMA CASHEW INDUSTRY'** was started in the year 2007 at Padyarabettu and it is one of the leading cashew industry in its region. The firm was established by Sulochana Jain in Padyarabettu

This study contains an analysis of the strengths, weaknesses, opportunities of the company and threats that are possessed by the competitors towards the company. The study was conducted including all the departments of the company and learnt about the business dealt by them. I also learnt about the different competitors, different financial aspects related to the working capital management in the organization.

The internship provided a real-world experience into the industry. It has been an excellent and rewarding experience. It helped to build the skills and knowledge necessary in the professional setting. It gave a better understanding of professional cultures and develops professional work habits. It also helped me gain an insight in entrepreneurship in the field of cashew industry.

This internship provided me the opportunity to learn more about the cashew industry and more about the operations of the organization. The study also gave an opportunity to gain a deeper insight about the financial aspect of the organization

# A PROJECT REPORT ON

# A COMARATIVE STUDY OF DUPONT ANALYSIS WITH REFERENCE TO MANGALORE REFINERY AND PETROCHEMICALS LIMITED

BY

# AISHWARYA KOTIAN

**(USN.4LV17MBA01)** 

Submitted to



# VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

# MASTER OF BUSINESS ADMINISTRATION

*Under the guidance of* 

INTERNAL GUIDE

DR.NAGENDRA

Asst.Professor

Department Of MBA

EXTERNAL GUIDE

MR.C.I ACHARYA

Chief General Manager

Finance

AIET MIJAR MRPL -MANGALORE



# **Department of MBA**

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBAVANA CAMPUS, MIJAR, MOODBIDRI, MANGALORE TALUK, D.K
FEBRUARY-2019



# मंगलूर रिफाइनरी एण्ड पेट्रोकेमिकल्स लिमिटेड, मंगलूर MANGALORE REFINERY AND PETROCHEMICALS LIMITED

(ऑयल एवं नेचुरल गैस कॉर्पोरेशन लिमिटेड की सहायक कंपनी A Subsidiary of ONGC Ltd.) Kuthethoor PO, Mangalore 575030, Email: training@mrpl.co.in

# **TRAINING & DEVELOPMENT**

Format No.: TRG/F/08

File Ref. No.: MRPL TRG JAN19/19

Date: /3- 04- 2019

# INTERNSHIP TRAINING / PROJECT WORK COMPLETION CERTIFICATE

This is to certify that Mr/Ms... AISHWARYA KOTIAN...... has completed Internship Training / Project Work at Mangalore Refinery and Petrochemicals Limited.

The details are mentioned below:

Regn.No.	4LVI7MBAOI
Course Pursuing and Branch	MBA [FINANCE]
College Name	ALVA'S INSTITUTE OF ENGG.
Period of internship Training/ Project Work(including holidays)	From: 21/01/2019 To : 17/03/2019
Details of attendance	Present days : 45 days Absent days :

We wish success in his/her future endeavors.

For Mangalore Refinery and Petrochemicals Limited.

**Authorized Signatory** 

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email: principalalet08@gmail.com, Web:www.aiet.org.in

Date: 11th April 2019

# Certificate

This is to certify that Ms. AISHWARYA KOTIAN bearing USN 4LV17MBA01 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "A COMPARATIVE STUDY OF DUPONT ANALYSIS WITH REFERENCE TO MANGALORE REFINERY AND PETROCHEMICALS LTD, MANGALORE" is prepared by her under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes
Principal
PRINCIPAL

Mive's testitute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

The project report titled "A Comparative Study of DuPont Analysis with Reference to Mangalore Refinery and Petrochemicals Limited, Mangalore" is submitted in partial fulfilment of the requirement for the award of Master of Business Administration.

The petroleum industry in India stands out as an example of the strides made by the country is match towards economic self-reliance.MRPL is located in a beautiful hilly terrain north of Mangalore city. It was initially set up as India's first even joint stock company in the field of refineries which was promoted by Hindustan Petroleum Corporation Limited And Rayon Industries Limited and its associates like Grasim Industries Hindalco, Indo gult Fertilizers which are the part of Adithya Birla Group in 1987. In general meeting held on 28 th March 2003 shareholders of mrpl approved a process of ONGC's takeover the refinery with the majority shares and exclusive management control.

In this report the two step DuPont analysis has been found out in order to determine the return on equity. The components of the return on equity includes profit margin, total asset turnover and leverages .The overall components of return on equity is equal to total return on equity. So it determines the overall return. Ratio analysis gives a brief description about company's financial analysis in order find out the financial performance of one company to other. The five different companies companies of oil sector have taken into consideration for the purpose of analysis with three years of financial details. Analysis and interpretation of various accounting ratios gives a better understanding of financial and performance of the firm.

# A Project report on

# "A STUDY ON FINANCIAL STATEMENT ANALYSIS"

A Study conducted at

# **UDUPI CARS, UDUPI**

Submitted by

AKHILESH

**4LV17MBA02** 

Submitted to



# VISVESVARYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

# **MASTER OF BUSINESS ADMISISTRATION, 2017-2019**

Under the guidence of

INTERNAL GUIDE EXTERNAL GUIDE

Dr.Nagendra S Mr.Asif

Associate Professor HR executive

Dept. of MBA Udupi cars

A.I.E.T, Mijar, Moodbidri Udupi.



# **Department of MBA**

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBAVANA CAMPUS, MIJAR, MOODBIDRI, MANGALORE TALUK, D.K –
574225

FEBRUARY-2019





# **CERTIFICATE**

This is to certify that, Mr. AKHILESH (USN: 4LV17MBA02), student of MBA. At Alva's Institute of Engineering and Technology, Moodbidri, Karnataka – 5741225 has done a project work on "FINANCIAL STATEMENT ANALYSIS" At Udupi cars, Udupi from 3<sup>rd</sup> January to 15<sup>th</sup> February 2019.

During this period, his conduct and performance were good.

We wish him all success in his future endeavor.

Proprietor

A Unit of Alva's Education Foundation (R)
( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 11th April 2019

# Certificate

This is to certify that **Mr. AKHILESH** bearing **USN 4LV17MBA02** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report entitled "A STUDY ON FINANCIAL STATEMENT ANALYSIS WITH REFERENCE TO UDUPI CARS, UDUPI" is prepared by him under the guidance of **Dr. Nagendra S**, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes
Principal

PRINCIPAL Live's institute of Engg. & Technology, Mijar, MOODSIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY:**

The internship project done at Udupi cars, Udupi has been an opportunity to know how the firm operates in the industry. The study has been conducted in the finance department of the firm.

Udupi cars was established on 20 January 2015. It is a privately-owned second-hand car showroom that sells multiple brands of cars, economic to premium that is purchased from customers and showrooms within the region of Karnataka.

This study contains an analysis of the strengths, weaknesses, opportunities of the company and threats that are possessed by the competitors towards the company. The study was conducted including all the departments of the company and learnt about the business dealt by them. I also learnt about the different competitors, different financial aspects related to pricing of the vehicles and also got an opportunity to learn the process of transferring the vehicles from one owner to another among different districts of Karnataka. The vehicles where bought only within the region of Karnataka.

The internship provided a real-world experience into the industry. It has been an excellent and rewarding experience. It helped to build the skills and knowledge necessary in the professional setting. It gave a better understanding of professional cultures and develops professional work habits. It also helped me gain an insight in entrepreneurship in the field of automobiles.

This internship provided me the opportunity to learn more about the second-hand cars market and more about the operations of the organization. The study also gave an opportunity to gain a deeper insight about the financial aspect of the organization

#### PROJECT REPORT ON

# "FINANCIAL LEVERAGE AND ITS IMPACT ON STOCK RETURNS" A STUDY CONDUCTED AT PREMIER INVESTMENTS, UDUPI

Submitted by

Ms. AKSHAYA

**USN: 4AL17MBA05** 

**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. Claret Mendonca
Department of MBA

AIET, Mijar

EXTERNAL GUIDE Mr. Harish B

**Premier Investments** 

Udupi



DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERNING AND TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI
APRIL 2019

Premier investments

Premier center

Old post office road,

Phone: 0820-2525264, 2522641

MOTILAL OSWAL
Investment Services
Solid Research, Solid Advice

Udupi

16-02-2019

# **CERTIFICATE**

This is to certify that, Ms. AKSHAYA (USN: 4AL17MBA05), student of MBA. At Alva's Institute of Engineering and Technology, Moodbidri, Karnataka – 5741225 has done a project work on "FINANCIAL LEVERAGE AND ITS IMPACT ON STOCK RETURNS" At premier investments, Udupi franchisee of Motilal Oswal securities ltd, Mumbai from 3<sup>rd</sup> January to 15<sup>th</sup> February 2019.

During this period, her conduct and performance were good.

For Premier investments

Harish B

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi Approved by AICTE, New Delhi & Recognised by Government of Karnataka )

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State Phone: 08258-262724 (O), 262725 (P), Telefax 08258-262726

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

11th April 2019

# Certificate

This is to certify that Ms. AKSHAYA bearing USN 4AL17MBA05 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY ON FINANCIAL LEVERAGE AND ITS IMPACT ON STOCK RETURNS WITH SPECIAL REFERENCE TO PREMIER INVESTMENTS, UDUPI" is prepared by her under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide Dr. R.Wranton Pe

Dr. Peter Fernandes Principal

PRINCIPAL

(Suc's institute of Engg. & Technology,

(Mjar, MOODBIDRI - 574 225, D.K.)

#### **EXECUTIVE SUMMARY**

The project is undertaken at Premier Investment, Udupi. This is a broking company. They offer world class facilities for buying and selling of shares and mutual funds on NSE and BSE, Derivatives services.

The present research is conducted to study the financial leverage and its impact on stock returns. The research study covers top 38 BSE listed companies that are belonging to different sectors excluding banking companies. This study is made to find the relationship between the risk and return of the portfolio. The core objective of the study is to find out the impact on the stock returns. The study of financial leverage and its impact on stock return help the companies to make decision to select the best portfolio to minimize the risk. The study is based on the five years data. Both primary and secondary data has been used for the purpose of study.

# A Project report on

# "AN ANALYSIS ON RELATIONSHIP MARKETING IN STOCK BROKING BUSINESS WITH REFERENCE TO CONSORTIUM SECURITIES PVT LTD,BANGALORE"

A Study conducted at

# **CONSORTIUM SECURITIES PRIVATE LIMITED**

**BANGLORE** 

Submitted by

# ANANTH KUMAR.N 4AL17MBA06



# VISVESVARYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

Under the guidance of

# **INTERNAL GUIDE**

MRS, SHINY JOSEPH

**Associate Professor** 

Dept. of MBA

A.I.E.T

MIJAR, MOODBIDRE

# **EXTERNAL GUIDE**

MR.MADHAN KUMAR

MANAGER SECURITIES

PVT.LTD CONSORTIUM

**BANGALORE** 



# **Department of MBA**

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBAVANA CAMPUS, MIJAR, MOODBIDRI, MANGALORE TALUK-574225
FEBRUARY-2019



# **Consortium Securities Private Ltd**

No.133, pakshiraj building ,33<sup>rd</sup> cross ,11<sup>th</sup> main, Jayanagar 4th Block East ,Bangalore – 560011, Ph: 080-22441576

# Certificate

This is to certify that MR. ANANTH KUMAR.N (REG NO: 4AL17MBA06), Student of MBA, at Alvas Institute of Engineering and Technology, Moodbidri, Karnataka, has done a project work on "An analysis on relationship marketing in stock broking business with reference to online trading" at Consortium Securities Private Limited from 03-01-2019 to 03-03-2019.

During this period her conduct and performance were Good.

For Consortium Securities Private Ltd

M. Madhan Kuman

Mr. madhan kumar

manager

consortium securities private limited

A Unit of Alva's Education Foundation (R)
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Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 10th April 2019

# Certificate

This is to certify that Mr. ANANTH KUMAR N bearing USN 4AL17MBA06 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "AN ANALYSIS ON RELATIONSHIP MARKETING IN STOCK BROKING BUSINESS WITH REFERENCE TO CONSORTIUM SECURITIES PVT LTD, BANGALORE" is prepared by him under the guidance of Mrs. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Shiny Joseph Internal Guide Dr. R.Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Mya's institute of Engg. & Technology, Miljar, MOODBIDRI - 574 225, D.K

# **EXECUTIVE SUMMARY**

The project title "An analysis on relationship marketing in stock broking business with reference to online trading" which was conducted at the branch of consortium securities private limited, Bangalore which was incorporated on 1994 as a registered stock broking company with the vision of becoming a leading financial service provider. The company helped me to perceive the basic concept of NSE, BSE, DEMAT Account, stock trading and the investors perception towards the investment which are made by them to the different companies

This study focuses on relationship marketing in stock broking how the company should have to maintain a relationship with their investors

By undertaking this study, I will get a complete knowledge about how to maintain a relationship with their investors and the company should maintain good relationship with their investors

#### A PROJECT REPORT ON

# "A STUDY ON WORKING CAPITAL MANAGEMENT WITH SPECIAL REFERNCE TO JBF PETROOCHEMICALS LTD."

BY

# ANISHA RODRIGUES 4AL17MBA07

Submitted To



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

*Under the guidance of* 

#### **INTERNAL GUIDE**

**Dr. Claret Mendonca** 

**Associate Professor** 

**Department of MBA** 

AIET, Mijar

#### **EXTERNAL GUIDE**

Mr. Sathish Shetty

**Finance Manger** 

JBF Ltd, Mangalore



# DEPARTMENT OF BUSINESS ADMINISTARTION ALVAS INSTITUE OF ENGINEERING AND TECHNOLOGY APRIL - 2019

No.: 4-214, P.B.No. 001, Industrial Plot No.-9, Mangalore SEZ Ltd, Village Bajpe, Mangalore, Dakshina Kannada District, Karnataka - 574142. Ph: 0824 2868400 CIN: U24290DN2008PLC000287

JBFPL/HR/PC/19-03

16th February 2019

## TO WHOM SO EVER IT MAY CONCERN

This is to certify that, Ms. Anisha Rodrigues, USN:4AL17MBA07, MBA 03rd Semester student of Alva's Institute of Engineering and Technology, Mijar Moodbidri, has undergone her project work on "A Study on working Capital Management" in Finance Functions from 03rd January 2019 to 16th February 2019 at JBFPL PTA Plant in MSEZ, Mangaluru. During this period, she has proved herself to be an effective learner.

We wish her all the very best in her future endeavors.

For JBF Petrochemicals Ltd.

Dheeraj Shetty

General Manager - HR, IR & Admin

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Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Ms. ANISHA RODRIGUES bearing USN 4AL17MBA07 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY ON WORKING CAPITAL MANAGEMENT WITH SPECIAL REFERENCE TO JBF PETROCHEMICALS LTD, MANGALORE," is prepared by her under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

The project is entitled as 'A study on Working Capital Management with special reference to JBF (Jaya Bharath Fabrics) Petrochemicals Ltd, Mangalore'. This study was conducted for six weeks and submitted to the partial fulfillment of requirements of the award of Master of Business Administration.

JBF Petrochemicals Ltd is a manufacturer and producer Polyester Yarn Texturizing Company. It is a Backward Integration Organization. This main objective of this to analyze the trend of working capital of the company and the factors influencing the performance of the company. The primary data was obtained through discussion and with the external guide and the other employees in the organization. The study is mainly based on the secondary data and the secondary data has been collected from the books and annual reports.

This project begins with current scenario of petrochemical industry, industrial profile, company profile, product and services and also SWOT analysis of the company. Chapter two deals with background study of the topic and also literature view. Chapter three contains research design and the methodology of the project. Chapter four analysis of working capital trend as well as financial statement of the company.

As part of this project an organization study was conducted by visiting the various functional department of the organization, observing the actual functioning and interacting with officers and staff of the company. So the industrials sector to which the organization belongs is also profiled with the help of secondary data collected concurrently.

# "A RESEARCH STUDY ON PORTFOLIO FOR MUTUAL FUND INVESTORS

#### STUDY CONDUCTED AT KOTAK SECURITIES, KUNDAPURA"

Submitted by

**ANVESH M SHETTY** 

**4LV17MBA03** 

**Submitted to** 



Visvesvaraya technological university, Belgaum

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

**Master of business administration** 

Under the guidelines of

Internal guide External guide

Prof. Nagendra S Mr. Gajanana Rao K

Department of MBA Manager, Tradejini

AIET, Mijar Finance Private Ltd.

**Department Of MBA** 

**Alvas Institute of Engineering and Technology** 

Mijar

2017-2019



Date: 17/02/2019 Place: Kundapura

#### **CERTIFICATE**

This is to certify that Mr. Avesh M, student of Master of business and administration (MBA) of Alva's institution of engineering and technology, Moodbidre, has successfully completed a summer internship in the field of finance "A research study on a portfolio for mutual fund investors" from 3rd January2019 to 16th Feb 2019 under the guidance of Mr. Gajanana Rao K (Sub broker)

During the period of his internship program with us he had been exposed to different process was found punctual, hardworking and inquisitive.

Guide Name: Gajanana Rao K (Sub broker)

We wish his every success in his life and career.

Yours faithfully,

(Sub broker

Kotak Securities Private Limited , 393-26 Bhandarkap College, Kundapur, Karnataka-576201 Reg No-INB230808130, Tel: 08038385383 Regd. Office: 2nd FIr,Bldg. 535, Khar West, Nav Meghdoot, 536, Linking Rd, Mumbai, Maharastra-400052

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Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 12th April 2019

#### Certificate

This is to certify that Mr. ANVESH M SHETTY bearing USN 4LV17MBA03 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report entitled "A RESEARCH STUDY ON PORTFOLIO FOR MUTUAL FUND INVESTORS OF KOTAK SECURITIES, KUNDAPURA" is prepared by him under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Mijar, IAOODBIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

#### **Title of the Project**

#### "Research Study on Portfolio for mutual Fund Investor"

The study was conducted with the following objects.

- 1. To study the array of investment products available in the market
- 2. To ascertain the investment goals of investors.
- 3. To, device a standardize portfolio for the investors
- 4. To know where they prefer to invest or keep with them.
- 5. To find out reasons for the growth. Decline in NAV of mutual fund.

Research Design consists of collection & analysis of data's to execute a particularly theoretical perspective.

The information was collected through personal interview and interview was conducted through the mode of questionnaire.

The data was collected through primary as well as secondary sources.

The study was conducted in Kundapura city, with the help of database of portfolio building for investors collected by myself.

while studying for the Kotak Securities it is not more difficult for me for the findings however now a days people are more educated and very well known about the investments while in research I come to known that Kundapura peoples are investing in Mutual Funds for the tax benefits and safe returns.

There were no age criteria for the Mutual Funds investments any one can be invest in the market but here it is financial planner duty to guide investors properly so that they can also increase the investors in the market also bring the Mutual Funds in the top listed.

According to the inflation pressures in the economy people are more interested in Mutual Funds instead of saving in fixed deposits. In the mutual funds peoples get 14% returns as well tax benefits and sage returns are getting's.

#### **Project report On**

# "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF ND SONS ENGINEERS, BAIKAMPADY"

Submitted By

APOORVA (4AL17MBA08)



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

*Under the guidance of* 

**EXTERNAL GUIDE** 

#### INTERNAL GUIDE

Dr.Claret Mendonca Mr. Amith Kumar

Associate Professor Accounts Officer

MBA Department ND SONS ENGINEERS

AIET, Mijar Belthangady



# Department of Business Administration ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, DK - 574225 APRIL- 2019



Works: #93,

KIADB Industrial Area, Bykampady, New Mangalore - 575 011 Tele Fax: 0824 2408383, 9448039383 Email: info@ndsons.com

Web: www.ndsons.com



18.02.2019

## **Certificate**

This is to certify that Ms. Apoorva (USN: 4AL17MBA08) studying M.B.A in Alva's Institute of Engineering And Technology, Moodbidri, has undertaken Project Work from 03-01-2019 to 16-02-2019 and prepared a project report on "Financial performance analysis".

During the period of project work she has done the work sincerely dedicated and hard working.

We wish distinguished success in her studies and best of luck for his future life too.

We wish success in her future endeavors.

Jp3/2019

For NDSons Engineers

M.D.Roojai (Proprietor) NDSons Engineers
# 93 KIADB Industrial Area
Baikampady. New Mangalore-575011
GST No: 29AIYPP1962GIZI
Telefax: 0824-2408383
Email: mdp@ndsons.com, web: www.ndsons.com

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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that **Ms. APOORVA** bearing **USN 4AL17MBA08** is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF "ND SONS ENGINEERS", BAIKAMPADY," is prepared by her under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide Dr. R.Wranton Perez
HOD, MBA

Dr. Peter Fernandes

Principal PRINCIPAL

Clya's Institute of Engg. & Technology, Chijar, MCOOBIDRI - 574 225, D.X

#### **Executive summary:**

A boiler is a closed vessel in which liquid is heated. The fluid does not necessarily boil. The heated or vaporized fluid exists the boiler for use in various process or heating applications, including water heating, central heating, boiler-based power creation, cooking, and sanitation.ND Sons engineers are recognized for its capability to provide equipments to meet the unique requirements of broad range of industries. It is a company who has a turnover about 10 crores and above. The company has interests in expanding the engineering business by being the supplier of choice and creating best value for their customer.

Financial analysis is the process of evaluation of the relationship between components part of a financial statement to obtain a better understanding of firm's financial position and performance of the company. In such way the main objective of financial statement analysis into analyze and evaluate the information contained in financial statement to judge the financial soundness, profitability and solvency of a firm. The financial statements are been analyzed by financial analyst with various tools before commenting about financial health and weakness of the company.

The interpretation and analysis of statement of finance is necessary to bring out the mystery behind figures in financial statement. Financial statement analysis is the process of identifying the weakness and strengths of the company by establishing relationships between the items of balance sheet and profit and loss account. The plans that to be made in the future should be based on firm's financial strengths and weakness. Data would be collected through records that is been maintained in finance department and techniques used like Trend analysis and common size statement and ratio analysis.

#### A PROJECT REPORT ON

# STUDY ON RISK AND RETURN ANALYSIS OF 30 BSE SENSEX STOCK AT KARVY STOCK BROKING LIMITED

Submitted By

Ms. NB ARPITHA

**USN: 4AL17MBA21** 

Submitted to

#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION



Under guidance of

INTERNAL GUIDE EXTERNAL GUIDE

Prof. Yogesh Dixit Mr. Jagadish M

Assistant Professor Assistant Manager

Department Of MBA Karvy Stock Broking

AIET, Mijar Bangalore



#### DEPARTMENT OF BUSINESS ADMINISTRATION

Alva's Institute Of Engineering And Technology, Moodibidri

**APRIL-2019** 



Ref: No. KSBL/Proj/2018-19

Date: 26th Feb. 2019

#### **CERTIFICATE**

#### TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms. ARPITHA N B - bearing USN. 4AL17MBA21 an MBA student of ALVA's Institute of Engineering And Technology, Shobhavana Campus, Mijar, Moodbidri – 574225, Mangalore, had done a Internship / Project Report, a Study on "RISK AND RETURN ANALYSIS OF 30 STOCKS WITH BSE SENSEX." during the period from 3rd Jan. 2019 to 16th Feb. 2019 in Yelahanka Branch under the guidance of Mr. Jagadish M, Asst. Manager & Mr. Natesha K, Senior Manager, Broking Dvn. Bangalore.

She has completed the project work and submitted the report on the same. We wish her success in all her future endeavors.

For KARVY STOCK BROKING LIMITED

Karvy Stock Broking Limited

Corporate Office: 'Karvy Millennium', Plot No. 31, Nanakramguda, Financial District, Gachibowli,
Hyderabad - 500 032. Telangana. T: +91 40 3321 1500 | F: +91 40 3321 8029 | E-mail: service@karvy.com | www.karvy.com
Registered Office: Karvy House, 46, Avenue 4, Street No.1, Banjara Hills, Hyderabad - 500 034. Telangana
T: +91 40 2331 2454 / 4467 7400

SEBI Registration No.: NSE: INB/INF/INE 230770138; BSE: INB 010770130; MSEI: INE 260770138; NSDL: IN-DP-NSDL-247-2005; CDSL: IN-DP-CDSL-305-2005. IGC e-mail: Stock Broking: igksblsb@karvy.com; DP: igksbldp@karvy.com Compliance Officer: Srikrishna Gurazada Contact No.: +91-40 23312454. e-mail: compliance.ksbl@karvy.com. CIN: U67120TG1995PLC019877

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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Ms. N B ARPITHA bearing USN 4AL17MBA21 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "STUDY ON RISK AND RETURN ANALYSIS OF 30 BSE SENSEX STOCK" is prepared by her under the guidance of Prof. Yogesh Dixit, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Yogesh Dixit Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes Principal

PRINCIPAL

Alva's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K.

#### LIST OF GRAPH

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4.31	Graph showing the Beta Value	50

#### **EXECUTIVE SUMMARY**

Project is a primary part of an academic assignment program of visvesvaraya technological university For Master of Business Administration. This ingenuity aims to build the connecting gap between learned knowledge and industrial orientation. The internship program of 6 week at Karvy stock broking limited enabled the intern to gain the practical insight and exposure to the stock market industry and also helped in developing the Investing skills and critical thinking skills in Investment Process \ Taking Investment decision.

This industry institution interaction paved the way for gaining knowledge about how the real time trading orders are received and executed and how to open a Demat Account for stock trading and commodity trading. The theoretical knowledge learnt in third semester on the subject investment management like Beta, variance, co variance. Were Calculated practically using the software.

In this study helps to analysis the stock that their risk and return on their investment .the process of finding the return on investment and also analysis the risk how much the an investor has to bear the risk in investing process.

In this study 30 Stock listed in the Bombay Stock Exchange are Selected and their monthly Data of closing price of the stock and also the index of BSE Sensex closing price is taken for the study. One year data is collected to conduct the study.

#### A Project Report on

# "A STUDY ON RECRUITMENT AND SELECTION PRACTICES PREVAILING AT JR WORLD SOFTTECH, BANGALORE."

Submitted by ARUN KUMAR A 4AL17MBA09

**Submitted to** 



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

EXTERNAL GUIDE INTERNAL GUIDE

Mr. Kishore Prof. Shiny Joseph

HR Manager Assistant Professor

JR World Softtech Pvt Ltd Department of MBA

Bangalore AIET, Mijar



#### **Department of MBA**

#### ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

**APRIL 2019** 

## J.R. WORLD SOFTTECH SYSTEMS PVT. LTD.

DEVELOPING | OUT SOURCING | TRAINING | CONSULTING | STAFFING & SERVICES

# 720, 1st Floor, Above Kotak ATM, 24th Main Road, J.P. Nagar 6th Phase, Bangalore - 560 078.

Phone: 080-41179599 • Email: hr@jrsoftsolutions.com • www.jrsoftsolutions.com

#### INTERNSHIP CERTIFICATE

Date: 02-03-2019

#### TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Arun Kumar (4AL17MBA09) S/O Anjineya V, is a student of MBA (MBA HR/Marketing 4<sup>th</sup> SEM) in Alvas Institute of Engineering & Tech, Mijar, Karnataka has successfully completed 02 months from 3 Jan 2019 to 2 Mar 2019. Internship programme at our Company (JR World Softtech Systems Pvt. Ltd.)

During the period of his internship programme with us he was found punctual, hardworking and Inquisitive.

We wish him every success in life.

J.R. WORLD SOFTECH SYSTEMS PVT, LTD. # 720, 1st Floor, Above ING ATM, 15th Cross, J.P. Nagar 6th Phase, For, J R World SANGANDS 5516973 Pvt. Ltd.

Frized Signature

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( Affiliated 'to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 11th April 2019

#### Certificate

This is to certify that Mr. ARUN KUMAR A bearing USN 4AL17MBA09 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON RECRUITMENT AND SELECTION PRACTICES PREVAILING AT J R WORLD SOFTTECH PVT LTD, BANGALORE" is prepared by him under the guidance of Mrs. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Shiny Joseph Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Eernandes

Alva's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K

## **Executive Summary**

The project titled 'Recruitment and Selection' Undertaken in Jr World Softech Pvt Ltd. It is a well-established corporate house, Incorporated & headquartered in Bangalore providing financial and manpower services with a wide range of services.

Jr World Softech Pvt Ltd provides end to end personalized investment management services, which includes planning, advisory, execution and monitoring. Jr World Softech Pvt Ltd has a presence across asset class debt, fixed-income & mutual funds, with offline as well as online equity execution capabilities.

We are a prominent management consultancy house involved in Manpower Placements. We are catering to the manpower requirements for the Executives, Middle Management and Top Management Positions in various functional disciplines including Sales, Marketing, H.R, Finance Manufacturing, and Production etc.

The project report is about recruitment and selection process that's an important part of any organization. Which is considered as a necessary asset of a company? In fact, recruitment and selection gives a home ground to the organization acumen that is needed for proper functioning of the organization. It gives an organizational structure of the company. It's a methodology in which the particular organization works and how a new candidate could be recruited in such a way that he/she would be fitted for the right kind of career.

There are two types of factors that affect the Recruitment of candidates for the company

- Internal factors
- External factors

#### PROJECT REPORT ON

# "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF THOMAS COOK(INDIA)LTD, MANGALORE"

Submitted By

#### Ms.ASHRITHA

**USN: 4LV17MBA04** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

#### MASTER OF BUSINESS ADMINISTRATION

*Under the guidance of* 

INTERNAL GUIDE Dr.NAGENDRAS Department of MBA A.I.E.T, Mijar Moodbidri EXTERNAL GUIDE
Mr. Sharath A
Assistant Manager
Thomas cook(India)ltd,
mangalore



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

2019

Thomas Cook (India) Ltd. A1/B1, Ground Floor Ramabhavan Complex Kodialbail Mangalore - 575 003 Tel.: 0824 - 6450583



Date: 28th Feb 2019 Place: Mangalore

#### TO WHOM SO EVER IT MAY CONCERN

This is to certify that Miss. Ashritha (4 LV17MBA04); MBA student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRE has successfully completed her internship on the topic 'Working Capital Management' with reference to Thomas Cook (India) Ltd.

The project work was carried out from January 14, 2019 to February 28, 2019 and her project shows keen understanding of the topic.

During the project work her conduct has been good.

We wish her all success in her future endeavours.

Sharath A.

Assistant manager

Thomas Cook (India) LTD

Mangalore

A Unit of Alva's Education Foundation (R)
( Affiliated 'to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 9th April 2019

#### Certificate

This is to certify that **Ms. ASHRITHA** bearing **USN 4LV17MBA04** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS ON THOMAS COOK INDIA PVT LTD, MANAGLORE KARNATAKA" is prepared by her under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R.Wranton Perez
[ HOD, MBA

Dr. Peter Fernandes
Principal
PRINCIPAL

Alvo's Institute of Engg. & Technology, Liljus, MOODBIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

Internship is a one of the best opportunity to get a practical experience regarding academics'. It is helpful to gain the opportunities and also develop the working skills, it is one way to apply the theoretical concept to practical experience.

From a business perspective, an extensive study was done on the investment analysis made by the company ,ownership pattern, achievements and awards of the company, future growth and prospects, A thorough SWOT analysis was conducted to highlight strategically strengths, weaknesses, opportunities and threats. A financial analysis was conducted to determine the liquidity ratio.

It can be concluded that the company has a strong background in its industry and will continue to be the best company in South India. The management is well prepared for the future technological challenges and they have been adapting to the situation and the government agencies.

More importantly my view of the company is that it is positioned strongly, departments are well managed and employee working conditions are good. There are amicable relations between the various department make possible Thomas cook (India) ltd to optimize its functioning. The staffs are very co-operative and time conscious and cultured. Each staff member is taking active part in the organization and they are working according to the rules and regulations of the company.

# "A STUDY ON INVENTORY MANAGEMENT SYSTEM AT SIEMENS, CHENNAI"

Submitted By

Ms. CHAITHRA V

**USN: 4LV17MBA06** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY,

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

<u>INTERNAL GUIDED.</u>

Claret Mendonca Mr. Muthamil Tamilarasan

Department of MBA Project Manager,

AIET, Mijar Siemens



#### DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

2017-2019



Name Department Phone Fax Mobile E-mail

Date

Senthilkumar MS Human Resources +91 (44) 3717 4021

kumar.senthil@siemens.com

Your letter of Our reference SL/HR/CHE 14.02.2019

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Chaithra V from Alva's Institute of Engineering and Technology, Mangalore has undertaken her Internship in our Chennai office. The duration of her project work was from 03.01.2019 to 16.02.2019.

Her work & conduct during the project work was good.

We wish her all the best for a bright and prosperous career.

Yours faithfully, SIEMENS LTD

Senthilkumar MS Senior Manager- Human Resources

> Siemens Ltd. Management: Sunil Mathur

Birla Aurora, Level 21, Plot No. 1080, Dr. Annie Besant Road, Worli, Mumbai – 400030

Tel.: +91 (22) 3967 7000

A Unit of Alva's Education Foundation (R)
( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 10th April 2019

#### Certificate

This is to certify that Ms. CHAITHRA V bearing USN 4LV17MBA06 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY ON INVENTORY MANAGEMENT SYSTEM AT SIEMENS, CHENNAI," is prepared by her under the guidance of **Dr. Claret Mendonca**, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes
Principal

PRINCIPAL Alva's Institute of Engg. & Technology, Major, Maadbeldri - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

This project report aims at analyzing and reporting on Inventory Management System at Siemens. Siemens is the Garman Conglomerate Company it includes many Divisions like Industry, Energy, Healthcare and infrastructure. I have done my internship in Siemens Building automation one of the division in organization. It is one of the leading company in the country.

The project report was undertaken for 6 weeks at Siemens, Chennai. The study on Inventory Management System of Siemens is made to understand and analyze how the company is handling inventory in the organization and what is impact of stock administration on operational effectiveness of the organization.

This report include various suggestion, based on various Ratios, financial tools and statistical tools, SWOT Analysis etc. these all analysis are done with the help of gathering information from discussion or interaction with employees, external guide and company website, Annul report of the company and online sources, Books and articles.

#### PROJECT REPORT ON

# "A COMPREHENSIVE STUDY ON INTERNAL FINANCIAL CONTROL AT KENNAMETAL INDIA PVT LTD, BANGLORE"

Submitted By

MS. CHAITHRA C

**USN: 4AL17MBA10** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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. S DEPARTMENT OF MBA A.I.E.T, MIJAR MOODBIDRI EXTERNAL GUIDE MR. ASHISH MUKHOPADHYAY DGM, FINANACE KENNAMETAL INDIA BANGLORE



**Department of Master of Business Administration Alva's Institute of Engineering and Technology** 

Shobhavana campus, Mijar, Moodbidri (2019)

Kennametal India Limited
CIN: L27109KA1964PLC001546
8/9th Mile, Tumkur Road, Bangalore - 560 073. | INDIA
T 91.80.28934321



#### CERTIFICATE

This is to certify that **Ms. Chaithra C** bearing USN. No: 14AL17MBA10, MBA Student from Alva's Institute of Engineering and Technology, Mangalore, has successfully completed her Project Report on "<u>Internal Financial Control</u>" in our Organization from 07<sup>th</sup> January 2019 to 15<sup>th</sup> March 2019 under the guidance of **Mr. Asish Mukhopadhyay, Deputy General Manager-Finance.** 

During her stay with us, we found her to be sincere and her conduct was good.

We wish her all the success in her future endeavors.

For Kennametal India Limited

Sidda Reddy S

Deputy General Manager - Human Resources

A Unit of Alva's Education Foundation (R)
( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Ms. CHAITHRA C bearing USN 4AL17MBA10 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A COMPREHENSIVE STUDY ON INTERNAL FINANCIAL CONTROL AT KENNAMETAL INDIA LTD, BANGALORE" is prepared by her under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes Principal

Wa's Institute of Engg. & Technology, Milar, MOODBIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

Internship is a one of the best opportunity to get a Practical Experience regarding academics'. It is helpful to gain the opportunity and also develop the working skills; it is one way to apply the theoretical concept to practical experience.

From business prospective this study has done on the Internal Financial Control System of the organization, Ownership pattern, achievements, and Awards of the company Future growth and prospects, A Swot Analysis was conducted to highlight strategically Strengths, weakness, opportunities and threats. A financial analysis was conducted to determine the liquidity ratio, profitability ratio and working capital ratio of the company.

It can be concluded that the company having a strong background in its industry, The Kennametal has achieved as an India's No 1 Cutting Tool manufacturing industry and will continue to be the market leader in India. The Management is well prepared for the future technological challenges and they have been adapting to the situation and the government agencies.

By conducting this study, I can get a practical Knowledge about the Controls that are used by the company in order to mitigate the risks involved in the various Accounting processes like OTOC, PTOP, and Treasury, Cash and Bank and others. For this study various risks involved in the processes are identified and mitigations for those risks are brought out in the system this study help the organization in bringing the efficiency in the organization.

#### A Project report on

#### "WORKING CAPITAL MANAGEMENT

A Study conducted at

#### SHIVADARSHAN AGRO INDUSTRIES, BELTHANGADY"

Submitted by

DHEERAJ M 4AL17MBA11

Submitted to



#### VISVESVARYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### **MASTER OF BUSINESS ADMISISTRATION, 2017-2019**

Under the guidence of

INTERNAL GUIDE EXTERNAL GUIDE

DR.Claret Mendonca MR.Balakrishna Nayak

Associate Professor General Manager

Dept. of MBA Shivadarshan Agro Industries,

A.I.E.T, Mijar, Moodbidri Belthangady



#### **Department of MBA**

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBAVANA CAMPUS, MIJAR, MOODBIDRI, MANGALORE TALUK, D.K – 574225

2019

TIN: 29520234757 LVO Code: 263



Phone: (08256) 278177 Mobile: 9448122017

# SHIVADARSHAN AGRO INDUSTRIES

'Hamsagiri', Kuvettu Village
P. O. GURUVAYANAKERE, BELTHANGADY TALUK
DAKSHINA KANNADA - KARNATAKA

Ref:

Date: 10/04/2019

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. DHEFRAJ M (USN: 4AL17MBA11) a student of Master of Business Administration, Alva's Institution of Engineering and Technology Moodbidri has undergone his project work on topic "A Study on Working Capital Management" in our organization from 03/01/2019 to 16/02/2019.

During the period he has done the work sincerely and his conduct was good.

We wish him all success in his future endeavor

Signature

Manufactures and distributors of "HAMSA BRAND" Boiled Rice, which is very popular for its purity and quality, controlled under the computerized modern technology and SORTER Equipments.

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi

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

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 11th April 2019

#### Certificate

This is to certify that Mr. DHEERAJ M bearing USN 4AL17MBA11 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "AN EVALUATION OF THE WORKING CAPITAL MANAGEMENT OF SHIVADARSHAN AGRO INDUSTRIES, BELTHANGADY" is prepared by him under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide

Dr. R. Wranton Perez

Dr. Peter Fernandes
Principal
PRINCIPAL

Allen's Institute of Engg. & Technology, Milar, MOODBIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

Working capital is a day by day need for organizations, as they require a standard measure of money to make routine installments, spread startling expenses, and buy essential materials utilized in the creation of products. Working capital is an effectively justifiable idea, as it is connected to a person's typical cost for basic items and, therefore, can be comprehended in a progressively close to home way. People need to gather the cash that they are owed and keep up a specific sum every day to cover everyday costs, bills and other customary consumptions.

In Shivadarshan Agro Industries, Belthangady. The working capital is managed on the estimate basis. It is taken as the estimate of the working capital for the current period as per the expenditure of the previous year and estimated future expences.

The objective of the project is to analyze the working capital requirement of Shivadarshan Agro Industries, Belthangady

To know the various components of the working capital, Ratio analysis are used in the project.

This project is intended to make the Shivadarshan Agro Industries, Belthangady free from hassle the future regarding its working capital.

#### A Project Report on

### "A STUDY ON DIGITAL MARKETING TRENDS WITH REFERENCE TO MODUS INFORMATION SYSTEMS PVT LTD"

BY

Mr. DILIP KUMAR J

**USN: 4AL17MBA12** 

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** 

**Prof. Johnson Fernandes** 

**Assistant Professor** 

AIET, Mijar

**EXTERNAL GUIDE** 

Mr. Mohan Kumar K L

**Chief Executive Officer** 

**Modus Information Systems Pvt Ltd** 

**Bangalore** 



Department of Business Administration

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri

May 2019



#### Information Systems Pvt. Ltd.

# 55, 1st Floor, 3rd Main, Shirdi Saibaba Temple Road, Cambridge Layout, Bangalore - 560 008 Ph: 080-41261957 / 25575248 Tele Fax: 080-41261957 E-mail: modusmail@modussystems.com

Ref no: MODUS-PER/212/18-19

Date: 21<sup>st</sup> Feb 2019 Place: Bangalore

#### TO WHOM SO EVER IT MAY CONCERN

This is to Certify that Mr. DILIP KUMAR J bearing USN: 4AL17MBA12 an MBA student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, Shobhavana campus, Mijar, Moodbidri had done an Internship / project Report entitled "DIGITAL MARKETING TRENDS" during the period 5<sup>th</sup> January 2019 to 20<sup>th</sup> February 2019 in our organisation.

During this Period, he has shown positive attitude towards learning and implementing. His conduct and behaviour was found to be good.

We wish him success in all his future endeavors.

For Modus Information Systems Pvt Ltd

K L Mohan Kumar Chief Executive Officer

### 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)

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 10<sup>th</sup> April 2019

#### Certificate

This is to certify that Mr. DILIP KUMAR J bearing USN 4AL17MBA12 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "A STUDY ON DIGITAL MARKETING TRENDS WITH REFERENCE TO MODUS INFORMATION SYSTEMS PVT LTD, BANGALORE" is prepared by him under the guidance of Prof.Johnson Fernandes, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof.Johnson Fernandes
Internal Guide

Dr. R. Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Engar, MOODBIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

This project is based on the study on "Digital Marketing Trends with reference to Modus Information Systems Pvt Ltd, Bangalore". This study very much helpful to the researcher to know the Digital Marketing of the firm. Here the objectives of the study included; to understand the current existing practice of Digital Marketing towards Modus Bangalore. To study the significance of Clients Satisfaction at Modus. To study the needs of the clients at Modus information systems Pvt Itd. To find the effectiveness of Clients satisfaction followed by Modus Information Systems Pvt Ltd, Bangalore.

This study mainly divided in into five chapters. The initial chapter gives the Introduction, introduction about the internship, topic chosen for the study, objectives of the study, need for the study, scope of the study, methodology adopted, literature review as well as limitations of the study. The second chapter gives a clear history of industrial profile as well as company profile, promoters, vision, mission and quality policy, products profile, areas of operation, competitors information, future growth and prospects of the company.

The third chapter includes theoretical background of the study, which refers to the elaborative the topic on "Digital Marketing Trends". The fourth chapter includes the contains the data analysis and the interpretation where analysis is done on process of banks digital marketing activities using tables and charts. The fifth chapter provides findings, suggestions, and conclusion. At last bibliography and questionnaire are appended in this report.

#### **Internship Report on**

## "A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO MANDOVI MOTORS PVT LTD MANGALORE"

Submitted By

#### Mr. FRANKY BAPTIST FALLEIRA

**USN: 4LV17MBA07** 

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 EXTERNAL GUIDE

Prof. Dr G V Joshi Mr. Rajesh Bhat

Assistant Professor HR Manager

AIET, Mijar Mandovi Motors Pvt Ltd.

Mangalore



# DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY March-2019

#### MANDOVI MOTORS PRIVATE LIMITED



(AUTHORISED DEALER FOR MARUTI SUZUKI VEHICLES) MARUTI 🎉 💲 SUZUKI Arvind Building, Balmatta Road, Hampankatta, Mangalore - 575 001 Ph.:Sales: 0824-2410128, Fax: 0824-2422877, Mob.: 9980180128 Website: www.mandovimotors.in Email: sales@mandovi.net

Way of Life!

GST NO: 29AACCM4309H1ZI PAN: AACCM4309H CIN: U34300KA1999PTC024799

REF: MANG/HRD/3014/2018-19

DATE: 27/02/2019

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. FRANKY BAPTIST FALLEIRA, student of MBA, USN-4LV17MBA07, Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri. He completed his Internship towards the partial fulfillment of the requirements for the course of Master of Business Administration (MBA) in our organization.

He has worked as an Intern from 03rd January 2019 to 16th February 2019 and submitted report on " Customer Relationship Management with Special Reference to Mandovi Motors Pvt Ltd" Mangalore.

His conducts and character was good during the period of internship.

This certificate is issued on request of the student as support document to be furnish along with project report.

We wish him good luck.

MANAGER HR

Surathkal: 0824-4258899 Kadaba: 08251-260129 Vittla: 08255-239123

#### 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 )

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 11th April 2019

#### Certificate

This is to certify that Mr. FRANKY BAPIST FALLEIRA bearing USN 4LV17MBA07 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO MANDOVI MOTORS PVT LTD, MANGALORE" is prepared by him under the guidance of Dr. G.V.Joshi, Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr.G.V Joshi Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

This project is based on the study on "Customer Relationship Management with special reference to Mandovi Motors Pvt. Ltd". This study very much helpful to the researcher to know the Customer Relationship Management of the firm. Here the objectives of the study included; to understand the current existing practice of Customer Relationship Management by Mandovi Motors Pvt. Ltd. To study the significance of Customer Relationship Management at Mandovi Motors Pvt. Ltd .To study the needs of the customers at Mandovi Motors Pvt. Ltd .To find the effectiveness of Customer Relationship Management followed by Mandovi Motors Pvt. Ltd .

This study mainly divided in into five chapters. The initial chapter gives the Introduction, introduction about the internship, topic chosen for the study, and objectives of the study, need for the study, scope of the study, methodology adopted literature review as well as limitations of the study. The second chapter gives a clear history of industrial profile as well as company profile, promoters, vision, mission and quality policy, products profile, areas of operation, competitor's information, SWOT analysis, future growth and prospects, and financial statement of the company by calculating different type of ratios.

The third chapter includes theoretical background of the study, which refers to the elaborative the topic on "Customer Relationship Management". The fourth chapter includes the contains the data analysis and the interpretation where analysis is done on Customer Relationship Management using tables and charts. The fifth chapter provides findings, suggestions, and conclusion. At last bibliography and questionnaire are appended in this report.

#### A Project Report on

#### "COMPARATIVE STUDY OF MUTUAL FUND"

BY

Mr. GAJENDRA C M

**USN: 4AL17MBA13** 

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** 

**Prof. YOGESH DIXIT** 

**Assistant Professor** 

AIET, Mijar

**EXTERNAL GUIDE** 

Mr. SHRAVAN KUMAR

**Charted Accountant** 



Department of Business Administration

Alva's Institute of Engineering And Technology

Shobhavana Campus, Mijar, Moodbidri

April-2019

### SHRAVAN KUMAR & CO., CHARTERED ACCOUNTANTS

No 184, Ground Floor, 3rd Cross, 2nd Main Road, Hanumantha Nagar, Bangalore – 560 019.

Email: shravan@shravankumarandco.com Mobile No: +91 8050937125

#### **CERTIFICATE**

This is to certify that Mr.GAJENDRA C M bearing USN:4AL17MBA13 an MBA student of "ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, Shobhavana campus, Mijar, Moodibidri" have successfully carried out the Internship during the period 10<sup>th</sup> January 2019 to 02<sup>nd</sup> March 2019 in our Firm.

During this period, he has shown positive attitude towards learning and implementing. His conduct and behaviour was found to be good.

We wish him success in all his future endeavours.

Place: Bangalore Date: 02/03/2019

For Shravan Kumar & Co Chartered Accountants

NKUMA

BENGALURU

Shravan Kuma Proprietor

#### 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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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 12th April 2019

#### Certificate

This is to certify that Mr. GAJENDRA C M bearing USN 4AL17MBA13 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON COMPARATIVE STUDY OF MUTUAL FUND OF SHRAVAN KUMAR & CO, BANGALORE" is prepared by him under the guidance of Prof. Yogesh Dixit, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Yogesh Dixit Internal Guide Dr. R.Wranton Perez
HOD, MBA

Dr. Peter Fernandes Principal

#### **EXICUTIVE SUMMARY**

This project is based on the study on "Comparative study of mutual fund". This study very much helpful to the Investors. Here the objectives of the study included; to understand the current existing practice of investment. To study the significance of Customers.

This study mainly divided in into five chapters. The initial chapter gives the Introduction, introduction about the internship, topic chosen for the study, and objectives of the study, need for the study, scope of the study, methodology adopted, literature review as well as limitations of the study. The second chapter gives a clear history of industrial profile as well as company profile, promoters, vision, mission and quality policy, products profile, areas of operation, competitors information, future growth and prospects, and financial statement of the company by calculating different type of ratios.

The third chapter includes theoretical background of the study, which refers to the elaborative the topic on "Mutual Fund". The fourth chapter includes the contains the data analysis and the interpretation using tables and charts. The fifth chapter provides findings, suggestions, and conclusion. At last bibliography and questionnaire are appended in this report.

#### A project report on

## "BRAND AWARENESS AND CUSTOMER ATTITUDE TOWARDS E-LAND APPARELS PVT LTD"

BY

Mr GANESH S

**USN: 4LV17MBA08** 

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 EXTERNAL GUIDE

Dr G V JOSHI Mr. SWAMY

Assistant Professor Planning Executive

AIET, Mijar E-apparels pvt ltd

Bangalore



Department of Business Administration

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri.

February-2019



#### E-Land Apparel Limited

(Formely Known as "Mudra Lifestyle Limited")
Unit-4, No.16/2B, Sri Vmayaka Ind. Estate,
Singasandra,Near Dakshin Honda Showroom,
Hosur Road, Bangalore - 560 068.
Karnataka, INDIA
Phone: 080-4254 8800
Tel: 080-4254 8800, Fax: 080-4142 5694

February 16, 2019

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Ganesh S (USN:4LV17MBA08), studying MBA 2- year at Alva's Institute of Engineering & Technology, Moodbidri.

He has undergone Project titled "Brand Awareness-Customer Attitude" at our company situated at Unit-2, Basapura Village Road, Electronic city Post, Begur Hobli, Bangalore for the period from January 03, 2019 to February 16, 2019.

During the above period, he has been found punctual, hardworking and inquisitive.

We wish him the very best in his future endeavor.

Thanking you,

For E-Land Apparel Limited

Shivaraju B\★ Manager-HR

#### 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 )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 11th April 2019

#### Certificate

This is to certify that Mr. GANESH S bearing USN 4LV17MBA08 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON BRAND AWARENESS AND CUSTOMER ATTITUDE TOWARDS E-LAND APPARELS PVT LTD, BANGALORE" is prepared by him under the guidance of Dr. G.V.Joshi, Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

HOD, MBA

Dr.G.V.Joshi Internal Guide

Dr. Peter Fernandes
Principal

#### **EXECUTIVE SUMMARY**

The summer project report titled "Brand awareness and Customer attitude towards E-Land Apparels pvt ltd" was conducted in E-land apparel pvt ltd, Bangalore. It is a Multi-National Company, headquartered in Seoul, South Korea. This firm helped me to understand how the market department manages its operations. Their function is to plan, organize, implementing, and controlling its company's marketing by doing the company's brand promotion and customer satisfaction which is later passed on to the higher authority and the management.

Today's global market has increased its competition tremendously. Hence, they mainly focus on making long term marketing strategy rather than short term, which directly helps to increase the company's brand and the shares value.

Furthermore, the management uses effective way of communication system. It provides all the necessary and relevant information to the management to set future goals and objectives. Likewise, they also provide the reliable information to the public for their investments on a continuous basis.

The marketing research reports usually reflect the marketing department and actual results and such reports are used to improve the overall marketing trend of the company through motivating the employees and increasing the sale of quantity products. It has a strong and widest distribution of network with the expanded brand scape which is spread across various countries.

#### PROJECT REPORT ON

## "A STUDY ON CUSTOMER SATISFACTION OF MILK PRODUCTS WITH REFERENCE TO KMF, MYSORE"

Submitted By

Mr. HARSHA M G

**USN: 4LV17MBA09** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE Prof. Shiny Joseph Department of MBA A.I.E.T, Mijar EXTERNAL GUIDE Mr. Paniraj Deputy Marketing Manager KMF, MYSORE



Department of Master of Business Administration
Alva's Institute of Engineering and Technology Shobhavana campus, Mijar, Moodbidri
APRIL-2019



### ಮೈನೂರು ಜಲ್ಲಾ ನಹಕಾಲಿ ಹಾಲು ಉತ್ಪಾದಕರ ಸಂಘಗಳ ಒಕ್ಕೂಟ ನಿ. Mysuru Dist. Co-operative Milk Producer's Societies Union Ltd.



No.467: Admn:2019

Date 20.02.2019

#### **CERTIFICATE**

This is to certify that Mr.Harsha.M.G (Reg.No.4LV17MBA09) studying MBA in Alva's Institute of Engineering & Technology, Moodbidri has done the Project work on "Customer Satisfaction" from 02.01.2019 to 16.02.2019 in our Union successfully.

Deputy Manager (Admin)

DEPUTY MANAGER (ADMN).

MYSORE DISTRICT CO-OPERATIVE MILK
PRODUCER'S SOCIETIES UNION LTD;
MYSORE-570 011



## ducadon Founça

#### ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

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Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 12th April 2019

#### Certificate

This is to certify that Mr. HARSHA M G bearing USN 4LV17MBA09 is a bonafide student of Master of Business Administration program(2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON CUSTOMER SATISFACTION OF MILK PRODUCTS WITH REFERENCE TO KMF, MYSORE" is prepared by him under the guidance of Mrs. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Shiny Joseph Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Altro's tostitute of Engg. & Technology, Niljus, MOODEIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

The topic deal with "A study on CUSTOMER SATISFACTION OF MILK AND MILK PRODUCTS OF KMF, MYSORE the project is divided into five chapters. The first chapter brings the introduction to the topic, literature review of the different author, speakers and through internet view of the topic objectives of the project, methodology and gives the statement of the problem ,scope and limitation of the study.

The second chapter deals mainly about the company its founder, history of company, organizational structure, mission, vision, achievements etc in short it give a brief introduction of company.

The third chapter deals with the conceptual and theoretical framework of the study.

The fourth chapter the data is collected through the primary source which is then calculated and which is analyzed and interpreted with the help of tables and charts. It is the comprehensive coverage of forecasting concepts and techniques, which shows the analyze of data through tabulation, computation and graphical representation of data.

The last chapter contains the findings, suggestions and conclusions. Findings are giving reasons to the data interpreted, suggestions are given to the company to improve the area where they are lacking and conclusion is completely conclusion of the project. Lastly there is the bibliography.

On the whole the study was of a good experience. This study explained the success of company after overcoming problems and challenges in dealing and also in marketing strategies. This has not only helped me to complete my academic accomplishment but also dealing in a successful manner.



## This is to certify that

## **IMRAN AHMAD**

Student of MBA finance and marketing(2nd year-4Lv17MBA11)

Alva's Institute of Engineering and Technology has completed project on

"Consumer Buying Behaviour of Potato chips of Jesta Food Products"

from 03-01-2019 to 16-02-2019.

During the period of his project work, has been found to be keen learning and displayed good conduct and character.

We wish him success in his future career.

**Managing Director** 

## "A STUDY ON SELECTIVE INVENTORY CONTROL FOR CONSUMABLE SPARE PARTS IN BEML LIMITED MYSORE"

BY

JEEVITHA.M.T

4LV17MBA12



### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Reema Frank

Asst. Professor

AIET

Mijar

EXTERNAL GUIDE

G. Venkata Lakshmana

Dy.General Manager

Marketing Division

BEML Ltd

Mysore



### DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana campus, Mijar, Moodbidri

April-2019



TREAM STREET,
251, des beter Road, 819, reges
thorquiem - 500 GET, PAGEA
THE GRO-229633432000
E-mail: 2012/03/25/2016/25/20 Standardering Units : Bargation Complies Tel. 1000-2555-2514 a-exal : nillun@bers.co XXV Committee Tel.: 00155-263777 a-mail: adjantales.ir. Palahkad Complex St. Odd - 2505 8000250 e-med - c@feerd.co.in International Desirant Children 1st / 421-81-2280 2029 / 5254 a rest office(propert.barri.co.2) Anneapone Statelles No. : +or 40-2205 3606 & SJR I SJR + well whit@borrion.in Registed Offices : Bengalore Tel.: +01-30-22/el/dilec so ever e-mail: +np@benico.kn Biblioper list: 37782-252745 s-rold: 100/sper@ers.baril.co.2 Diseased Tel: \$120-2222 385 e-rust: disease(\$12 Hyderatized Tel: 149-2322 7022 s-mail: hyderatash@vvs Kolksta Tel., 000-2401 5200 s-mail: kolkstrugernise Mirribel Sel : 022-25741467 e-mail : mareha@en.24 Negra: Tel.: 0713-2248 435 e-mil: regpec@m.becs.co. Pands 196. : \$651-2540 710 4-768 : rereni@nn.temi.co.k

Bambalyar Tw.: 0085-202 1604 e-mail: sembalyar@

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New Deby) Tel.: 511-3216-8959 e-mail: mise@miseryton@

Mingraud Twi.: 07605-266 334 s-real!: mag@rm.berw.co.in

#### बी ई एम एल लिमिटेड BEML LIMITED

FREE NO NEWER, NEW STRING, THE MEMOUR OF SHEETE (A CHORNE OF FREE MAN PERSONS AND MEMOUR SERVICE OF SHEETE AND A CHORNESS Representation of Mynamu Complex (CHF-L35209(A1964(90)1091630)

Ref: TKT/137(C)/2019

Dote: 16.02.2019

### To Whomsoever It May Concern Project Completion Certificate

This is to certify that Mr. JEEVITHA M T.

USN NO: 4LV17MBA12, MBA (Finance & Marketing) Student of Alva's Institute of Engg. & Technology, Mijar Moodbidri has successfully undergone Project Work on "A Study on Selective Inventory Control on Consumable Spare Parts" at our Organization under the guidance of Shri. Venkata Lakshmana G. Dy. General Manager, Marketing division w.e.f. 03.01.2019 to 16.02.2019. During her stay at BEML Limited: her Character and Conduct was found Good.

We wish Ms. IEEVITHA MT, ALL THE BEST in her future Endeavours.

for BEML LIMITED

RBRAHMACHARY

Asst. General .Manager [Training] चीर्ज्यप्रस रिसीवंटड प्रशिक्षण केंद्र BENL LIMITED TRAINING CENTRE they will we some Complex default vite Belaved Fost मेंगुरा MYSURU-570 010

> मैशुक्र जोक्योकार बेलवाडी फेस्ट, मैशुक्र - 570 वर्ग, कर्नटन, चात्र Mysanu Complex, Belaviedi Post, Mysuru-679 015, Kannalaka, Irafia greet Phone : 0821-2402422 WENT Fax: 0821-2402434 f.-for Email 1987 - McGreenico In Florente - ym@terrs.co.in. Florence - sk@nersl.co.in desnft Website : www.berninde.com

## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY A Unit of Abra's Education Foundation (IT)

( Affiliated to Visvasvaraya Technological University, Belogavi Approved by AICTE, New Delhi & Recognised by Government of Kamataka ) Shothevena Campus, Mijar, Moodtidn - 574 225, Mangalore, D.K., Kernstaks State. Phone: 08255-262724 (O), 262725 (F), Telefax 05256-252725 Emell: principalelel06@gmail.com, Web www.elet.org.in

Date: 10th April 2019

### Certificate

This is to certify that Ms. JEEVITHA M T bearing USN 4LV17MBA12 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "A STUDY ON SELECTIVE INVENTORY CONTROL ON CONSUMABLE SPARE PARTS AT BEML LTD, MYSORE" is prepared by her under the guidance of Mrs. Reems Frank, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof.Reema Frank Internal Guide

Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes Alva's ineState of Engs. & Technology Mijer, MOODEIDRI - 574 225

#### EXECUTIVE SUMMARY

The objective is to study the existing system of inventory control practices in the existing structure of industry a case and suggest improvement in inventory to minimize over stocking or under stocking by making use of certain inventory control tools and techniques such as selective control practices like ABC, XYZ and FSN analysis. Application multiple basis approach to selective inventory control as an effective tool for an efficient inventory management. By applying above stated inventory tools and techniques it is expected that substantial reduction in average inventories can be achieved and there by liberate locked up money in shape of inventory.

#### A project report on

#### "A STUDY ON WORKING CAPITAL MANAGEMENT AT DHFL"

BY

#### MR JOYSON FRANKLEN CORDA

#### **4LV17MBA13**

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 EXTERNAL GUIDE

Dr Nagendra S Ms Mamta

Assistant professor Finance Manager

Department of MBA Dewan housing finance

AIET, Mijar corporation ltd .Banglore



Department of Business Administration

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri



Dewan Housing Finance Corporation Ltd., No. 719/A, 53-2, 2nd Floor, 46th Cross Road, J K Tower, Sangam Circle, Jayanagar, 8th Block, Bengaluru - 560070, Karnataka.

T: (080) 43424100 -170 F: (080) 43424101

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Joyson Franklen Corda- MBA (USN:4LV17MBA13) from Alva's Institute of Engineering and Technology –Mijar has completed his summer Internship from 3<sup>rd</sup> Jan 2019 to 16<sup>th</sup> Feb 2019.

He did a study on Working Capital Management.

He was found Sincere & hard working during this tenure.

We wish Him all the best for her future endeavors.

Regards

**Anitha Shetty** 

Human Resource

DHEI -

Dewan Housing Finance Corporation Ltd.
Corporate Identity Number (CIN) - L69910MH1984PLC032639
Regd. Office: Warden House, 2nd Floor, Sir P.M. Road, Fort, Mumbal-400 001
Toll-free: Sales Enquiry: 1800 22 3435 / Customer Care: 1800 3000 1919
Email: response@dml.com
www.dhfl.com

### ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 10th April 2019

#### Certificate

This is to certify that Mr. JOYSON FRANKLEN CORDA bearing USN 4LV17MBA13 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project tittled "A STUDY ON WORKING CAPITAL MANAGEMENT AT DHFL, BANGALORE" is prepared by him under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R.Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal
PRINCIPAL
PRINCIPAL
Alva's Institute of Engs. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

#### EXECUTIVE SUMMARY

Internship is a one of the best opportunities to get a practical experience regarding academics. It is helpful to gain the opportunities and also develop the working skills, it is one way to apply the theoretical concept to practical experience.

I choose the topic name called "A study on working capital management at DHFL", analysis of working capital management is one of the main days to day starting process of every finance company. This report is intended to assist the reader in detailed understand about working capital management.

Next coming to the industry profile Non-banking finance company is engaged in processing of loans and advance and provide services like a bank but it is not a bank.

The project report on "A Study on working capital management at DHFL" is carried on with objective to study the need of the training and development in an organisation .in the process of study it was found that the organisation gives much importance for the employee training and development activities which helps them to improve their skill level.

Continuous changes have to been done in the training programs to cope up with the technological changes and based on the requirements of the employee training needs. This study clear that employees are satisfied to a greater extent with effectiveness of the programs which helps to minimize the errors and maximize the productivity.

#### A Project Report on

## "CUSTOMER SATISFACTION TOWARDS RELIANCE DIGITAL RETAIL LIMITED, PUTTUR"

BY

Ms. JUNAID K

**USN: 4AL17MBA14** 

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

Mrs. Shiny Joseph

**Assistant Professor** 

AIET, Mijar

**EXTERNAL GUIDE** 

Mr. Ranjith

**Brand Executive** 

Reliance Digital Retail limited,

Puttur.



Department of Business Administration

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri

2017-2019



Reliance Digital, Ground floor, First and second floor, Forum Heights , Darbe, Puttur - 574202, Karnataka

Email: reliancedigital@ril.com, website: www.reliancedigital.in Ph. No: 08251 232807

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. JUNAID K, student of Alvas Institute of Engineering and Technology Mijar, Moodbidri has undergone Project work on the topic of "A study on Customer satisfaction at Reliance Digital Puttur" in the Marketing Department of our organization, for a period of six week starting from 03/01/2019 to 15/02/2019.

During his work period we found him very sincere and hardworking. We wish him all the success in his future endeavor.

Place: Puttur

Date: 15/02/2019

Reliance Retail Limited
Authorize (PISH) Anatore and Seal
Sy. No. 244-1(P1)(P2), Forum Heights
Mangalore Madikeri Road
Darbe, Futtur - 574 201
Tel: 08251 - 232807 (233807

### **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**

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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Mr. JUNAID K bearing USN 4AL17MBA14 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The Project report on "A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE DIGITAL RETAIL LTD, PUTTUR KARNATAKA" is prepared by him under the guidance of Mrs. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Shiny Joseph Internal Guide Dr. R.Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Ulfan, MOCOSIDAI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

This project is based on the study on "Customer Satisfaction towards Reliance Digital Retail Limited Puttur". This study very much helpful to the researcher to know the Customer satisfaction of the firm. Here the objectives of the study included; to understand the current existing practice of Customer satisfaction towards Reliance Digital Retail Limited Puttur. To study the significance of Customer Satisfaction at Reliance Digital Retail Limited. To study the needs of the customers at Reliance Digital Retail Limited. To find the effectiveness of Customer satisfaction followed by Reliance Digital Retail Limited Puttur.

This study mainly divided in into five chapters. The initial chapter gives the Introduction, introduction about the internship, statement of problem, study topic chosen for the study is objectives of the study, need for the study, scope of the study, methodology adopted, literature review and limitation of study. The second chapter gives a clear history of industrial profile as well as company profile, vision, mission and quality policy, products profile, areas of operation, competitors information.

The third chapter is theoretical background of the study it includes Meaning, Definition, Importance of customer satisfaction, Methods, factors and level of customer satisfaction. The fourth chapter includes the contains the data analysis and the interpretation where analysis is done on Customer satisfaction level using tables and charts. The fifth chapter provides findings, suggestions, and conclusion. At last bibliography and questionnaire are appended in this report.

On the whole study was of a good experience. This study explained the success of company after overcoming problem and challenges in dealing and also in customer satisfaction. This has not only helped me to complete my academic accomplishment but also dealing in a successful manner.

#### PROJECT REPORT ON

## "A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL REFERENCE TO SAI SANKALPA BEVERAGES PVT LTD, MYSORE"



#### **Submitted By**

#### JYOTHI V

**U.S.N.NO.: 4LV17MBA14** 

#### **Submitted to**

#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

*Under the guidance of* 

INTERNAL GUIDE EXTERNAL GUIDE

Prof.Shiny Joseph Mrs.Rachitha N

Assistant Professor Human Resource Manager

MBA Department SaiSankalpa Beverages Pvt Ltd

AIET, MIJAR Mysore.



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY,
MIJAR, MOODBIDRI, DK-574225







Date: 16-02-2019

#### TO WHOM SO EVER IT MAY CONCERN

This is to certify that JYOTHI.V – bearing USN: 4LV17MBA14 and student of 4<sup>th</sup> Sem MBA, Alvas institute of engineering and technology, Shobhavana, Campus, Mijar, Moodbidri has completed her project work on

"A STUDY OF EMPLOYEES JOB SATISFACTION" (HUMAN RESOURCE), at SAI SANKALP BEVERAGES PVT LTD, MYSORE from 03<sup>rd</sup> January to 16<sup>th</sup> February 2019.

She was found to Hardworking, Diligent and Conscientious worker during her internship period.

We wish all the best in her future endeavors.

Regards

FOR SAI SANKALP BEVERAGES

(D PRASHANTHI)

**Human Resources** 













## 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 ) Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State. Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 9th April 2019

#### Certificate

This is to certify that Ms. JYOTHI V bearing USN 4LV17MBA14 is a bonafide student of Master of Business Administration course of (2017-19) the Institute affiliated to Visveshvaraya Technological University, Belgaum.

The project report on "A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL REFERENCE TO SAI SANKALP BEVERAGES PVT LTD, MYSORE" is prepared by her under the guidance of Prof.Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Prof.Shiny Joseph Internal Guide Dr.R.Wranton Perez HOD, MBA Dr.Peter Fernandes

Live's tradition of Europe & Technology Edga, 63965,0034 - 574 225, B.K.

#### **EXECUTIVE SUMMARY**

This project entitled" A Study on Employees Job Satisfaction with Special Reference to SaiSankalpa Beverages Pvt Ltd, Mysore" is submitted in partial fulfilment of the requirement for the award of Master of Business Administration.

This project report includes industry profile, company profile and objectives of the report, methodology, analysis and interpretation, findings suggestions and conclusion. I have used sample questionnaire and visited the SaiSankalpa beverages to collect the data.

The role of on employee can be clearly defined as the set of duties and responsibilities or expected results associated with job to perform at his work place and skills and capacity required to perform the job successfully in role.

The objective of the project was to study, understanding the concept, studying the role of stress on employee job performance being followed by the company and examining the feedback received and giving reference of improvement on employee many required outcomes. Such as job satisfaction, Intention of stay and job performance.

#### A Project report on

### "INVESTMENT ANALYSIS OF MANUFACTERING COMPANIES THROUGH FUNDAMENTAL AND TECHNICAL ANALYSIS"

A Study conducted at

#### PRABHUDAS LILLADHAR STOCK BROKER, MANGALORE

Submitted by

**KOWSHIK** 

**4LV17MBA19** 

Submitted to



#### VISVESVARYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### **MASTER OF BUSINESS ADMISISTRATION, 2017-2019**

Under the guidence of

INTERNAL GUIDE EXTERNAL GUIDE

DR.Claret Mendonca MR.Shashidhar KamathV

Associate Professor Progress Partner

Dept. of MBA Prabhudas Lilladhar India pvt.Ltd

A.I.E.T, Mijar, Moodbidri Mangalore.



#### **Department of MBA**

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBAVANA CAMPUS, MIJAR, MOODBIDRI, MANGALORE TALUK, D.K – 574225

FEBRUARY-2019

# **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) Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 9th April 2019

#### Certificate

This is to certify that Mr. KOWSHIK bearing USN 4LV17MBA19 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "A STUDY ON INVESTMENT ANALYSIS OF MANUFACTURING COMPANIES THROUGH FUNDEMENTAL AND TECHNICAL ANALYSIS" is prepared by him under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Mijar, MUODBIDRI - 574 225, D.K



Dt. 28/02/2019

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. KOWSHIK, MBA student from Alva's Institute of Engineering & Technology, Mijar, Moodabidri, bearing USN 4LV17MBA19 has undergone the Project Work on "A Study on Investment Analysis Of Manufacturing Companies through Fundamental and Technical Analysis", in our Organization from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

During the tenure we found him to be Sincere, Hardworking and Efficient with good conduct and aptitude to gain knowledge.

We wish him all the success in future career.

V. Shashidhar Kamath Authorised Person Prabhudas Lilladher Pvt. Ltd.

PRABHUDAS LILLADHER PVT. LTD.

#### **EXECUTIVE SUMMARY**

The Project title "INVESTMENT ANALYSIS OF MANUFACTERING COMPANIES THROUGH FUNDAMENTAL AND TECHNICAL ANALYSIS" which was conducted at the branch of Prabhudas Lilladhar India Pvt.ltd, Mulki which was Incorporated on 1944 as a registered Stock Broking Company with the vision of becoming a leading financial services provider. The company helped me to perceive the basic concepts of NSE, BSE, DEMAT Account, Stock Trading and the investor's perception towards the Investment which are made by them to the different companies.

This study focuses on the Investors and the selected company's analysis from BSE using the Fundamental and technical analysis which is the two major types of Investment Analysis.

By undertaking this study, I will get a complete knowledge the future trend in the stock prices of the selected company and the investor's predictions towards the company in investing activities.

# "A STUDY ON CLIENT SATISFACTION OF REMOTE SURVEILLANCE DEVICES

AT SIEMENS, CHENNAI"

Submitted By

Ma. KAVYA.S

USN: 4LV17MBA15

Submitted to



# VISVESVARAYA TECHNOLOGY UNIVERSITY, BELGAUM

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

# MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Reema Frank

Assistant Professor

Department of MBA

AIET, Mijar

EXTERNAL GUIDE

Muthamil Tamilarasan

Project Manager

Siemens, Chennai



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

APRIL -2019

# SIEMENS

Name Digarbrane Plans Fire Marie E-mat View labor o

Shirthhume Mil. Hamen Besserves -91 (64) 3717 M21

HATCH DEVITED SHOWING CAN

SLA #00-6

# TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ma. Kavya S from Ava's Institute of Engineering and Technology, Mangalore has undertaken her Internahip in our Chernal office. The duration of her project work was from 03.01.2019 to 16.02.2019.

Her work & conduct during the project work was good.

We wish her all the best for a bright and prospercus career

Yours faithfully, SIEMENS LYD

Sentfulkumar MS
Sentrukumar MS
Sentrukumar Muman Resources

Siscosta Lab. Upragazioni Social Names data Austra, Leves 21, Plot No. 1000, Dr. Askins stonard Pleast, Wood, Muralus - 600000

Tel: +01 (22) 2357 7000

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Page 1 of 1

# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

( Afficiated to Visvesvarsys Technological University, Belagani
Shobhavana Campus, Mijar, Moodbion 574 225, Mangelore, D.K., Karnataka State,
Phone D8258-282724 (U), 262725 (P), Telefax G8258-282728

Email principalaletd8@gmail.com, Weti www.alet.org.in

Date: 10th April 2019

# Certificate

This is to certify that Ms. KAVYAS bearing USN 4LV17MBA15 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON CLIENT SATISFACTION ON REMOTE SURVEILLANCE DEVICES AT SIEMENS, CHENNAI" is prepared by her under the guidance of Prof. Reema Frank, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Reema Frank Internal Guide

Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes Principal

#### EXECUTIVE SUMMARY

The examination on the Remote Surveillance Devices includes learning the procedure of the enablishment and fixes. Security framework can include video, sound and sensor and recognizable proof segments our framework and segments are intended to cooperate all the more seriously to speak with one another to give more elevated amounts of wellbeing and security in the building.

Security is never again observed as extravagance but instead an inside piece of the organization system. Rather than purchasing answers for an individual issue, an ever increasing number of clients are deciding on across the board bundle that produces a genuine degree of profitability. This incorporates thorough security arrangements and administrations.

# .VA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 11th April 2019

### Certificate

This is to certify that Ms. KAVYASHREE T S bearing USN 4LV17MBA16 is a bonafide student of Master of Business Administration program(2017-19) of the Institute affiliated to Visveshvaraya Technological University, Belagavi.

The project report titled "A STUDY ON FINANCIAL PERFORMANCE OF TUMKUR GRAIN MERCHANT CO-OPERATIVE BANK LTD, TUMKUR, KARNATAKA" is prepared by her under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret-Mendonca

Internal Guide

Dr. R. Wranton Perez HOD, MBA

Alva's Institute of Engg. & Technology, Mijar, MOODEIDRI - 574 225, D.K



# ತುಮಕೂರು ಗ್ರೈನ್ ಮರ್ಜಿಂಬ್ಸ್ ಕೋ-ಅಪರೇೞವ್ ಬ್ಯಾಂಕ್ ಅಬುಬೆಡ್ Tumkur Grain Merchants' Co-opérative Bank Ltd

Admin. Office: B H Road, TUMKUR-572103. KARNATAKA

Ph.:0816-2257636 /4021102-103Fax: 0816-2255905 Website: www.tgmcbank.com, E-mail:

N. R.Jagadeesh

H.M. Divyanada Murthy

President

**Vice-President** 

Ref. No.

Date:

TGMCB/ADMINI/579/2018-19

16-02-2019

We hereby certify successful completion of internship by MS. KAVYASHREE T S (4LV17MBA16) studying at ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR, MOODBIDRI. She has successfully completed internship in our bank from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019. The project work entitled "A STUDY ON FINANCIAL PERFORMANCE OF TUMKUR GRAIN MERCHANT CO-OPERATIVE BANK LTD" Tumkur.

She has shown keen interest for successful completion of the internship.

MRS. KAVITHHA VISHWANATH

MANAGER

#### Project report on

# A STUDY ON FINANCIAL STATEMENT PERFORMANCE OF TUMKUR GRAIN MERCHANT CO-OPERATIVE BANK LTD

BY

#### **KAVYASHREE T S**

**USN: 4LV17MBA16** 

**Submitted to** 



### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

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

#### MASTER OF BUSINESS ADMINISTRATION

*Under the guidance of* 

#### **INTERNAL GUIDE**

Dr. Claret Mendonca

**Assistant Professor** 

Department of MBA

AIET college Mijar.

#### **EXTERNAL GUIDE**

MRS Kavitha Vishwanth

Manager

Tumkur Grain Merchant C0-operative

Bank Ltd, Tumkur



Department of MBA

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

MIJAR

2017-2019

#### **Executive summary**

The study of financial statement is the intentional numerical calculation of relationship between one of the other money related explanation are the outlined reports which exposure the operational outcomes relating position of a business for a specific timeframe.

The exploration gives you the exact information about the profitability, dissolvability and capital structure of the organization. It's systematic investigation in which the money related order that is salary articulation and adjust of organization accessible from auxiliary source.

The different diagnostic strategies used to review this relationship are called as method of monetary investigation there is different analysis used to examine yet most prevalent is proportion examination which uncovers the result of outcome. The financial statement sheet and profit and loss account renamed and arranged intelligently with end goal of investigation and building up the relationship among the different things studied horizontally and vertically. More prominence is laid on the bookkeeping proportions investigation is seriously used to think about the general photo of the organization almost 12 proportion having a place with various assembling's are discovered and the pattern of every proportion throughout the year is worked out and the ideas, hypothesis, diagrams are drawn describing the profit and liability position.

#### A study on

### "Effectiveness of Recruitment and Selection and its Impact on Employee Retention with Reference to Taj Bangalore"

Submitted by KIRAN POOJARY 4LV17MBA18

**Submitted to** 



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

#### **INTERNAL GUIDE**

Johnson Fernandes Assistant Professor Department of MBA AIET Mijar

#### **EXTERNAL GUIDE**

Ms Shama Bodra HR Director Taj Yeshwantpur Bangalore



#### **Department of MBA**

#### ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, MangaloreTaluk, D.k -574225

**APRIL 2019** 



February 16, 2019

#### TO WHOM SO EVER IT MAY CONCERN

This is to certify Mr. Kiran Poojary (US: 4LV17MBA18), student of 3<sup>rd</sup> semester Masters of Business Administration at Alvas Institute of Engineering and Technology, Moodbidri has completed internship in the Human Resource function at the Taj Yeshwantpur, Bangalore from January 3<sup>rd</sup> 2019 to February 16<sup>th</sup> 2019.

The candidate has successfully completed the project topic titled "Study on Effectiveness of Recruitment & Selection and its Impact on Employee Retention" with reference to the Taj Yeshwantpur, Bangalore.

During the tenure of the training period, we found him enthusiastic, consistent, hardworking and committed towards the training goals.

We wish him the very best in all future endeavors

Thank you,

For Taj Yeshwantpur, Bangalore (A Unit of Indian Hotels Company Limited)

Shama Bodra

Chambanidade

Director Human Resource Taj Yeshwantpur, Bangalore

# LVA'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) Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State. Phone: 08258-262724 (O), 262725 (P), Telefax: 08258-262726

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

Date: 10th April 2019

#### Certificate

This is to certify that Mr. KIRAN POOJARY bearing USN 4LV17MBA18 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "A STUDY ON EFFECTIVENESS OF RECRUITMENT AND SELECTION AND ITS IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO TAJ, BANGALORE" is prepared by him under the guidance of Prof. Johnson Fernandes, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Johnson Fernandes

Internal Guide

Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal PRINCIPAL

Was Institute of Engg. & Technology, Injer, MCODBIDR! - 574 225, D.K

#### **EXECUTIVE SUMMARY**

This report describes the 6-week mandatory internship conducted by the student at Taj Yeshwantpur. The aim of the internship was to study an organization, its structure, departments and its functions. The internship provided the opportunity to connect the theory taught in classrooms to the practical working in a real organization.

The Taj Yeshwantpur has created an atmosphere that's caring, warm, personalized and yet, totally professional.

The hotel is situated in Bangalore. Taj hotel is 2kilometer far from railway station and 35kilometer away from Bangalore International Airport Limited. It has three restaurants- Palette European Restaurant; Paranda Punjabi Restaurant; and Azure Mediterranean Restaurant. There is an open bar for the guests i.e. Shimmer and for the conferences there are four banquet halls i.e. Aura, Harmony, Strategy and Agenda.

There is a health club, where they provide spa, gymnasium, cycling, etc. for kids also they provide a swimming pool. There is salon for the guest.

Taj Yeshwantpur is the best hotel in Bangalore. It has 327 elegant crafted rooms that have plasma T.V., music player, DVD, Mini Bar, Wi-Fi connection, Electronic safe deposit lockers and many more facilities. Besides this, they also provide yoga and meditation facility to the guests. They provide swimming pool and sightseeing tours and some other facilities like airport transfer, Medical attention in house, Laundry, Photo processing, Daily newspapers, etc. .

#### Project Report On

# "A STUDY ON IMPACT OF STOCK SPLIT ANNOUNCEMENT ON CAPITAL MARKET"

Submitted by

**MR.KIRAN** 

**USN: 4LV17MBA17** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

DR.NAGENDRA Assistant Professor, Department of MBA, AIET, Mijar. **EXTERNAL GUIDE** 

Mr. Sathish bhat, Branch manager, Angel broking pvt ltd, Udupi.



# DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.K. - 574225 APRIL-2019



#### CERTIFICATE

This is to certify that Mr. Kiran (USN No: 4LV17MBA17), 2 Year (4 semester), MBA Student of Alva's Institute of Engineering and Technology, Mijar, Moodbidri as to undertaken project work regarding "A Study on Impact of stock split announcement on capital market" in our organization for the period from 03-01-2019 to 16-02-2019 and has successful completed his project work.

During this period the interest shown by the student in undergoing this project and the conduct of the student in the learning process were very good. He has gained practical knowledge in the student in the stock market during this period.

We wish him all the best for his bright future.

For The Angel Broking Pvt. Ltd. Udupi

Angel Broking Pvt Ltd IN PERSON VERIFIED BY SB Name: Shanthala S Bhat

SB Name: SSAB/MNGLR Sub Broker Tag: SSAB/MNGLR Mobile No: 9849770793. Vadhiraja road, Thenkpete, Maruthiveethika, Udupi Karnataka 576101 Signature:

# 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 )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 12th April 2019

#### Certificate

This is to certify that Mr. KIRAN bearing USN 4LV17MBA17 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report entitled "A STUDY ON IMPACT OF STOCK SPLIT ANNOUNCEMENT ON CAPITAL MARKET OF ANGEL BROKING PVT LTD, UDUPI" is prepared by him under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes Principal

Alva's institute of Engy. & Yechnology, faijar, MOODBIDRI - 574 225, D.K

#### **EXCECUTIVE SUMMARY:**

A stock split is a corporate action where the company divides the existing outstanding shares in order to boost the liquidity of shares. The prices of shares adjust automatically in the stock market when the company implements the action. The primary motive is to make shares seem more affordable to small investors even though the underlying value of the company has not changed. A stock split can also result in a stock price decreased immediately after the split. Since many small investor think the stock is now more affordable and buy the stock, they end up boosting demand and drive up prices. Another reason for the price increase is that a stock split provides a signal to the market that the company's share price has been increasing and people assume this growth will continue in the future, and again, lift demand and prices.

The study has been undertaken at Angel Broking Pvt Ltd, Udupi. The study comprises the returns of 25 individual stocks listed in the Bombay stock exchange (BSE). This study takes into account historical stock split announcement of last five years from 1<sup>st</sup> April 2012 to 31<sup>st</sup> march 2017. The concept of impact of stock split announcement on capital market, literature review and the data sources involves the research methodology used; results of daily returns, abnormal returns and excess returns are explained in detail. From the study conducted, it is concluded that all the tests used for the study support the concept of impact of stock split announcement.

#### PROJECT REPORT ON

#### FINANCIAL STATEMENT ANALYSIS ON

"DECCAN PACKAGING INDUSTRIES, MANGALORE"

Submitted by

MR. KULDEEP

USN: 4LV17MBA20



### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirement for the award of degree of

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

### INTERNAL GUIDEEXTERNAL GUIDE

MRS. REEMA FRANK

MR. ASHRAF MOHAMMED

ASSISTANT PROFESSOR

MANAGER

A.LE.T MIJAR MOODBIDRI

DECCAN PACKAGING INDUSTRIES



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODABIDRI

APRIL-2019



# DECCAN PACKAGING INDIA PVT. LTD

6fl, Industrial Area, Balkampady, New Mangalore - 575 011.
Ph : 6824 - 2405172, 6824 - 2405272, Fax : 0824 - 2405072
Email: deccantamog@yahoo.com / deccaspackaging@yahoo.com
CIN: U25202KA2006PTC040938

Date: 16/02/2019

#### Certificate

. This is to certify that Mr. KULDEEP (Reg. No. 4LV17MBA20), a student of MBA from ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR has undertaken a Project work in our organization from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

The Project work entitled "Financial Statement Analysis" at Decean Packaging India Pvt Ltd, Mangalore embodies the original work done by Mr. Kuldeep during his project period at our organization.

During the period of his field work, we found him to be sincere, hardworking and efficient with good conduct and aptitude to gain knowledge.

FO DECCAN PACKAGING INDIA PVT. LTD.,

Authorised Signatory

DECCAN PACKAGING INDIA (P) Liu. 6 8 Industrial Area Balkampady, Mangalore

# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangatore, D.K., Kamataka State.
Phone: 08268-262724 (O), 282725 (P), Telefax 08258-262726

Email principalelet08@gmail.com, Web:www.alet.org.in

Date: 10th April 2019

### Certificate

This is to certify that Mr. KULDEEP bearing USN 4LV17MBA20 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "A STUDY ON FINANCIAL STATEMENT ANALYSIS ON DECCAN PACKAGING INDIA PVT LTD, MANAGLORE KARNATAKA" is prepared by him under the guidance of Prof. Reema Frank, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Reema Frank Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Bernandes Principalpal

News's Institute of Eugg. & Technology, Mayor, MOODBIDRI - 574 225, D.K

#### EXECUTIVE SUMMARY

The study is conducted on financial performance analysis of Deccan packaging India Private Limited baikampady Mangalore the objective of study means to know the financial performance of the company.

The project work was undertaken for 6 week at Decean packaging Private Limited the study was conducted by collecting data from various sources. The primary data was obtained through discussing with the external guide and other staffs of the company the study are mainly based on the secondary data and the secondary data has been collected from the branches and annual reports of the company

Along with this conceptual problem was taken to study and analyze the financial performance of the company which includes analysis of cash inventory and receivable management of the company this report contains a summary of industrial profile company profile SWOT analysis annual report of the company problem analysis and experience gained during the internship period

As a part of the project the study was conducted by visiting the various functional department of the company observing the actual function in an interacting with the officers and staff of the companies the various dimensions like structures style system etc where studied in this this report.

#### A Project Report on

# "CUSTOMER SATISFACTION AFTER SALES SERVICES WITH REFERENCE TO SKF ELIXER INDIA PVT LTD"

BY

#### MS. LAXMI BASAVARAJ ONKAR

**USN: 4AL17MBA15** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE EXTERNAL GUIDE

Prof. Shiny Joseph Mrs. Ashwini

Assistant Professor Marketing Manager

AIET, Mijar SKF Elixer India PVT LTD



Department of Business Administration

Alva's Institute of Engineering And Technology,

Shobhavana Campus, Mijar, Moodbidri

May 2019





This is to certify that

# **LAXMI BASAVARAJ ONKAR**

Student of MBA Finance & Marketing (2<sup>nd</sup> Year – 4AL17MBA15)

Alva's Institute of Engineering and Technology has completed Project on

'Customer Satisfaction of Elixer Water Purifier' in our organization from 3<sup>rd</sup> Jan 2019 till 28<sup>th</sup> Feb 2019.

During the period of her project work, has been found to be keen learning and displayed good conduct and character.

We wish success in her future career.

HR Manager

HOD, Sales & Marketing

SKF ELIXER INDIA PVT. LTD

3-128(3), Bannadka, P.O. Belvai, Mangaluru - 574 213, Karnataka www.skfelixer.in

### 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 )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 12th April 2019

#### Certificate

This is to certify that Ms. LAXMI BASAVARAJ ONKAR bearing USN 4AL17MBA15 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON CUSTOMER SATISFACTION AFTER SALE SERVICES WITH REFERENCE TO SKF ELIXER INDIA PVT LTD, MOODBIDRI" is prepared by her under the guidance of Mrs. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

(2) All

Mrs. Shiny Joseph Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal PRINCIPAL

Wra's Institute of Engg. & Technology, Illigar, MOODBIDRI - 574 225, D.R.

#### **EXECUTIVE SUMMARY**

The topic deal with "A study on CUSTOMERS SATISFACTION AFTER SALES SERVICE WITH REFERENCE TO SKF ELIXER INDIA PVT LTD. the project is divided into five chapters. The first chapter brings the introduction to the topic, literature review of the different author, speakers and through internet view of the topic objectives of the project, methodology and gives the statement of the problem, scope and limitation of the study.

The second chapter deals mainly about the company its founder, history of company, organizational structure, mission, vision, achievements etc. in short it give a brief introduction of company.

The third chapter deals with the conceptual and theoretical framework of the study.

The fourth chapter the data is collected through the primary source which is then calculated and which is analyzed and interpreted with the help of tables and charts. It is the comprehensive coverage of forecasting concepts and techniques, which shows the analyze of data through tabulation, computation and graphical representation of data.

The last chapter contains the findings, suggestions and conclusions. Findings are giving reasons to the data interpreted, suggestions are given to the company to improve the area where they are lacking and conclusion is completely conclusion of the project. Lastly there is the bibliography.

On the whole the study was of a good experience. This study explained the success of company after overcoming problems and challenges in dealing and also in marketing strategies. This has not only helped me to complete my academic accomplishment but also dealing in a successful manner.

#### Project report on

# A STUDY ON FINANCIAL STATEMENT PERFORMANCE ANALYSIS WITH SPECIAL REFERENCE TO HINDUSTAN PETROLEUM CORPORATION LIMITED

BY

**MANOJ A M** 

**USN: 4LV17MBA21** 

**Submitted to** 



# VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

#### **INTERNAL GUIDE**

EXTERNAL GUIDE

Dr. Claret Mendonca

Mr. Jayanth S

**Assistant Professor** 

Senior Manager

Department of MBA

Hindustan Petroleum Corporation limited

AIET college Mijar.

Hassan Terminal



Department of MBA

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

MIJAR

2017-2019



## हिन्दुस्तान पेट्रोलियम कॉर्पोरेशन लिमिटेड

(भारत सरकार उपक्रम) रजिस्टर्ड ऑफीस 17, जमशेदजी टाटा रोड, मुंबई - 400 020

हासन टर्मिनल,पोस्ट बाक्स नं -119, प्लाट सं. 1-अ, के.आई.ए.डी.बी. इंडस्ट्रीयल एरिया, मैसूर रोड, हासन-573 201.

#### HINDUSTAN PETROLEUM CORPORATION LIMITED

(A GOVERNMENT OF INDIA ENTERPRISE) REGISTERED OFFICE: 17, JAMSHEDJI TATA ROAD, MUMBAI - 400 020.

HASSAN TERMINAL, POST BOX NO. 119, PLOT NO. 1-A, KIADB INDUSTRIAL AREA, MYSORE ROAD, HASSAN-573 201.

टेलिफोन Telephone : 08172- 243442, 243450 टेलि / फैक्स नं Tele / Fax : 08172-243573 HPCL CIN: L23201MH1952GO1008858

#### CERTIFICATE

We hereby certify the successful completion of internship by Mr. MANOJ A M (4LV17MBA21) studying at ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY MOODBIDRE. He has successfully completed his internship in our company from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019. The project work entitled "A Study on the Analysis of FINANCIAL STATEMENT PERFORMANCE ANALYSIS with special reference to HINDUSTAN PETROLEUM CORPORATION LIMITED, Hassan.

He has shown keen interest for successful completion of the internship.

Authorized Signature

हिन्दुस्तान पट्टाराज्यस कार्पारशन ालामट६ HINDUSTAN PETROLEUM CORPORATION LIMITEŞ हासन पी ओ एल टॉर्मनल, पोस्ट बाक्स - 119, प्लाट सं - 1A, के आई ए डी वी इंडस्ट्रियल एरिया. मैसूर रोड, हासन - 573 201. HASSAN POL TERMINAL, POST BOX - 119, PLOT - 1A, KIADB INDUSTRIAL AREA.

MYSORE ROAD, HASSAN - 573 201,



# 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 )
Shobhavana Campus, Mijar, Moodè dri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Mr. MANOJ A M bearing USN 4LV17MBA21 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "A STUDY ON ANALYSIS OF FINANCIAL PERFORMANCE OF HINDUSTAN PETROLEUM CORPORATION LTD," is prepared by him under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide Dr. R.Wranton Perez | HOD, MBA

K Wioloulus

Dr. Peter Fernandes
Principal PAL

Alvo's Institute of Engy. & Technology, IAGer, IAOODSIDRI - 574 225, D.K. -

#### **Executive summary**

The study of financial statement is the intentional numerical calculation of relationship between one of the other money related explanation are the outlined reports which exposure the operational outcomes relating position of a business for a specific timeframe.

The exploration gives you the exact information about the profitability, dissolvability and capital structure of the organization. It's systematic investigation in which the money related order that is salary articulation and adjust of organization accessible from auxiliary source.

The different diagnostic strategies used to review this relationship are called as method of monetary investigation there are different analysis used to examine yet most prevalent is proportion examination which uncovers the result of outcome. The financial statement sheet and profit and loss account renamed and arranged intelligently with end goal of investigation and building up the relationship among the different things studied horizontally and vertically. More prominence is laid on the bookkeeping proportions investigation is seriously used to think about the general photo of the organization almost 12 proportion having a place with various assemblings are discovered and the pattern of every proportion throughout the year is worked out and the ideas, hypothesis, diagrams are drawn describing the profit and liability position.

#### **Project Report On**

# "A Study On Job Satisfaction And Its Impact On Employee Performance" With Special Reference To Plant-Tech Industrial Services Ltd

Submitted by

#### MARINA REESHA FERNANDES

**USN: 4LV17MBA22** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

*Under the guidance of* 

#### **INTERNAL GUIDE**

Prof. Johnson Fernandes Assistant Professor, MBA Department AIET,MIJAR

#### **EXTERNAL GUIDE**

Mr.Dinesh Amin HR Manager, Baikampady Mangalore



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY MIJAR,MOODBIDRI 2017-2019

#### PLANT-TECH INDUSTRIAL SERVICES LTD.

Regd. Off.: Plot No. 245, Baikampady Industrial Area, New Mangalore 575 011, Karnataka, India

CIN: U29219KA2000PLC026258

TEL: +91 (0) 824 - 2400961 (4 Lines) FAX: +91 (0) 824 - 2406533 E-mail : ptis@plant-techgroup.com Website : www.plant-techgroup.com **PLANT-TECH** 

FAX: +91 (0) 824 - 2406533 Website : www.piant-tecngroup.com
AN ISO 9001: 2015 AND OHSAS 18001: 2007 CERTIFIED COMPANY

SPECIALISED MAINTENANCE SERVICES FOR REFINERIES, PETROCHEMICALS, FERTILIZERS, CHEMICAL, GAS, POWER, IRON AND STEEL PLANTS

Date: 18.02.2019

Ref: PTIS/HRD/62/2019

#### Certificate

This is to certify that Ms. Marina Reesha Fernandes, (USN No: 4LV17MBA22) student of Alva's Institute of Engineering and Technology, Mijar, Mangalore pursuing her Second Year of Master of Business Administration Programme has successfully completed her Project work on the topic "Study on Job satisfaction and its Impact on Employee Performance" with special reference to Plant-Tech Industrial Services Ltd from January 3<sup>rd</sup> 2019 to February 16<sup>th</sup> 2019.

We wish her all the best and success in her future endeavours.

For PLANT-TECH INDUSTRIAL SERVICES LTD



HR OFFICER







\*Comprehensive catalyst handling and reactor maintenance services including under inert atmosphere \*Various other services in inert and toxic atmosphere \*Hot/wet tapping, line stopple, cold cutting, valve inserting and other allied services \*Super sucker vacuum truck services \*Column and tower maintenance services \*Chemical cleaning \*\*Construction and pre-commissioning services \*Plant shutdown/turnaround services: Heat exchanger bundle pulling, High pressure hydro blast cleaning, Mechanical maintenance, Bolt tensioning/torquing

#### LVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State. Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 9th April 2019

#### Certificate

This is to certify that Ms. MARINA REESHA FERNANDES bearing USN 4LV17MBA22 is a bonafide student of Master of Business Administration course of (2017-19) the Institute affiliated to Visveshvaraya Technological University, Belgaum.

The project report on "A STUDY ON JOB SATISFACTION AND ITS IMPACT ON EMPLOYEE PERFORMANCE" is prepared by her under the guidance of Prof.Johnson Fernandes, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

**Prof.Johnson Fernandes** Internal Guide

**Dr.R.Wranton Perez** HOD, MBA

Dr.Peter Fernandes Principal

Alve's institute of Engg. & Technology, Mijor, MOODSIDRI - 574 225, D.K.

### **EXECUTIVE SUMMARY**

This project contains Introduction, Conceptual background and literature review, research design, data analysis and interpretation, findings suggestions and conclusions, annexure and bibliography.

Report includes the information about job satisfaction and its impact on employee performance.

Job satisfaction is finding how well the job provides fulfillment of a needs or a want of an employee in the organization.

It shows various factors which affect the employees performance. The data used in the report are collected with the questionnaires which were distributed among employees at Plant-tech industrial services ltd.

Data from 100 respondents are collected and also by using secondary source of information. It deals with the factors of job satisfaction and increase in the job performance.





### RESEARCH PROJECT REPORT ON

"FENESTA UPVC WINDOWS"

### "MARKET DEMAND FOR SYSTEM ALUMINIUM IN BENGALURU"

SUBMITTED BY

### MAYUR MUNNOLIMATH

(4AL17MBA16)

**Submitted to** 



### VISHWESHWVARAYYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

*In partial fulfilment of the requirements for the award of the degree of* 

### MASTER OF BUSINESS ADMINISTRATION

*Under the guidance of* 

### **INTERNAL GUIDE**

**EXTERNAL GUIDE** 

DR. NAGENDRA

DEPARTMENT OF MBA

A.I.E.T MIJAR MOODBIDRI

MR. SOURADEEP
SR. SALES OFFICER
FENESTA UPVC WINDOWS

DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2018-2019



### **Training Certificate**

This is to confirm that Mr. Mayur R Munnolimath, a student of Alva's Institute of Engineering and Technology, Mijar, Moodabidri has taken a six week research internship project at Bengaluru office of Fenesta Building Systems.

He has been assigned a project titled "Market demand for System Aluminium in Bengaluru" from 3rd Jan, 2019 to 28th Feb, 2019 .During his internship we found his performance up to the mark.

Abhishek Baderia – HR Head

Authorized signatory



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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 11th April 2019

### Certificate

This is to certify that Mr. MAYUR R MUNNOLIMATH bearing USN 4AL17MBA16 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report entitled "A STUDY ON ESTIMATION OF MARKET DEMAND FOR SYSYTEM ALUMINIUM, BANGALORE" is prepared by him under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R.Wranton Perez HOD, MBA

r. Peter Fernandes

Principal

Civa's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, Die

### **EXECUTIVE SUMMARY**

The summer project title "Estimation of Market demand for System Aluminium in Bengaluru region" was conducted at the branch of Fenesta UPVC Windows, Bengaluru. Fenesta UPVC Windows is a unit of DCM Shriram and it was incorporated in 2004. It is headquartered in Grugoan. The company helped me to understand the basic concepts of Market demand of System Aluminium with the help of major players in Bengaluru.

By conducting this study, I can get a practical knowledge about the market demand and also can create awareness in the minds of the general public about the benefits of System Aluminium. The result of the present study enables to know about market demand and product awareness of the company. Hence, they are into India's No. 1 UPVC windows and doors manufacturing company, the study helps to understand the demand for System Aluminium in Bengaluru region.

### A Project Report on

### "A STUDY ON RECRUITMENT AND SELECTION ON NEUSTAR COMPANY"

### Submitted by MEGHANA VENKATESH 4AL17MBA17

**Submitted to** 



### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

EXTERNAL GUIDE INTERNAL GUIDE

B ANJALI DEVAIAH Prof Yogesh Dixit

HR manager Assistant Professor

NEUSTAR COMPANY Department of MBA



### **Department of MBA**

### ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

**APRIL 2019** 



#### Neustar Data Infotech (India) Private Limited

(formerly known as MarketShare Infotech (India) Private Limited)

A Neustar Group Company CIN No. :U72200KA2009PTC048992

February 15, 2019

### TO WHOMSOEVER IT MAY CONCERN

This letter is to certify that Ms. Meghana Venkatesh (4AL17MBA17), currently pursuing MBA final year at Alva's Institute of Engineering & Technology, Moodbidri, has undergone internship work during the period of 26 December 2018 to 15 February 2019 at Neustar Data Infotech (India) Private Limited.

**Project Title** 

Recruitment & Selection

Meghana was given all necessary accesses and exposure to complete the above project.

During this period of her internship program, she was found punctual, hardworking & inquisitive.

For Neustar Data Infotech (India) Private Limited B. Afali Quaial

B. Anjali Devaiah

Manager - Human Resources

A Unit of Alva's Education Foundation (R)

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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 13th April 2019

### Certificate

This is to certify that Ms. MEGHANA VENKATESH bearing USN 4AL17MBA17 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "STUDY ON RECRUITMENT AND SELECTION WITH REFERENCE TO NEUSTAR, BANGALORE" is prepared by her under the guidance of Prof. Yogesh Dixit, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Yogesh Dixit Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Printed A. & Technology, MOODBIDRI - 574 225, D.K.

### **EXECUTIVE SUMMARY**

As a piece of scholastic prerequisite and culmination of MBA program, I have been relegated to finish temporary job write about "Enrollment and Selection procedure of Neustar Company." under the guidance of B. ANJALI DEVAIAH

"Enlistment and Selection process" is a section of human asset process; As such I have chosen this point to make it obvious. I have partitioned this report in some sub fragments. As a youthful understudy in a presumed media transmission organization like "Neustar Company" I have attempted my best to experience their Recruitment and Selection process inside minimal residency of 03 months. The report begins with a general presentation "Neustar Company" As well as its motivation, degree and constraint. At that point this report continues onto the starter talk about "Neustar Company." Neustar Company. I have demonstrated the vision, vital objective and standards of it. A short time later here talk about Neustar Company.' distinctive Division and Department. At that point it continues with Neustar Long Term Vision, CSR exercises, Achievement. Than the report continues with the activity part, where the employments which is finished by me is talked about.

After that I proceed to the my principle focal point of the report-"Neustar Recruitment and Selection process" portraying its diverse strides. The initial segment is labor order and every office gives demand as indicated by its HR intending to HR Department.

Following advances are orchestrating composed test, taking at least one meetings, lastly the therapeutic checkup. A detail elaboration of determination of best applicant has been included the venture part and the commitment of HR division for choosing the most qualified workers for Neustar has been featured. In this report, some other critical points of their HR division are likewise talked about like HR progressive system, the earth inside the association and settlement of a draw of competitors. After consummation of this report it can without much of a stretch say that effective, capable and dynamic part in Recruitment and Selection process take an organization to the pinnacle of the achievement.

### project report on

# "A STUDY ON MARKETING STRATEGIES AND PRODUCT PROLIFERATION"-WITH SPECIAL REFERENCE TO CAMPCO LTD PUTTUR

# Submitted in partial fulfilment of the requirement for the award of degree In MASTER OF BUSINESS ADMINISTRATION VISVESVARAYYA TECHNOLOGICAL UNIVERSITY, BELGAUM



### Submitted by

### MOHAMMED HASIR P USN: 4AL17MBA18

Prof Johnson Fernandes MR Radesh K
Assistant Professor General Manager
(Internal guide) (External guide)



#### DEPARTMENT OF MANAGEMENT STUDIES

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY SHOBHAVANA CAMPUS, MIJAR, MOODABIDRI DECEMBER TO JANUA

**April-2019** 

### THE CENTRAL ARECANUT & COCOA MARKETING & PROCESSING CO-OP. LTD.



CHOCOLATE FACTORY:

KEMMINJE, PUTTUR - 574 202, KARNATAKA

PHONE: (OFF) 08251-230207, 230657, (DGM) 230658 FAX: 08251-235383

E-mail: camchoc@gmail.com

Ref. No.Est.2/186/2018-19 3 950

16.02.2019

### CERTIFICATE

This is to certify that, Mr.Mohammed Hasir P, USN: 4AL17MBA18, MBA student of Alva's Institute of Technology, Mijar, Moodabidre has completed his project work on the subject of "A Study on Marketing Strategies and Product Proliferation with special reference to Campco Ltd Puttur", during the period from 26.12.2018 to 16.02.2019, as a part of his MBA Course. During the above period his conduct and performance are found good. We wish him all the best for his future endeavors.



DY.GENERAL MANAGER

A Unit of Alva's Education Foundation (R) ( Affiliated to Visvesvaraya Technological University, Belagavi Approved by AICTE, New Delhi & Recognised by Government of Karnataka) Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State. Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 10th April 2019

### Certificate

This is to certify that Mr. MOHAMMED HASIR P bearing USN 4AL17MBA18 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON MARKETING STRATEGIES AND PRODUCT PROLIFERATION WITH SPECIAL REFERENCE TO CAMPCO LTD PUTTUR" is prepared by him under the guidance of Prof. Johnson Fernandes, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Johnson Fernandes Internal Guide

HOD, MBA

Dr. Peter Fernandes

Principalipal Alva's institute of Engg. & Technology.

tiljes, 1:10000010RI - 574 225, DA

### **EXECUTIVE SUMMAERY**

The topic deals with "A STUDY ON MARKETING STRATEGIES AND PRODUCT PROLIFERATIONCE"-WITH REFERENCE TO CAMPCO LTD PUTTUR. The project is divided into five Chapter. The first chapter brings the introduction to the topic, History of company, Organizational structure, mission vision, awards won and achievements etc.

The second chapter deals with conceptual and Theoretical framework of the study.

The next chapter mainly explains about the company objectives of project, Methodology and gives the statement of problem, scope and limitation of the study.

In fourth chapter the data is collected through primary source which is then calculated and which is analysed and interpreted with the help of tables and charts. It is the comprehensive coverage of forecasting concepts and techniques, which shows the analyse of data through tabulation, computation and graphical representation of data

The last chapter contains the findings, suggestions and conclusions. Findings are giving reasons to the data interpreted, suggestions are given to the company to improve the area where they are lacking and conclusion is completely conclusion of the project. lastly there is bibliography.

On the whole the study was of good experience. This study explained the success of company after overcoming problems and challenges in dealing and also in marketing strategies. This has not only helped me to complete my academic accomplishment but also dealing in a successful manner

### A Project Report on

### "A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON BRAND AWARENESS WITH REFERENCE TO MEDOPHARM, MALUR"

BY

Mr. MUNIRAJU M

**USN: 4AL17MBA19** 

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 EXTERNAL GUIDE

Prof.Johnson FERNANDES Mr. VINOD

Assistant Professor HR MANAGER

AIET, Mijar MEDAPHARM Malur.



Department of Business Administration

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri

May 2019

### medopharm

HEAD OFFICE:

P.B.No.2353, NO. 25, Puliyur 2nd Main Road, Trustpuram, Kodambakkam, CHENNAI - 600 024 Phone: +91 44 40149999; Fax: +91 44 40149989

website: http://www.medopharm.com



FACTORY:

No.:34 B, Industrial Area, MALUR - 563 160.

Kolar Dist. KARNATAKA. Phone: +918151 - 232307.

Email: mmalur@gmail.com

Date: 09.04.2019

#### CERTIFICATE

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Muniraju M USN No: - 4AL17MBA19 Student from Alva's Institute Of Engineering and Technology Mangalore has undergone Project Work in our Organization from: - 03-01-2019 to 16-02-2019.

He has done his Project with respect to a study on "Digital Marketing and Its Impact on Brand Awarness" at MALUR.

During his Project period, He was found to be hard Working, Sincere.

We wish him all the best.

For MEDOPHARM

Authorized Signatory

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi Approved by AICTE, New Delhi & Recognised by Government of Karnataka )

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 11th April 2019

### Certificate

This is to certify that Mr. MUNIRAJU M bearing USN 4AL17MBA19 is a bonafide student of Master of Business Administration program(2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON BRAND AWARENESS WITH REFERENCE TO MEDOPHARM" is prepared by him under the guidance of Prof. Johnson Fernandes, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Johnson Fernandes Internal Guide Dr. R.Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal PRINCIPAL

ther's traffice of Engs. & Technology, 10000 Miles. 10000 Miles. 574 225, DA

#### **EXECUTIVE SUMMARY**

This project is based on the study on "A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON BRAND AWARENESS WITH REFERENCE TO MEDOPHARM, MALUR". This study very much helpful to the researcher to know the Customer satisfaction of the firm. Here the objectives of the study included; to understand the current existing practice of Customer satisfaction towards Medopharm Malur. To study the significance of Digital Marketing and its impact on brand awareness at Medopharm Malur. To find the effectiveness of clients satisfaction followed by Medopharm Malur.

This study mainly divided in into five chapters. The initial chapter gives the Introduction, introduction about the internship, topic chosen for the study, and objectives of the study, need for the study, scope of the study, methodology adopted literature review as well as limitations of the study. The first chapter gives a clear history of industrial profile as well as company profile, promoters, vision, mission and quality policy, products profile, areas of operation, competitor's information, future growth and prospects.

The third chapter includes theoretical background of the study, The fourth chapter includes the data analysis and the interpretation where analysis is done The fifth chapter provides findings, suggestions, and conclusion. At last bibliography and questionnaire are appended in this report.

### PROJECT REPORT ON

## A PERCEPTUAL STUDY OF RELATIONSHIP BETWEEN BRANDING & CUSTOMER LOYALTY TOWARDS CHOCOLATES OF CAMPCO LTD

### BY MUSTHAFA USA:4AL17MBA20

Submitted to



### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

### In partial fulfillment of the award of the Degree of MASTER OF BUSINESS ADMINISTATION

Under the guidance of

INTERNAL GUIDE PROF .JOHNSON FERNANDES ASSISTANT PROFESSOR EXTERNAL GUIDE MR.RADESH K GENERAL MANAGER



### DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI 2017-2019



CAMPCO CHOCOLATE FACTORY

Kemminje, Puttur - 574 202. D.K. Tel.: (08251) 230658, 230207 Fax : (08251) 235383 E-mail: camchoc@gmail.com

Est.2/186/2018-19 3950

16.02.2019

### CERTIFICATE

This is to certify that, Mr.Musthafa, USN: 4AL17MBA20, MBA student of Alva's Institute of Technology, Mijar, Moodabidre has completed his project work on the subject of "A Perceptional Study of Relationship Between Branding and Customer Loyalty Towards Chocolates of Campco Ltd, Puttur", during the period from 26.12.2018 to 15.02.2019, as a part of his MBA Course. During the above period his conduct and performance are found good. We wish him all the best for his future endeavors.

Mr. Musthafa, MBA, USN: 4AL17MBA20, Alva's Institute of Technology, Mijar, Moodabidre.

CC.C.F. CH. PUTTUR. O



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Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

### Certificate

This is to certify that Mr. MUSTHAFA bearing USN 4AL17MBA20 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "A PERCEPTUAL STUDY OF RELATIONSHIP BETWEEN BRANDING AND CUSTOMER LOYALTY TOWARDS CHOCOLATES OF CAMPCO LTD, PUTTUR" is prepared by him under the guidance of Prof. Johnson Fernandes, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Johnson Fernandes
Internal Guide

Dr. R.Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal PRINCIPAL

Abra's Institute of Engg. & Technology Miljar, MOODBIDKI - 574 275, D.K.

### **EXECUTIVE SUMMARY**

This project entitled "A perceptual study on relationship between branding and customer loyalty" is submitted in partial fulfilment of the requirement for the award of Master of Business Administration.

This project report includes industry profile, company profile and objectives of the report, methodology, analysis and interpretation, findings suggestions and conclusion. I have used sample questionnaire and take the information from the frequent customer of campco puttur to collect the data.

This internship has been done **CAMPCO LTD**, **PUTTUR** for a period of 6 weeks. This internship program has exposed me to many facts of an organization and also helps me to gain practical knowledge .In this report we can know the history, vision and mission, SWOT analysis of the company.

branding and customer loyalty is an assets for the company. CAMPCO LTD. provides healthy as well as quality products to its customers at least cost. In Puttur region, there are, majority of the respondents are loyal customers towards CAMPCO Ltd. Customer like to recommend the CAMPCO chocolates to their friends and relatives because they felt that, quality of CAMPCO chocolates is good and availability of chocolates are at reasonable price. CAMPCO chocolates do have loyal customers for their products but they have to improve their branding strategies to grab people's attention and to retain the loyal customers. The report gives brief knowledge about the organization's core concepts and relationship with branding and customer loyalty. This study has been great learning experience

### Project Report on

### "A STUDY ON CONSUMER PERCEPTION AND PREFERENCE TOWARDS BIGBASKET"

Submitted by

NAVEEN GOWDA (4LV17MBA23)

**Submitted to** 



### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

#### **EXTERNAL GUIDE**

INTERNAL GUIDE

Mr. Naveenbalraj Assistant Manager Bigbasket Mr.Johnson Fernandes
Professor
A.I.E.T., Mijar



### **Department of MBA**

### ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

**APRIL 2019** 



### Innovative Retail Concept Pvt Ltd

No. 18, 2nd & 3rd Floor, Reliance Digital Building, Opposite Yes Bank, Ganapathy Temple Rd,4<sup>th</sup>Block, Koramamangala, Bengaluru – 560084, CIN NO U74130KA2010PTC052192

06-04-2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that MR. NAVEENGOWDA (REG NO 4LV17MBA23), Student of MBA, at Alva's Institute of Engineering and Technology, Moodbidri, Karnataka, has done a project work on "A STUDY ON CONSUMER PERCEPTION AND PREFERENCE TOWARDS BIGBASKET" at Innovative Retail Concepts Pvt Ltd from 03-01-2019 to 15-02-2019.

During this period his conduct and performance were satisfactory.

For Innovative Retail Concept Pvt Ltd

Mr. Naveenbalraj (Ast Manger) Bigbasket

A Unit of Alva's Education Foundation (R)

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

Date: 11th April 2019

### Certificate

This is to certify that Mr. NAVEEN GOWDA bearing USN 4LV17MBA23 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "A STUDY ON CONSUMER PERCEPTION AND PREFERENCE TOWARDS BIGBASKET" is prepared by him under the guidance of Prof. Johnson Fernandes, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Johnson Fernandes Internal Guide Dr. R. Wranton Perez

r. Peter Fernandes Principal

Chra's testitate of Engg. & Technology, Mijar, MOGDBIDRI - 574 225, D.K

### **Executive Summary**

Project entitled "A study on consumer perception and preference towards Bigbasket", Bangalore. This project mainly focuses on the online grocery shopping consumers.

It is an analysis of consumer perception towards the online shopping and observation on growth of usage of Bigbasket application for grocery purpose. At this point there were both negative as well as positive responses from the consumers, the employees were very kind and cooperative enough in the organization to help me understand the whole research and promotional process as well as meeting the customers and they also clarified my doubts regarding service. Primary data was collected through questionnaires and personal interviews, and Secondary Data were taken from Books, Magazines, and Websites. 100 respondents were taken in the process of research.

The survey helped to find out the satisfaction level of Bigbasket customers and their opinions about its service and application usage.

### "A STUDY ON WELFARE MEASURES AND EMPLOYEE SATISFACTION AT MANGALORE CHEMICAL AND FERTILIZER, MANGALORE"

 $\mathbf{BY}$ 

### NIDHISHRI KRISHNA SHETTY

### **4AL17MBA32**



### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE EXTERNAL GUIDE

Prof. Yogesh Dixit, P SURESH

Asst. Professor Dy.General Manager- HR

AIET MCF, MANGALORE



### DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana campus, Mijar, Moodbidri

**April-2019** 



#### CERTIFICATE

This is to certify that Ms. Nidhishri Krishna Shetty (Reg.No.USN:4AL17MBA32) studying MBA (HR & Marketing) at Alva's Institute of Engineering & Technology, Mijar undergone Project Work from 03.01.2019 to 16.02.2019, at Mangalore Chemicals & Fertilizers Limited, Panambur, Mangalore.

During the period of her Project Work, she has been found to be keen in learning, hardworking and displayed good conduct & character.

P SURESH

**DEPUTY GENERAL MANAGER-HR** 

A Unit of Alva's Education Foundation (R)

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Date: 9th April 2019

### Certificate

This is to certify that Ms. NIDHISHRI KRISHNA SHETTY bearing USN 4AL17MBA32 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project titled "A STUDY ON WELFARE MEASURES AND EMPLOYEE SATISFACTION AT MANGALORE CHEMICAL AND FERTILIZERS, MANGALORE" is prepared by her under the guidance of Prof. Yogesh Dixit, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof.Yogesh Dixit Internal Guide Dr. R. Wranton Perez HOD, MBA

Principal
Principal
Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225

Peter Fernandes

#### **EXECUTIVE SUMMARY**

A project titled "a study on employee satisfaction and Welfare Measure at Mangalore Chemical and Fertilizer, Mangalore. The main intention of this study is to understand the employee satisfaction by welfare measures in the organization. The primary information was obtained by questionnaire which consists of open end questions and close end questions and company's proof are used as a resource of secondary data. This study used the simple analytical methods like pie charts are used to examine the data collected.

The organization tries to prove all types of services it will helpful to the company as well as employees. This is not only for the satisfaction but try to progress the talent of the mutual employees and the company. If the capacity of the employees and the organization develop than they can face struggle easily.

In this study it was found that welfare measures are provided by the organization is successfully satisfied by their employees. In this study, methods were used that welfare Measures are provided by the organization are good, Trustworthy, Compassion and tangibles, based on these dimensions questionnaires are prepared. In this analysis it is found that employees are well satisfied by these measures and that leads to preserve the employees in the organization for upcoming.

### A study on

### "Compensation and benefit and its impact on employee job satisfaction with special reference to Abharan Motors"

**Submitted by** 

### NIKHIL JOHN MENDONCA 4LV17MBA24

**Submitted to** 



### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

### **EXTERNAL GUIDE**

**INTERNAL GUIDE** 

Mr. Vinayak Kamath Johnson Fernandes

HR executive Assistant Professor

Abharan Motors Pvt Ltd Department of MBA

Udupi, AIET, Mijar



### **Department of MBA**

### ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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**APRIL 2019** 









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HEIRRI : Hebri Brahmavar Road. 576 112 str 08253 251588
ATHRADY : Herbeitu Road - 576 107 str 08253 251588
HIDRALI: Rashway Station Road. Indiras - 576 102 str. 98866 94341
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MARCH 6, 2019

### CERTIFICATE

This is to certify that Mr. Nikhil John Mendonca (Reg No 4LV17MBA24) student of 2nd Year MBA, of Alva's Institute Of Engineering & Technology College Moodbidri has completed his project on "Study On Compensation and Benefits and its impact on employee job satisfaction with special reference to Abharan Motors "in our organization from 03/01/2019 to 18/02/2018.

During his training we found his a dedicated student with a professional attitude and very good job knowledge.

We wish his all the success in his future endeavors.













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Date: 10th April 2019

### Certificate

This is to certify that Mr. NIKHIL JOHN MENDONCA bearing USN 4LV17MBA24 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "A STUDY ON COMPENSATION AND BENEFITS AND ITS IMPACT ON EMPLOYEE JOB SATISFACTION WITH SPECIAL REFERENCE TO ABHARAN MOTORS PVT LTD, UDUPI" is prepared by him under the guidance of Prof. Johnson Fernandes, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Johnson Fernandes
Internal Guide

Dr. R.Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, IAijar, MOODBIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

The aim of study is to provide a frame work for more detailed understanding of human resource management in the modern organization. This project also deals with the marketing and financial management of the firm. As this is an automobile dealer, it has to face severe competition in this competitive world. This report is compiled as a concrete attempt to bring out the pros and cons of M/s. Abharan Motors Pvt Ltd., to see whether the findings will be of any help to the organization for its progress.

This report describes the 6 week mandatory internship conducted by the student at Abharan motors PVT Ltd, Udupi. The aim of the project was to study an organization, its structure, departments and its functions. The internship provided the opportunity to connect the theory taught in classrooms to the practical working in real organization.

Abharan Motors is located in the heart of the city Udupi. It has got 9 branches in and nearby Udupi. It is the headquarters for remaining branches. It deals with newly launched cars, with second hand cars, and the service stations.

From the business perspective, an extensive study was done on the ownership pattern, achievements and awards of the company, future growth and prospects. A thorough SWOT analysis was conducted to highlight the strength, weakness, opportunities and threats. Conducting the survey and doing the interpretation, findings giving the suggestions and concluding the study.

The main agenda of my project was to study the compensation and benefits of the employees and its impact on job satisfaction in the organization. Yes Abharan motors so far has got the best compensation and benefit packages so that this has showed its effects on the result which they get from the employees work. The employees in Abharan motors are highly satisfied. As it is a good sign for the company that there is less number of employee turnover and sales have gone up productivity has increased. This brings wealth and goodwill to the organization.

### A Project study on

### "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF SKF ELIXER INDIA PVT LTD. MOODBIDRI, KARNATAKA"

**Submitted by** 

### NIRIKSHA R SHETTY 4LV17MBA25

**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 S

**Associate Professor** 

Department of MBA

AIET, Mijar

### **EXTERNAL GUIDE**

Mr Gururaj Devadiga

Sr. Accountant manager

SKF Elixer India Pvt Ltd

Moodbidri.



### **Department of MBA**

### ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

**APRIL 2019** 



# CERTIFICATE

This is to certify that

### **NIRIKSHA R SHET**

(USN: 4LV17MBA25)

Student of MBA (2<sup>nd</sup> Year), Alva's Institute of Engineering and Technology, Moodbidri, has undergone her project work on topic " A Study on Financial Analysis" of SKF elixer India Pvt Ltd. Moodbidri, from 3rd January to 16th

During this period, she worked diligently in a disciplined manner.

We wish her success in her future career.

Manager Account & Finance

SKF ELIXER INDIA PVT. LTD 3-128(3), Bannadka, P.O. Belvai, Mangaluru - 574 213, Karnataka www.skfelixer.in

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Date: 10th April 2019

### Certificate

This is to certify that Ms. NIRIKSHA R SHETTY bearing USN 4LV17MBA25 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF SKF ELIXER INDIA PVT LTD, MOODBIDRI KARNATAKA" is prepared by her under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes
Principal

Fire's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

This project has been carried out at SKF ELIXER INDIA PVT LTD., which is located at Moodbidri, and the project is concerned about the study of the financial performance analysis of SKF Elixer India Pvt Ltd., This report describes the 6- week mandatory internship conducted by the student at SKF Elixer India Pvt. Limited. The aim of the study is to study an organisation, its structure, departments and its functions. The purpose of the internship is to get the opportunity to connect the theory taught in the classrooms to the practical working in real organization.

SKF Elixer India Pvt. Limited is a water purifier company located in Moodbidri. The company has an annual turnover of 50000000. The chairman is Mr. Ramakrishna Achar.

From a business perspective, an extensive study was done on ownership pattern, achievements and awards of the company, future growth and prospectus. A thorough SWOT analysis was conducted to highlight strategically strengths, weakness, opportunity and threats. A financial analysis was conducted to determine the liquidity ratio.

More importantly my view of the company is that it is positioned good, department are well managed and employee working conditions are good. There are amicable relations between the various department make possible for SKF Elixer India Pvt. Limited to optimize its functioning. The staffs are very co-operative and time conscious and cultured. Each staff member is taking active part in the organization and they are working according to the rules and regulations of the company.

The project comprise collection and analysis of data from finance department. The analysis of performance of the company is conducted using a study tool called ratio analysis and trend analysis of SKF Elixer India Pvt Ltd., for past 4 years data accordingly interpretation is given based on the values. Financial performance analysis of the company is done by the voluntarily available in the form of balance sheet. The main finding of the study are that by the ratios we can make out the company's total performance.

#### Project report on

# "AN ANALYSIS OF COST EFFECIENCY AND PERFORMANCE AT BASF INDIA LTD MANGLORE"

BY

Ms. NISCHITHA S V

**USN: 4AL17MBA22** 

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 EXTERNAL GUIDE

Dr Nagendra

Senior Assistant professor

AIET, Mijar

AR Srinivas Prasanna

Finance Manager

BASF Mangalore



Department of Business Administration

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri

April-2019



BASF India Limited, Mangalore, India

Date 29th March, 2019 Name C.M. Nataraj Department HR & Administration Telephone 2237114 Telefax 2270025

Subject Certificate

#### CERTIFICATE

This is to certify that Ms. Nischitha S V (USN 4AL17MBA22), MBA (Finance & Marketing) a student of Alva's Institute of Engineering and Technology, Moodbidri has completed her Project on "An Analysis of Cost Efficiency & Performance at BASF India Limited - Mangalore" for a period of 6 weeks from 03.01.2019 to 16.02.2019.

Ms. Nischitha exhibited her dedicated service in organising Fun Hour - An employee engagement program and various other CSR initiatives of the Company.

She was disciplined and showed keen interest in her training besides being regular and punctual. She is a quick learner and applies what she has learnt in theory to practical problems very easily and efficiently. She is enthusiastic, committed and a good team player.

We wish her all success in her future endeavours.

BASF India Limited (C.M. Nataraj) urathkal - Bajpe Road Head HR — Mangalore Works Village, Via-Katipalla

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#### ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Date: 9th April 2019

#### Certificate

This is to certify that Ms. NISCHITHA S V bearing USN 4AL17MBA22 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project titled "AN ANALYSIS OF COST EFFIECIENCY AND PERFORMANCE AT BASF INDIA LTD, MANGALORE" is prepared by her under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R.Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engy, & Technology, Miller, MOODEIDRI - 574 225, D.K.

#### **Executive summary**

The project work is done in BASF for the duration of 6 weeks. BASF was established in the year 1865 and it is now one of the leading manufactures of chemical in India. the customers of the company comprise of growers of various regions with the state and neighbour state like Karnataka.

The main objective of the project is to make a depth study of cost efficiency in the company. This is done with the help of prime cost, Factory cost, cost of sale, cost of production, discussion with the company's executive with reference to company's annual report, financial statement and other related books.

The study involves ascertainment of costing position of the company for 5 years from 2013-14 to 2017-18. It indicates that company is managing its cash and various components of prime cost, factory cost, fixed cost administrative cost. selling and distribution cost effectively.

BASF, as manufacturer of chemical is managing its business very well. company has a good prospectus in future because the government is giving importance to digital technology and agronomy growth in the country





#### PROJECT REPORT ON

"A Study on Marketing mix Elements for Savory with Reference to MAIYAS"

Submitted By

PHILIP SIGEON M

**USN: 4AL17MBA23** 

Submitted to



#### VISVESHWARAYA 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 s Asst. Professor Department of MBA AIET, Mijar

#### **EXTERNAL GUIDE**

Mr. Arpith Kumar Marketing Manager Maiyas food and beverages Pvt Ltd. Bengaluru



DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
2019-20

#### REGISTERED OFFICE

Maiyas Beverages and Foods Private Limited No, 53 7<sup>th</sup>main, 4<sup>th</sup> Block Jayanagar Bengaluru-560011

E contactus@maiyas. inwww.maiya.in
CIN - U85110KA1988PTC009720



Ref: MBF/HRD/CER

Date: 16-02-2019

## **CERTIFICATE**

This is to certify that Mr Philip Sigeon M (4AL17MBA23), a MBA student of Alva's Institute of Engineering and Technology, Moodbidre has Satisfactorily completed his project work "The Study of Marketing mix element for Savoury with reference to Maiyas", from 3<sup>rd</sup> January to 16<sup>th</sup> February 2019.

His attitude towards learning was illustrious.

For Maiyas Berverages & Foods Private Limited

(Arpith Kumar) Marketing Manager

### ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Date: 12th April 2019

#### Certificate

This is to certify that Mr. PHILIP SIGEON M bearing USN 4AL17MBA23 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report entitled "A STUDY ON MARKETING MIX ELEMENTS FOR SAVOURY WITH REFERENCE TO MAIYAS, BANGALORE" is prepared by him under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R. Wranton Perez

Fr. Deter Fernandes
Principal

#### **EXECUTIVE SUMMARY**

Nourishment handling is an extensive area that covers exercises, for example, agribusiness, horiculture, plantation, dairy, fruits,& vegetable preparing it additionally incorporates different commercial enterprises that utilization farming inputs for assembling of different scope of items. Maiyas beverages and food Pvt. Ltd. Bangalore based organization engaged in manufacturing and selling a range of Food products. Comparative study on marketing mix elements are the key performance evaluator of the business and it has seen as a key differentiator and increasingly has become a key element of business strategy.

It is essential for business to effectively satisfy the expectation of customers from their effective frameworks done to the 7p's of the marketing mix. To know the customer satisfaction level towards the products of the company and to know the loyalty of the customer towards their products.

The objective is to find out how well the marketing mix is effective in market & customers. And also to know the influencing element which customers are getting influenced towards the products and which are helping business to grow.

A descriptive research involving a data collection done by structured questionnaire where the respondents were 108 and the statistical technique was convenience sampling technique.

Most of the customers buying Maiyas product because of their taste, quality and brand name in the market. Customer feedback or suggestions should be viewed in order facilitate customer what they need.

The study reveals that quality and taste of the product are good but the company is failing in create awareness of the product in the market. And majority of the customers are happy towards the company's efforts and towards their product.



Corporate Office :

"BEML Soudha"

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Nagpur Tel.: 0712-2248 435 e-mail: nagpur@rm.beml.co.in

New Delhi Tel.: 011-2331 6500 e-mail: delhi@rm.beml.co.in

Ranchi

Tel.: 0651-2540 710 e-mail: ranchi@rm.beml.co.in

Sambalpur Tel.: 0663-252 1604 e-mail: sambalpur@rm.beml.co.in

Tel.: 07805-268260 / 266668 e-mail: singrauli@rm.beml.co.ln

**BEML Serivice Centres:** 

Bllaspur Tel.: 07752-252 598 e-mail: mvc@rm.beml.co.in

Hyderabad Tel.: 040-2724 0973 e-mail: sh@zonal.beml.co.in

Tel.: 033-2401 0782 e-mail: mcs@rm.beml.co.in.

New Delhi Tel.: 011-2215 8655 e-mail: mise@rm.beml.co.in

Singrauli Tel.: 07805-266 334 e-mail: msg@rm.beml.co.in

# बी ई एम एल लिमिटेड REMILLIMITED

(मिनि रत्न कंपनी, भारत सरकार, रक्षा मंत्रालय के अधीन) ( A Govt. of India Mini Ratna Company under Ministry of Defence) मैसूरू कॉम्प्लेक्स / Mysuru Complex (CIN: L35202KA1964GO1001530)

Ref: TKT/137(C)/2019

Date: 16.02.2019

# To Whomsoever It May Concern **Project Completion Certificate**

This is to certify that Ms. POOJA JT,

USN NO: 4LV17MBA26, MBA (Finance & Marketing) Student of Alva's Institute of Engg. & Technology, Mijar Moodbidri has successfully undergone Project Work on "A Study on Customer Relationship Management after Sales and Service" Grganization under the guidance of Shri. Venkata Lakshmana G, Dv. General Manager, Marketing division w.e.f. 03.01.2019 to 16.02.2019. During her stay at BEML Limited, her Character and Conduct was found Good.

We wish Ms. POOJA JT, ALL THE BEST in her future Endeavours.

for BEML LIMITED

R BRAHMACHARY

Asst. General .Manager [Training]

बीईएमएल लिभिटेड प्रशिक्षण केंद्र BEML LIMITED TRAINING CENTRE मसूर काप्लक्स Mysore Complex बलवाडि पोस्ट Belavadi Post 可表 MYSURU-570 018

> मैसूरू कॉम्प्लेक्स, बेलवाडी पोस्ट, मैसूरू - 570 018, कर्नाटक, भारत Mysuru Complex, Belavadi Post, Mysuru-570 018, Karnataka, India

दूरभाष Phone: 0821-2402422 फ्याक्स Fax: 0821-2402434 ई-मेल Email : HR - tk@beml.co.in, Purchase - ym@beml.co.in, Finance - at@beml.co.in वेबसाईट Website : www.bemlindia.com

# "A STUDY ON INVENTORY MANAGEMENT WITH REFERENCE TO INTEGER SYSTEMS"

Submitted By

Ms. POOJA RAJU NAIK USN: 4LV17MBA27

#### **Submitted to**



#### VISVEESVARAYA TECHNOLOGICAL UNIVERCITY, BELGAUM

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

#### MASTER OF BUSINESSADMINISTRATION

under the guidance of

**INTERNAL GUIDE** 

Dr. Nagendra.S Senior Assistant Professor Department of MBA AIET, Mijar **EXTERNAL GUID** 

Mr. Udayachandra. K Manager Integer Systems Bangalore



# DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

**APRIL -2019** 



#### integer systems

# 55, F1, 2nd Cross, Chowdeshwari Nagar, Near Pipeline Road, Outer Ring Road, Laggere, Bangalore - 560 058.

E-mail: integersystems@gmail.com

Date: 17- Feb-2019

#### CERTIFICATE

This is certify that Ms. Pooja Raju Naik (Reg. No- 4LV17MBA27), student of Master of Business Administration (MBA) from Alva's Institute of Engineering and Technology (AIET) Moodbidri, has successfully completed her Project work on "Inventory Management at Integer Systems" in our Organization from 03rd January 2019 to 16th February 2019.

Ms. Pooja Raju Naik richly deserves our Appreciation for the sincere efforts. She put in and the keen interest she evinced during her project training period.

We wish her success in her pursuit of Education and for her Professional Career Advancement.

Asimonization K

# Tomators - India

## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)
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Shobhavana Campus, Mijar, Mocdbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 9th April 2019

#### Certificate

This is to certify that Ms. POOJA RAJU NAIK bearing USN 4LV17MBA27 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "A STUDY ON INVENTORY MANAGEMENT WITH REFERENCE TO INTEGER SYSTEMS, BANGALORE" is prepared by her under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr.Nagendra S Internal Guide ಗ್ಗೆ ಕ್ರೌಟ್ರೆ! Dr. R.Wranton Perez ∤ HOD, MBA

Dr. Peter Fernandes

Alva's Institute of Engg. & Technology, Mijas, IAOODBIDRI - 574 225, D.X.

#### **EXECUTIVE SUMMARY**

This report describes the 6 week mandatory project conducted by the student at Integer System. The aim of the study is to study an organization, its structure, departments and its functions. The purpose of the project is to get the opportunity to connect the theory taught in classrooms to the practical working in a real organization.

It can be concluded that the company has a strong background in its industry and will continue to be the best company. The management are well prepared for the future technological challenges and they have been adapting to the situation and the government agencies.

More importantly my view of the company is that it is positioned strongly, departments are well managed and employee working conditions are good. There are amicable relations between the various department make possible for Integer System to optimize its functioning. The staffs are very co-operative and time conscious and cultured. Each staff member is taking active part in the organization and they are working according to the rules and regulations of the company.

#### PROJECT REPORTS ON

## A STUDY ON WORKING CAPITAL MANAGEMENT OF "THOMAS COOK ( INDIA) PRIVATE LIMITED"

Submitted By

Ms. POOJA

**USN: 4AL17MBA24** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS OF ADMINISTRATION

*Under the guidance of* 

INTERNAL GUIDE EXTERNAL GUIDE

Dr.NAGENDRA.S Mr.SHARATH A.

DEPARTMENT OF MBA Sr.ASSISTANT MANAGER

AIET, MIJAR THOMAS COOK (INDIA) LTD

MANGALORE



Department Of Business Administration

Alva's Institute Of Engineering And Technology, Mijar, Moodbidri

April-2019

Thomas Cook (India) Ltd. A1/B1, Ground Floor Ramabhavan Complex Kodialbail Mangalore - 575 003 Tel.: 0824 - 6450583



A FAIRFAX Company

Date: 28th Feb 2019 Place: Mangalore

#### TO WHOM SO EVER IT MAY CONCERN

This is to certify that Miss. Pooja (4AL17MBA24); MBA student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRE has successfully completed her internship on the topic 'Working Capital Management' with reference to Thomas Cook (India) Ltd.

The project work was carried out from January 14, 2019 to February 28, 2019 and her project shows keen understanding of the topic.

During the project work her conduct has been good.

We wish her all success in her future endeavours.

Sharath A.

Assistant manager

Thomas Cook (India) LTD

Mangalore

# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Ms. POOJA bearing USN 4AL17MBA24 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "A STUDY ON WORKING CAPITAL MANAGEMENT ON THOMAS COOK INDIA PVT LTD, MANGALORE KARNATAKA" is prepared by her under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R.Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Alve's Institute of Engg. & Technology, Childr. MOCDETORI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

Internship is a one of the best opportunity to get a practical experience regarding academics'. It is helpful to gain the opportunities and also develop the working skills, it is one way to apply the theoretical concept to practical experience.

I choose the topic name called "A study on working capital management at THOMAS COOK India ltd", analysis of working capital management is one of the main day to day starting process of the every finance company. This report is intended to assist the reader in detailed understand about working capital management.

Next coming to the industry profile Non-banking finance company is engaged in processing of loans and advance and provide services like a bank but it is not a bank.

The project report on "A Study on working capital management at THOMAS COOK India ltd." is carried on with objective to study the need of the training and development in an organisation .in the process of study it was found that the organisation gives much importance for the employee training and development activities which helps them to improve their skill level.

Continuous changes has to been done in the training programs to cope up with the technological changes and based on the requirements of the employee training needs. This study clear that employees are satisfied to a greater extent with effectiveness of the programs which helps to minimize the errors and maximize the productivity.

## "COMPARATIVE ANALYSIS OF FINANCIAL STATEMENT OF MUTHOOT FINANCE WITH MUTHOT FINCORP"

Submitted By

**Mr.PRATHEEK JAIN** 

**USN: 4LV17MBA32** 

**Submitted to** 



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

**INTERNAL GUIDE** 

Dr. Nagendra Associate Professor Department of MBA AIET, Mijar **EXTERNAL GUIDE** 

Mr. Pandu Branch supervisor Muthoot Finance, Karkala



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

APRIL – 2019

Ph: 08258-235499, 232267

Date: 16-02-2019



#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Mr. Pratheek Jain (USN:4LB17MBA32) from Alva's Instute of Engineering and Technology- Mijar has completed his summer internship from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

He did a study on Comparative Analysis of Financial Performance of Muthoot Finance with Muthoot Fincorp.

He was found Sincere & hard working during this tenure.

We wish him all the best for his future endeavors.

Regards:

Mr. Pandu-MF04741

FINANCE LTD

Manager

Branch in charge Muthoot Finance Ltd., Karkala-0695



# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 9th April 2019

#### Certificate

This is to certify that Mr. PRATHEEK JAIN bearing USN 4LV17MBA32 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project titled "A STUDY ON COMPARATIVE ANALYSIS OF FINANCIAL STATEMENT OF MUTHOOT FINANCE WITH MUTHOOT FINCORP" is prepared by him under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R. Wranton Perez

Dr. Peter Pernandes

Principal PRINCIPAL

Mya's Institute of Engg. & Technology, Milar, MOODSIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

The summer project titled "Comparative analysis of financial statement of Muthoot Finance with Muthoot Fincorp" was conducted at the branch of Muthoot Finance, Karkala. The concept of this project is to analyse the financial status and performance of Muthoot finance with its close competitor Muthoot Fincorp. This study is done to check the performance whether they are performing well or lacking in performance. It primarily aims at learning the various factors that can help my evaluation process. I have tried to find out the reasons or ground where it is lacking. I have also tried to find out the areas of improvement. In order to do comparative financial analysis, I used Ratio Analysis as the tool of the study.

Project also includes objective of study, Research Methodology, Analysis and Interpretation, findings recommendations limitation of study conclusion bibliography and annexure. Financial Statements are prepared primarily for decision-making. They play a dominant role in setting the framework of managerial decisions. But the information in the financial statement is not an end in itself as no meaningful can be drawn from these statements alone. The information provided in the financial statement is of immense use in making decisions through analysis and interpretation of financial statements. The financial analysis is the process of identifying the financial strength and weakness of the firm by properly establishing relationship between the items of the balance sheetS and Profit and Loss account.

# PROJECT REPORT ON "A STUDY ON EVALUATION OF FINANCIAL PERFORMANCE OF SAMAIRA ARTS, MUMBAI.

Submitted By

#### PRATHIKSHA SALIAN USN: 4AL17MBA26

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.Claret Mendonca Associate Professor Department of MBA AIET, Mijar.

#### **EXTERNAL GUIDE**

Mr.Sarvesh Shukla Finance Officer Samaira Arts Mumbai



DEPARTMENT OF MBA
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
Shobhavana Campus, Mijar, Moodbidri.

# Samaira Art

Shah and Nahar Industrial Estate (A-1), 2nd Floor, Gala no. 235, Dhanraj Mills Compound, Sitaram / Jadhav Marg, Lower Parel, Mumbai - 400 013. E-mail: paramanicksoumen@gmail.com

Ref.:

Date: 18.02.2019

#### Certificate -

# TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mrs. Prathiksha Salian (4AL17MBA26), MBA student of Alva's Institute of Engineering and Technology Mijar, Moodbidri-574227 has completed her project work on "Financial Performance Analysis" in our organisation from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019, in partial fulfilment of her course study.

During the period she has done the work sincerely and her conduct was good.

We wish distinguished success in her studies and best of luck for her future life too.

We wish success in her future endeavours.

Soumen Parmanick
(Proprietor)



### ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 9th April 2019

#### Certificate

This is to certify that Mrs. PRATHIKSHA SALIAN bearing USN 4AL17MBA26 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project titled "A STUDY ON EVALUATION OF FINANCIAL PERFORMANCE OF SAMAIRA ARTS, MUMBAI" is prepared by her under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide K ωμοά/15 Dr. R. Wranton Perez ↓ HOD, MBA

Dr. Peter Fernandes
Principal
PRINCIPAL

Alva's Institute of Engg. & Technology, Mijor, MOODBIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

The MBA course offered by VTU University, Belgum, has its own unique syllabus which requires its MBA students to undertaken an internship with any of the industry for the period of four weeks. For the purpose of acquiring practical knowledge of the working and functioning of the company.

The study is conducted on "FINANCIAL PERFORMANCE ANALYSIS at Samaira Arts, Mumbai" the objective of the study is to know the financial performance of the organisation.

The project work was undertaken for the period of 45 days at Samaira Arts, Mumbai. This study was conducted by collecting data from various sources. The primary data was obtained through the discussion done with the external guide as the employees in the organisation. This study was also conducted by collecting various information from secondary data and it has been collected from the annual reports of the company and other books.

Along with this a conceptual problem was taken to study and analyse the Financial Performance of the company, which includes analysis of cash, inventory and receivable management of the company. This report also includes summary of industrial profile, company profile, SWOT analysis, and experience gained during this time.

As a part of the project, an organisation study was conducted by visiting various functional departments and the working of various employees, and also interacting with the officers and staff of the company. The various dimensions like structure, style, system, etc.were also included in this study.

GSTIN:29APUPK6819A1ZJ

Ph.: 9743533661, 8970645779, 9964086105

#### **ADILAXMI GARMENTS**

NEAR ADILAXMI TEMPLE, KODSARABETTU NANDALIKE, UDUPI DIST - 576 111

Ref:

Date: 13/04/2019

#### CERTIFICATE

This is to certify that Mr.Prem Felson Sequeira, pursuing his MBA from Alva's Institute of Engineering and Technology, Moodabidri bearing Reg. No. 4LV17MBA33 has completed his project work in our organization on the topic "A STUDY ON INVENTORY MANAGEMENT" from 03.01.2019 to 16.02.2019.

He has shown interest in learning and his conduct and character was good.

We wish Good Luck in his future endeavors.

FOR ADILAXMI GARMENTS

Authorised Signature

For ADILAXMI GARMENTS,

POCO

GSTIN:29APUPK6819A1ZJ

Ph.: 9743533661, 8970645779, 9964086105

#### **ADILAXMI GARMENTS**

NEAR ADILAXMI TEMPLE, KODSARABETTU NANDALIKE, UDUPI DIST - 576 111

Ref:

Date: 13/04/2019

#### CERTIFICATE

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He has shown interest in learning and his conduct and character was good.

We wish Good Luck in his future endeavors.

FOR ADILAXMI GARMENTS

Authorised Signature

For ADILAXMI GARMENTS,

POCO



Ref. IND/CER/2019

Date: 23'd Feb'19

#### CERTIFICATE

This is to certify that Mr. Puneeth L N bearing USN. 4LV17MBA34, MBA student of Alva's Institute of Engineering and Technology College, has successfully completed "A STUDY ON POST SALES SERVICES AND CUSTOMER LOYALTY" in our organization from 03<sup>rd</sup> Jan '2019

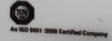
to 16th Feb'2019, under the guidance of Mr. Vasu H, Manager HR & Admin,

INDIC EMS Electronics Pvt. LTD.,

The management wishes all success for her future endeavour.

For INDIC EMS ELECTRONICS PVT. LTD.,

INDIC EMS ELECTRONICS PVT. LTD.,
Plot No. 37, KIADB Industrial Area, Doddaballapur, Bangalore - 561 203. India
Tel. : +91 80 27630603 / 94 / 95+Pax : +91 80 27630606 + Website : www.indicelectronics.com



SHOT ON POCO F1



Ref. IND/CER/2019

Date: 23'd Feb'19

#### CERTIFICATE

This is to certify that Mr. Puneeth L N bearing USN. 4LV17MBA34, MBA student of Alva's Institute of Engineering and Technology College, has successfully completed "A STUDY ON POST SALES SERVICES AND CUSTOMER LOYALTY" in our organization from 03<sup>rd</sup> Jan '2019

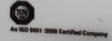
to 16th Feb'2019, under the guidance of Mr. Vasu H, Manager HR & Admin,

INDIC EMS Electronics Pvt. LTD.,

The management wishes all success for her future endeavour.

For INDIC EMS ELECTRONICS PVT. LTD.,

INDIC EMS ELECTRONICS PVT. LTD.,
Plot No. 37, KIADB Industrial Area, Doddaballapur, Bangalore - 561 203. India
Tel. : +91 80 27630603 / 94 / 95+Pax : +91 80 27630606 + Website : www.indicelectronics.com



SHOT ON POCO F1

#### **Project report on**

# "A STUDY OF EFFECTIVENESS OF DISTRIBUTION CHANNEL OF ANNAPOORNA METAL INDUSTRIES, BELTHANGADY"

# BY RAGHAVENDRA PRABHU V (4LV17MBA35)

**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**

**EXTERNAL GUIDE** 

Dr. Claret Mendonca Mr.Chethan
Associate Professor Accountant
MBA Department Annapoorna metal industry

AIET Mijar Belthangady



Department of Business Administration
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, DK - 574225
APRIL- 2019



TIN: 29970124269 K.S.T: 31019559 C.S.T: 31069551 4-8-99

70

08256 - 232003 (O) 08256 - 232010 (R)

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Raghavendra Prabhu V (USN:4LV17MBA35) a student of Master of Business Administration, Alva's Institute of Engineering and Technology, Moodabidri has undergone his project work on topic "A Study on Distribution Channel" in our organization from 3 January 2019 to 16 February 2019.

During the period he has done the work sincerely and his conduct was good.

We wish him success in his future endeavor.

For Annapoorna Metal Industries

Managing Partner

# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

12 April, 2019

#### Certificate

This is to certify that Mr. RAGHAVENDRA PRABHU V bearing USN 4LV17MBA35 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY OF EFFECTIVENESS OF DISTRIBUTION CHANNEL OF ANNAPOORNA METAL INDUSTRIES, BELTHANGADY" is prepared by him under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

HOD, MBA

Dr. Claret Mendonca

Internal Guide

Dr. Peter Fernandes

Principal PRINCIPAL

Alvo's Institute of Engg. & Technology, Miljer, MOODBIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

This study of effectiveness of distribution channel of Annapoorna Metal Industry, Belthangady". The channel of distribution arises because the product has to reach to customer from the industry, in the right quantity, at the right place, at the right time. The every company tries to satisfy their customers by providing quality and trustworthy product. The study helps to know the satisfaction level of the customers towards the product offered and towards the distribution system by the industry. It also helps how well distributors performs in product distribution to the customer.

The objective of the study: To study the satisfaction level and influences of the customers towards the distribution method with products of Annapoorna metal industry. To identify consumers awareness, opinion and attitude towards the distribution system. To analyze the relationship between distributors, manufacturer and customers. To identify about availability of the product and customer loyalty towards the distribution system. To identify customers future expectation from the Annapoorna Metal Industry.

It also helps to know the problems which are faced by the distribution channel members. The survey was conducted with the customers of Annapoorna Metal Industry in the district of Dakshina Kannada and Udupi. It will help to know distribution channel system of the organization. This study helps the organization to drop or add new channel in distribution. This study will helps to know the satisfaction level of channel members.

The survey reveals that the more number of respondents are satisfied with the distribution system. Data Analysis is an important task and it helps in making correct interpretation. Data Analysis is the primary task which should be analysis after the research work is accomplished. By these analysis which helps for the customer aware about distribution system provided by the company. When the information are received through the research work, these information are properly analyzed and interpreted in a proper manner. It helps for a concern to forecast about their future and it also helps to rearrange their process, so that they can satisfy their customers in a betterway.

#### A Project Report on

# "A STUDY ON CUSTOMER BRAND LOYALTY TOWARDS HERO MOTOCORP WITH SPECIAL REFERENCE TO KARTHIK HERO, SHIVAMOGGA."

Submitted by RAGHU NAIK 4AL17MBA27 Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

#### EXTERNAL GUIDE

Mrs. Kavitha Anand

Assistant HR Manager

Sree Karthik Hero

Shivamogga.

#### **INTERNAL GUIDE**

Mrs. Shiny Joseph

**Assistant Professor** 

Department of MBA

AIET, Mijar



#### **Department of MBA**

#### ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

**APRIL 2019** 

#### Sree Karthik Hero



# **CERTIFICATE**

Dated 19022019

This is to certify that Sri RAGHU NAIK studying Master of Business Administration in ALVAS INSTITUTE of ENGINEERING and TECHONOLGY @ Moodabidre has attended and completed his project work Internship Training on "ORGANIZTION STUDY" in shivamoga under Group of AUTOMOBILE SALES & SERVICE of HERO PRODUCT under an AUTHORIZED DEALER of SREE KARTHIK MOTORS Bye Pass Annexes, N.T ROAD Shimoga-577201

This Certificate is issued only for academic Purpose

SREE KARTHIK MOTORS

Manading Partner

SREE KARTHIK HERO Authorised Dealer Hero Moto Corp. Ltd.,

Show Room: N.T. Road, Bye Pass Annexue, Shimoga - 577 201. Tel: 08182 228266, 228366 Workshop: N.T. Road, Bye Pass Annexue, Shimoga - 577 201. Tel: 08182 228266, 228366

A Unit of Alva's Education Foundation (R)
( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 12th April 2019

#### Certificate

This is to certify that Mr. RAGHU NAIK bearing USN 4AL17MBA27 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON CUSTOMER BRAND LOYALTY TOWARDS HERO MOTOCORP WITH SPECIAL REFERENCE TO KARTHIK HERO, SHIVAMOGGA" is prepared by him under the guidance of Mrs. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Shiny Joseph Internal Guide Dr. Peter Fernandes Principal

#### **EXECUTIVE SUMMARY**

The project entitled "A Study on Customer Brand Loyalty Towards Hero Motocorp with Special Reference to Karthik Hero, Shivamogga" includes automotive industry profile, company profile, product and services, SWOT Analysis, Infrastructure facilities, research methodology, theoretical background, Literature review, Analysis and interpretation, findings and suggestions.

Customer Brand Loyalty level of commitment and involvement of a customer has towards their organization and its values. As engaged customer is aware of business context, and works with colleagues. It is a positive attitude held by the customers towards the organization and its values.

Customer Brand Loyalty is a key construct that much be understood by any organization, because it is one of the key parameters that can promote the growth of the organization. While engaged customer loyalty help in increasing the organization's productivity consequently leading to increased customer satisfaction, disengaged employees on the other hand cause low productivity levels and increase. Low Customer Brand Loyalty level is a key cause for increasing attrition rates. The focus of this study at Sree Karthik Hero assess that the engagement level of customers in quality satisfaction and services etc. The result indicates that the overall level of customer involvement is moderate. Awareness about what is expected at business.

#### A Project study on

# "A STUDY ON IMPLICATION OF TAX ON PROFIT OF KRISHNA TAX CONSULTANCY, KALYAN"

**Submitted by** 

#### POOJARY RAKSHIT 4LV17MBA28

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE EXTERNAL GUIDE

Dr. Nagendra S Akshay Ligam

Associate Professor HR Manager

Department of MBA Krishna Tax Consultancy

AIET, Mijar Kalyan, Maharashtra.



#### **Department of MBA**

#### ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, MangaloreTaluk, D.k -574225

**APRIL 2019** 



# Krishna Tax Consultancy Pvt. Ltd.



[A COMPLETE TAX SOLUTIONS]
Income Tax | Sales Tax | Service Tax | Day to Day Accounting

Office: 101, 1st Floor, E-3, Phase III, Lok Dhara Complex, Kalyan (E) - 421 306. Tel.: 0251-6518558 / 6518559, Mob.: 9819913738

Ref. No .: GEN/CGR/010/2018-19

Date: 16/02/2019

# **CERTIFICATE**

This is to certify that Mr Poojary Rakshit USN - 4LV17MBA28 student of MBA, Alva's Institute of Engineering and Technology, Mijar, Moodbidri has successfully completed his project work on the topic "Implications of Tax on profit" at Krishna Tax Consultancy Private Limited During the Period From 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

We wish all the best in his future endeavour.

For Krishna Tax Consultancy Private Limited

R.P. Gupta
(Director)

# Sure Value

#### ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 9th April 2019

#### Certificate

This is to certify that Mr. POOJARY RAKSHIT bearing USN 4LV17MBA28 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project titled "A STUDY ON IMPLICATION OF TAX ON PROFIT OF KRISHNA TAX CONSULTANCY" is prepared by him under the guidance of **Dr. Nagendra S**, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes Principal

Alva's Institute of Engg. & Technology Mijar, MOODBIDRI - 574 225

#### **Executive Summary**

A project report titled "A Study on Implication of Tax on Profit of Krishna Tax Consultancy Private Limited". Krishna tax consultancy it is one of the leading and service oriented Organization. They provide many services to the public as well as firms.

Their services like GST, Income Tax, Auditing, TDS, Service Tax, Accounting and Cooperate compliance. This sort of administrations they gave most recent 15 years itself. They had more than 300 clients those file the GST, more than 500 peoples file the Income Tax, Company do the Accounting for their customers, in that they clear all the Credit side, debit side of the accounts and clear all the suspense account. Mainly focus on doing Auditing because they start this service in last 3 years.

In that Study focus about how charge engaged with people Income and business benefit. New changes are presented in India like GST, How it worked in Current market situation. How association spending plans are straightforwardly influenced to the administration business working conditions.

In this report take one organization's financial related data's and examination and compute the assessment on dependent on expense chunk. Other data should gather from the administration sites.

In all things considered revelations shows that what separates are genuinely impacted to restrain the obligation portion. Moreover prescribed what changes should be made in future reason.

## A Project Report on

# "A STUDY ON FINANCIAL STATEMENT ANALYSIS IN BISLERI PRIVATE LIMITED"

Submitted By

Mr. PRAJWAL USN: 4LV17MBA29

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 EXTERNAL GUIDE

Prof. Yogesh Dixit Mr. Sharath

Assistant Professor Supervisor

AIET, Mijar Bisleri private ltd

Mulki



# DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY April-2019



16/02/2019

#### **CERTIFICATE**

This is to certify that Mr. PRAJWAL (Reg. No - 4LV17MBA29), a student of MBA from ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR has been undertaken project work entitled "FINANCIAL STATEMENT ANALYSIS" in our organization from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

During the period of his project work, we found him to be sincere, hardworking and efficient with good conduct and aptitude to gain knowledge.

We wish him all the best in future Endeavour's.

Thanks & Regards

For

Authorised Signatory

BISLERI

Plot No 33, Mulky, Mangalore - 574154, Karnad Industrial Area Karnataka- India

A Unit of Alva's Education Foundation (R)
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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 11th April 2019

#### Certificate

This is to certify that **Mr. PRAJWAL** bearing **USN 4LV17MBA29** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON FINANCIAL STATEMENT ANALYSIS WITH REFERENCE TO BISLERI PVT LTD, MULKI" is prepared by him under the guidance of Prof. Yogesh Dixit, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Yogesh Dixit Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes
Principal
PRINCIPAL

(Ava's tastitute of Engg. & Technology, (Aljus, MOODEIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

A project report titled "A study on Financial Statement analysis". Bisleri Private Limited is one among the selling healthy products in a market. Its business spread all over India. Other benefits given to customers are products like Water bottles and other beverages.

This study is based on the Financial Statement Analysis, which is very much important for the company to a proper calculation and to get proper records. The financial statement analysis is also used to get the proper financial ratios and the trend analysis.

As the economy becomes specific and target based in the case of employment, people should have knowledge to acquire and achieve something which others cannot, gaining knowledge from college and universities are vital but students should explore their knowledge with the partial application of the theories which they studied. Real world experiences will only possible for the students through internship programs. The internship program is designed to availing and engaging students to experience with the scope of learning new things, and where they can use their insights and develop a career through the research.

## A Project Report on

# "A STUDY ON FINANCIAL STATEMENT ANALYSIS IN BISLERI PRIVATE LIMITED"

Submitted By

Mr. PRAJWAL USN: 4LV17MBA29

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 EXTERNAL GUIDE

Prof. Yogesh Dixit Mr. Sharath

Assistant Professor Supervisor

AIET, Mijar Bisleri private ltd

Mulki



# DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY April-2019



16/02/2019

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We wish him all the best in future Endeavour's.

Thanks & Regards

For

Authorised Signatory

BISLERI

Plot No 33, Mulky, Mangalore - 574154, Karnad Industrial Area Karnataka- India

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

Date: 11th April 2019

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The project report on "A STUDY ON FINANCIAL STATEMENT ANALYSIS WITH REFERENCE TO BISLERI PVT LTD, MULKI" is prepared by him under the guidance of Prof. Yogesh Dixit, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Yogesh Dixit Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes
Principal
PRINCIPAL

(Ave's testitute of Engg. & Technology, (Alijus, MOODRIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

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#### PROJECT REPORT ON

# A STUDY ON THE STRATEGIC FINANCIAL ACCOUNTING PRACTICES WITH REFERENCE TO M N CHEMICAL PVT.LTD KUMTA

Submitted by

### PRAMILA KRISHNA ACHARI USN: 4LV17MBA30

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

#### INTERNAL GUIDE

Prof. Dr.Nagendra S Senior assistant professor MBA Department AIET, MIJAR

#### **EXTERNAL GUIDE**

Mr.Nityanand nayak Quality assurance manager Quality control department Industrial area, Kumta



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
MIJAR, MOODBIDRI
APRIL-2019



## M N CHEMICALS LIMITED

Manufacturers of Bulk Drugs & Fine Chemicals

An ISO 9001: 2015 & GMP Certified



Ref. no.: MNCL/09/PS/2018-19

#### **CERTIFICATE**

This is to certify that Miss PRAMILA KRISHNA ACHARI Reg. No. 4LV17MBA30 MBA III<sup>rd</sup> semester student of Alva's Institute of Engineering and Technology Mijar, Moodabidri has undergone in-plant training in our factory from 03.01.2019 to 16.02.2019. She has prepared project report named "Study of Strategic Financial Accounting Practices" with special reference to our company.

We are happy to state that, she has successfully completed her training and she has been sincere and hard working in her endeavor.

We wish her bright future.

For M N Chemicals Limited

Authorized Signatory

Place: Kumta

Date: 16.02.2019

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Date: 9th April 2019

#### Certificate

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The project report on "A STUDY ON THE STRATEGIC FINANCIAL ACCOUNTING PRACTICES WITH REFERENCE TO M N CHEMICAL PVT LTD., KUMTA" is prepared by her under the guidance of Dr.Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R.Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Maijar, MAGODBIORI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

M N Chemicals pvt .Ltd .incorporate on1995 and with an objectives of setting up a bulk drugs and fine chemical manufacturing unit on a small scale. M N Chemicals is a dynamic and progressive company, manufacturing industry segment such as 4<sup>th</sup> fluid, electrolyte, dialyses, enzymes and pharmaceutical establishment, food beverages and laboratory chemical industries across the country.

The study is undertaken in M N Chemicals pvt. Ltd. It is a major concurrent project where in an attempt has been made to understand the problem of the industry and small research has been undertaken so as to get an insight into the problem of industry and later to possible suggestion.

There was conducted though the annual reports of the company and personal interview with the concerned personnel of the company. The findings were analyzed and interpreted using financial tools such as ratios and comparison and analytical tools like tables, charts. Based on the study some suggestions are made. The company has to improve collection efforts and incorporation of the company.

#### PROJECT REPORT ON

# A STUDY ON THE STRATEGIC FINANCIAL ACCOUNTING PRACTICES WITH REFERENCE TO M N CHEMICAL PVT.LTD KUMTA

Submitted by

### PRAMILA KRISHNA ACHARI USN: 4LV17MBA30

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

#### INTERNAL GUIDE

Prof. Dr.Nagendra S Senior assistant professor MBA Department AIET, MIJAR

#### **EXTERNAL GUIDE**

Mr.Nityanand nayak Quality assurance manager Quality control department Industrial area, Kumta



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
MIJAR, MOODBIDRI
APRIL-2019



## M N CHEMICALS LIMITED

Manufacturers of Bulk Drugs & Fine Chemicals

An ISO 9001: 2015 & GMP Certified



Ref. no.: MNCL/09/PS/2018-19

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We wish her bright future.

For M N Chemicals Limited

Authorized Signatory

Place: Kumta

Date: 16.02.2019

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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 9th April 2019

#### Certificate

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The project report on "A STUDY ON THE STRATEGIC FINANCIAL ACCOUNTING PRACTICES WITH REFERENCE TO M N CHEMICAL PVT LTD., KUMTA" is prepared by her under the guidance of Dr.Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R.Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Maijar, MAGODBIORI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

M N Chemicals pvt .Ltd .incorporate on1995 and with an objectives of setting up a bulk drugs and fine chemical manufacturing unit on a small scale. M N Chemicals is a dynamic and progressive company, manufacturing industry segment such as 4<sup>th</sup> fluid, electrolyte, dialyses, enzymes and pharmaceutical establishment, food beverages and laboratory chemical industries across the country.

The study is undertaken in M N Chemicals pvt. Ltd. It is a major concurrent project where in an attempt has been made to understand the problem of the industry and small research has been undertaken so as to get an insight into the problem of industry and later to possible suggestion.

There was conducted though the annual reports of the company and personal interview with the concerned personnel of the company. The findings were analyzed and interpreted using financial tools such as ratios and comparison and analytical tools like tables, charts. Based on the study some suggestions are made. The company has to improve collection efforts and incorporation of the company.

# "ANALYSIS OF MUTUAL FUND AND PORTFOLIO MANAGEMENT OF MUTUAL FUND"

#### A STUDY CONDUCTED AT TRADE JINI FINANCIAL PVT LTD

**Submitted By** 

Prasanna MS

**4AL17MBA25** 

**Submitted To** 



#### Visvesvaraya Technological University, Belgaum

#### In Partial Fulfillment of the Requirements for the Award of the Degree Of

#### **Master of Business Administration**

#### **Under The Guidelines Of**

Internal Guide
Prof. Yogesh Dixit
Mr. Prateek Gupta
Department Of MBA
Manager, Tradejini
AIET, Mijar.
Pvt ltd, Bangalore.

#### **Department Of MBA**

Alvas Institute of Engineering and Technology

Mijar

2017-2019



Member: NSE | BSE | MCX | MSEI | CDSL | MF

Date: 14th February 2019

#### TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Prasanna MS, Registration No: 4AL17MBA25 has successfully completed his internship successfully on "Mutual Fund Analysis" in our Organization from 03rd January 2019 to 15th February 2019 under the guidance of Mr. Prateek Gupta.

During the span, we found him punctual and hardworking. His learning powers are good. Moreover, his analytical skills are brilliant.

So, we take this opportunity to wish him all the success in future endeavours.

For Tradejini Financial Services Pvt Ltd



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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

Date: 10th April 2019 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

#### Certificate

This is to certify that Mr. PRASANNA M S bearing USN 4AL17MBA25 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "ANALYSIS OF MUTUAL FUND AND PORTFOLIO MANAGEMENT OF MUTUAL FUND AT TRADEJINI FINANCIAL SERVICES PVT LTD" is prepared by him under the guidance of Prof. Yogesh Dixit, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Yogesh Dixit Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Abra's Institute of Engg. & Technology, Cities, MOCOBEDRI - 574 225, D.K.

#### **Executive Summary**

The Undertaking Report Title "Analysis Of Mutual Funds And Portfolio Management Of Mutual Funds" Is Submitted To Partial Satisfaction Necessity Of The Honor Of Master Of Business Administration.

The Main Purpose Of The Analysis Is To Dissect The Differs Common Reserve Plans Which Manageable In The Indian Mutual Fund Showcase On The Bases Of Equity Subsidize, Debt Reserve And Hybrid Store. Differs Measurable Apparatuses Are Connected To Decide The Best Reserve For The Predefined Time. It's Through the Light on the Performance of Shared Funds Who Much Return Its Gives with Thought to Chance. It's Give The Fundamental Thought Regarding In Which Finance Investor Through To Put Resources Into Those Territories Then They Can Get Limit Of Return For Their Capital. The Fluctuates Investigative Instruments Are Utilized To Set Up The Task Like Returns, Standard Deviation, Beta, Sharpe's Index, Treynor's Index, Jenson Index Record and Additionally Information Is Gathered since the Reality Sheet of Assets, Communication With Representatives Of Organization And The Site Moneycontrol.Com And From Shifts Diaries.

This Reports Includes 5 Chapters, Chapter 1 Includes The Introduction About The Topic, Industry Profile And Company Profile. Chapter 2 Gives An Insight About Conceptual Background Of The Study And Literature Review Of The Topic. Chapter 3 Explains About The Research Design. Chapter 4 Includes The Analysis Of Data Collected And Interpretation Of The Same And The Last Chapter Includes The Findings Of The Study, The Suggestions And Conclusion.

This Study Is Undertook To Analyses The Varieties Of Mutual Funds Available And Compare Them With Help Of Varies Analytical Tools. Using Statistical Tools Analysis Of Compared To The Debt And Hybrid Mutual Fund Equity Mutual Fund Gave High Return And Also Risk Is High. In Given Information Debt And Hybrid Fund Regular And Consistent Return, In Equity Fund Is More Risk Compared To Debt And Hybrid Fund. If The Who Takes More Risk They Will Enjoy More Return.

#### Project Report on

# "A STUDY ON BUDGETARY CONTROL AT SHIVADARSHAN AGRO INDUSTRIES, HAMSAGIRI, BELTHANGADY"

Submitted By

Mr. PRASHANTH NAIK USN: 4LV17MBA31

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 EXTERNAL GUIDE

Dr. Claret Mendonca Mr. Balakrishna C Nayak

Associate Professor Manager

Department of MBA Shivadarshan Agro Industries,

AIET, Mijar Hamsagiri, Belthangady



DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI
MAY - 2019

TIN: 29520234757 LVO Code: 263



Phone: (08256) 278177 Mobile: 9448122017

#### SHIVADARSHAN AGRO INDUSTRIES

'Hamsagiri', Kuvettu Village
P. O. GURUVAYANAKERE, BELTHANGADY TALUK
DAKSHINA KANNADA - KARNATAKA

Ref. : Date : .....

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that MR. PRASHANTH NAIK (USN:4LV17MBA31) a student of Master of Business Administration, Alva's Institute of Engineering and Technology, Moodabidri has undergone his project work on topic "A Study on Budgetary Control" in our organization from 3 January 2019 to 16 February 2019.

During the Period he has done the work sincerely and his conduct was good.

We wish him all success in his future endeavor.

Signature SHIVADARSHAN AGRO (NDUSTRIES -HAMSAGIRI

MANAGING PARTNER

Manufacturers and Distributors of "HAMSA BRAND" Boiled Rice, which is very Popular for its Purity and Quality, Controlled under Computerised Modern Technology and SORTER Equipments

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12 April, 2019

#### Certificate

This is to certify that **Mr. PRASHANTH NAIK** bearing **USN 4LV17MBA31** is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY ON BUDGETARY CONTROL AT SHIVADARSHAN AGRO INDUSTRIES, HAMSAGIRI, BELTHANGADY" is prepared by him under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca
Internal Guide

Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Miljur, MOODBIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

The project has been undertaken on the topic Budgetary Control with special reference to Shivadarshan Agro Industries. A Budgetary Control helps the company to understand the goal whether it is short term goal or long term goal.

Budgetary Control is playing a very important role in any organization. It helps to compare the actual performance with budgeted performance. The budget concept and the adoptability will create new challenges to the company. It indicates the progress concern by its sales profits.

From the budgetary control it can be easy to identify the excess limits from the budgeted estimates made. It is a tool that helps to analyses the cost incurred and also the performance of a firm. Budgetary Control helps in understanding each concepts of the firm. It helps not only in analyzing but also gives a clear idea as to know how to reach the targets that are being set by the company.

Each and every industry adopts this budgetary control to have an effective control over their strategies made. Each department set their own targets. Where all the departments of the firm all together give an idea as to how much they need to spend and what are the returns they get on their investments made. Budgetary control in return leads to the profits earned by the company and also helps in making future assumption and analysis for a profitable business growth and development.

Budgetary control is being adopted by all the departments in the firm in order to have control in the financial aspects. This is an effective tool that helps firms to attain their targets in an easy and effective manner. It helps each department to their work effectively and efficiently. This is said as a way towards reaching a firms target.

The study made was to know how the firm strategies its budgetary control and also analyses the performance with regard to the budgetary control that they have made and also know what are the results that they received from the budgetary control. This study helped in analyzing the budgetary control and also gave an idea as to how the strategies are made with the competitors around them.

### "COMPARATIVE ANALYSIS OF FINANCIAL STATEMENT OF MUTHOOT FINANCE WITH MUTHOT FINCORP"

Submitted By

**Mr.PRATHEEK JAIN** 

**USN: 4LV17MBA32** 

**Submitted to** 



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

**INTERNAL GUIDE** 

Dr. Nagendra Associate Professor Department of MBA AIET, Mijar **EXTERNAL GUIDE** 

Mr. Pandu Branch supervisor Muthoot Finance, Karkala



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

APRIL – 2019

Ph: 08258-235499, 232267

Date: 16-02-2019



#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Mr. Pratheek Jain (USN:4LB17MBA32) from Alva's Instute of Engineering and Technology- Mijar has completed his summer internship from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

He did a study on Comparative Analysis of Financial Performance of Muthoot Finance with Muthoot Fincorp.

He was found Sincere & hard working during this tenure.

We wish him all the best for his future endeavors.

Regards:

Mr. Pandu-MF04741

FINANCE LTD

Manager

Branch in charge Muthoot Finance Ltd., Karkala-0695



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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 9th April 2019

#### Certificate

This is to certify that Mr. PRATHEEK JAIN bearing USN 4LV17MBA32 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project titled "A STUDY ON COMPARATIVE ANALYSIS OF FINANCIAL STATEMENT OF MUTHOOT FINANCE WITH MUTHOOT FINCORP" is prepared by him under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R. Wranton Perez

Dr. Peter Pernandes

Principal PRINCIPAL

Mya's Institute of Engg. & Technology, Milar, MOODSIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

The summer project titled "Comparative analysis of financial statement of Muthoot Finance with Muthoot Fincorp" was conducted at the branch of Muthoot Finance, Karkala. The concept of this project is to analyse the financial status and performance of Muthoot finance with its close competitor Muthoot Fincorp. This study is done to check the performance whether they are performing well or lacking in performance. It primarily aims at learning the various factors that can help my evaluation process. I have tried to find out the reasons or ground where it is lacking. I have also tried to find out the areas of improvement. In order to do comparative financial analysis, I used Ratio Analysis as the tool of the study.

Project also includes objective of study, Research Methodology, Analysis and Interpretation, findings recommendations limitation of study conclusion bibliography and annexure. Financial Statements are prepared primarily for decision-making. They play a dominant role in setting the framework of managerial decisions. But the information in the financial statement is not an end in itself as no meaningful can be drawn from these statements alone. The information provided in the financial statement is of immense use in making decisions through analysis and interpretation of financial statements. The financial analysis is the process of identifying the financial strength and weakness of the firm by properly establishing relationship between the items of the balance sheetS and Profit and Loss account.

#### **Internship Report on**

### "A STUDY ON CUSTOMER RETENTION STRATEGIES OF BAJAJ FINSERV'S EMI CARD, MANGALORE"

#### **BAJAJ FINSERV-BAJAJ FINANCE LTD**

Submitted By

Mr. RANJITH KUMAR J SHETTY USN: 4LV17MBA37

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 EXTERNAL GUIDE

Dr. Claret Mendonca Mr. Sathisha S

Associate Professor Assistant Manager Sales

AIET, Mijar Bajaj Finserv-Bajaj Finance ltd

Mangalore



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

March-2019



22/02/2019

#### TO WHOM SO EVER IT MAY CONCERN

This is to certify that MR. RANJITH KUMAR J SHETTY, MBA student from Alva's Institute of Engineering and Technology, Mijar, Moodabidri, Bearing USN 4LV17MBA37 has undergone the Project Work on "A Study on Customer Retention Strategies of Bajaj Finserv's EMI Card", in our Organization from 3<sup>rd</sup> January 2019 to 16th February 2019.

During the tenure we found her to be Sincere, Hardworking and Efficient with good conduct and aptitude to gain knowledge.

We wish him all the success in future career.

**Bajaj Finance Limited** 







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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Mr. RANJITH KUMAR J SHETTY bearing USN 4LV17MBA37 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY ON CUSTOMER RETENTION STRATEGIES OF BAJAJ FINSERV'S EMI CARD, MANGALORE" is prepared by him under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes

Alve's Institute of Engg. & Technology, Miljar, MOODBIDRI - 574 225, D.K.

A project report titled "A study on Customer Retention Strategies of Bajaj Finserv's EMI card". Bajaj Finserv is one among the leading lending and insurance providing organization. Its business spread all over India. Other benefits given to customers are products like EMI card and various types of loans.

Bajaj Finserv is a impressive unit of Bajaj Holdings and Investments which belongs to the Non-Banking Financial Institutions. It is not regulated by RBI.

This study is based on the Customer Retention Strategies, which is very much important for the company to increase its Customer loyalty and improve relationship with customer in the market. EMI card is the product taken for the study, which is a unique product given to the existing customers of the Bajaj.

A sample of 150 respondents was studied to obtain firsthand information and a questionnaire was prepared. Apart from this, the features and services of EMI card is collected through secondary sources. MS Excel tool is used for analyzing data and results are drawn out based on the output given by the MS Excel tool.

The findings show that even though customers are satisfied with the services given by EMI card, they are not completely aware about the product and its customer retention strategies. They would like to continue buying through EMI card only when there is a certain limit on the service charges further and they would prefer EMI card to others also and they wants to lower down the CIBIL Score.

## "A STUDY ON WORKING CAPITAL MANAGEMENT REFERENCE TO PRAKRUTI PRODUCTS PRIVATE LTD"



#### **Submitted by**

#### RANJITA NAGARAJ NAIK

**U.S.N.NO.: 4LV17MBA36** 

#### Submitted to

#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

*Under the guidance of* 

INTERNAL GUIDE	EXTERNAL GUIDE
Dr. Nagendra S	Mr. Manoj Nayak
Associate Professor	Human Resource Manager
MBA Department	Prakruti products Pvt. Ltd.

Ankola

AIET, MIJAR



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY,
MIJAR, MOODBIDRI
April -2019



Regd. Office Sagar Complex, Ground Floor, Marutl Temple Road, Karwar, Karnataka (INDIA) 581301 Ph: +91 8382 220000/225000/225100 Fax: +91 8382 227700

www.prakruti.com | info@prakruti.com

Factory Navagadde, Agsoor Village, Ankola Taluk, Karnataka (INDIA) - 581314

16th February, 2019

#### **CERTIFICATE**

This is to certify that Ms.Ranjita N.Naik(4LV17MBA36), MBA student of Alva's Institute Of Engineering And Technology Mijar,Moodbidri- has successfully completed her project work on "A STUDY ON Working Capital Management" in our Organisation from 3<sup>rd</sup> Jan 2019 to 16<sup>th</sup> Feb 2019.

Ms.Ranjita N.Naik richly deserves our appreciation for the sincere efforts. She put in and the keen interest she evinced during her Project training period.

We wish her success in her pursuit of education and for her professional career advancement.

Manoj Nayak Sr.Manager Human Resource











- R&D Approved by Department of Scientific & Industrial Research, Govt. of India
- Recipient of Export Excellence Award
- National award recipient for Quality Products

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

Date: 9th April 2019

#### Certificate

This is to certify that Ms. RANJITA NAGARAJ NAIK bearing USN 4LV17MBA36 is a bonafide student of Master of Business Administration course of (2017-19) the Institute affiliated to Visveshvaraya Technological University, Belgaum.

The project report on "A STUDY ON THE WORKING CAPITAL MANAGEMENT WITH REFERENCE TO PRAKRUTI PRODUCTS PVT LTD, ANKOLA" is prepared by her under the guidance of Dr.Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Dr.Nagendra S Internal Guide Dr.R.Wranton Perez HOD, MBA Dr.Peter Fernandes

Alva's Institute of Engg. & Technology, (Aljur, MOODBIDRI - 574 225, D.K.

The summer project title "A study on Working Capital Management with reference to Prakruti Products Private Ltd" was conducted at the branch of Ankola. It's Head Office is in Karwar. It's a great opportunity and good experience for me to complete my project by studying the particular department of the company which has aim of helping to get an on-job training and studying basic functioning of the marketing department present in an organization.

The project consists of 45 days study in an organization. My experience Prakruti Products Private Limited have been a very informative and have provided me with lots of required knowledge of the functioning of manufacturing firm.

The objective of this project was to have an experience about how the financial department in the company is working, what are the functions and to study the basic knowledge of the company. I have visited in the financial department of the company and they have given the basic information about their financial function. The secondary objective is to gain the level of capital and cut the expenditure, increase the level of working capital management and decrease the cost. An intern or trainee in Prakruti Products Private Ltd for the last 45 days, I had a great experience to understand and observe the practical functioning of an organization.

Project Report On

#### "SUPPLY CHAIN MANAGEMENT AT SCHNEIDER ELECTRIC PRESIDENT SYSTEMS LIMITED "

Submitted by

#### Mr. SANDEEP SHETTY

USN: 4LV17MBA38

Submitted to



### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof Reema Frank AssistantProfessor, Department of MBA AIET, Mijar. EXTERNAL GUIDE

Mr.Lokesh N, Supervisor, Schneider Electric President SystemsLtd,Banagalore



# DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.K. - 574225

April- 2019



REF:SCH/PER/02/F-135/2019

Date:20/02/2019

This is to certify that SANDEEP SHETTY Reg. 4LV17MBA38, the MBA Student of Alva's Institute of Engineering & Technology, Moodabidri, Mangalore, Has successfully completed his project report on "A Study on Supply Chain Management" at Schneider Electric president system Ltd in our organization for the period from 03/01/2019 to 16/02/2019.

The performance and conduct his stay in the company were found to be good.

FOR Schneider Electric President System LTD.

HR MANAGER

Schneider Electric President Systems Ltd. Camery how as APW President Systems Limited!

Uset - 1 Piot SCH, HUADR Industrial Area, Asture Area, Sangarore - 562 187, India Planna - +0 1 66 134 Virtue (105 ) Fax: -41 50 274246333

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PRODUCE)

NOT Office SCH. NUKOR Inquisited Avea Attibule. Bangalore - 540

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# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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

Date: 11th April 2019

#### Certificate

This is to certify that Mr. SANDEEP SHETTY bearing USN 4LV17MBA38 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON SUPPLY CHAIN MANAGEMENT AT SCHNEIDER ELECTRIC PRESIDENT SYSTEMS LTD" is prepared by him under the guidance of Prof. Reema Frank, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvarsya Technological University, Belagavi, Kamataka.

Prof. Reema Frank Internal Guide Dr. R.Wranton Perez HOD, MBA

Dr. Peter Fernandes
Principal

Abye's Institute of Engg. & Technology. Chique, (ACOURDAY - 574 228, D.K.

The summer project title "Supply chain management at Schneider electric president systems limited" Bangalore. The firm helped me to understand the perception of the employees who worked in the different departments in the organization.

Increased competition in today's global markets, the introduction of products with shorter life cycles, and the heightened expectations of customers have forced business enterprises to invest in, and focus attention on, their supply chains. This, together with continuing advances in communications and transportation technologies (for example; mobile communication, Internet, and overnight delivery), has motivated the continuous evolution of the supply chain and of the techniques to manage it effectively.

Furthermore, management uses responsibility accounting as a control device. The aim of responsibility accounting is to help management in achieving organizational goals. It is an invaluable support to modern management. It contributes to the firm's management by providing relevant information on a continuous basis. Responsibility accounting reports are categorized to different levels of responsibility. They start from lowest to highest level of responsibility in the hierarchy. Performance reports usually reflect the budgeted and actual financial results of the related responsibility control. Management reporting is divided into two types: responsibility reporting and information reporting. Such reports aim to report and inform the executives of how duties are fulfilled in the areas that the reporter is directly responsible and how to motivate them to improve performance.

# "A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO WUERTH ELEKTRONIK CBT INDIA PVT. LTD."

Submitted in partial fulfillment of the requirement for the award of degree

In

# MASTER OF BUSINESS ADMINISTRATION VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM



#### Submitted by

#### SANGRAM SHIVAJI PATIL

**USN: 4LV17MBA39** 

PROF.JOHNSON FERNANDES

MISS. ABHINEETHA SUKUMAR

(INTERNAL GUIDE)

(EXTERNAL GUIDE)



#### MASTER OF BUSINESS ADMINISTARTION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY SHOBHAVANA CAMPUS, MIJAR, MOODABIDRI 2017-19



Date: 20-02-2019

#### To whom it may concern

This is to certify that Mr. Sangram Shivaji Patil (Reg.No: 4LV17MBA39) a student of MBA (MARKETING AND HR) Alva's Institute of Engineering and Technology, Mijar has undergone his internship training in our organization as HR Trainee for 45 days.

He has worked on a project title "Employee Engagement and its impact on Employee Retention" and during his tenure we found Mr. Sangram Shivaji Patil to be hard working, conscientious & a responsible trainee. The feedback of his participant has always been positive and we wish him all the best for his future.

FOR WUERTH ELEKTRONIK CBT INDIA PVT. LTD.

Mrs. Mamatha Prabhu

H.R Manager

Wuerth Elektronik CBT India Pvt. Ltd.

5th Floor, North Block, Bangalore Stock Exchange Towers, #51 J C Road, Bengaluru, Karnataka- 560027

Tel: 0821-2305556 CIN No. U72200PN2015FTC

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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 11th April 2019

#### Certificate

This is to certify that Mr. SANGRAM SHIVAJI PATIL bearing USN 4LV17MBA39 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO WUERTH ELEKTRONIK CBT INDIA PVT. LTD, BANGALORE" is prepared by him under the guidance of Prof. Johnson Fernandes, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Johnson Fernandes
Internal Guide

Dr. R.Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

filve's Institute of Engg. & Technology, Mijar, MGODBIDRI - 574 225, D.K

This report describes internship conducted in WUERTH ELEKTRONIK CBT INDIA PVT. LTD. The main purpose of the project is to identify the causes for attrition in company and how it can be dealt with employee retention strategies. Since, **Employee Engagement** is important to achieve organisational goal, also if employee turnover is high it will cost more for the organisation to hire new employees this can be solved by conducting employee survey and understanding what employees are looking for. Here mainly **CAD department is targeted** as it has the highest attrition rate when compared to other departments in Wuerth Elektronik.

From a business perspective, an extensive study was done on the ownership pattern, achievements and awards of the company, future growth and prospects. A thorough SWOT analysis was conduct to highlights strategically strengths weakness, opportunities and threats.

The management is well prepared for the future technologies challenges and they have been adapting to the situation and the government agencies. More importantly my view of the company is that it is positioned strongly, departments are well managed and employee working conditions are good. There are amicable relations between the various department make possible for WUERTH ELEKTRONIK CBT INDIA PVT. LTD. limited to optimize its functioning.

The data was collected mainly based of primary and secondary data and suggestions have been given to improve the employee engagement activities and reduce employee attrition. Conclusion of the study was that at present time working environment, salary etc. are not major concern for the employees but career growth and work engagement is they want to involve in work and utilize their skills and generate ideas, this directly affects the retention and productivity of the employees and hence high attrition rates can be reduced.

# "A STUDY ON CLIENTS SATISFACTION TOWARDS CORE BANKING WITH REFERENCE TO MODUS INFORMATION SYSTEM PVT LTD, BANGALORE"

BY

Mr. SANTHOSH D USN: 4AL17MBA28

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

Prof. Reema Frank

Assistant Professor

AIET, Mijar

EXTERNAL GUIDE

Mr. Mohan Kumar K L

Chief executive officer

Modus Information System Pvt ltd Bangalore.



Department of Business Administration

Alva's Institute of Engineering And Technology

Shobhavana Campus, Mijar, Moodbidri

APRIL 2019

modus

#### Information Systems Pvt. Ltd.

# 55, 1st Floor, 3rd Main, Shirdi Saibaba Temple Road, Cambridge Layout, Bangalare - 560 008 Ph - 080-41261957 / 25575248 Tele Fax : 080-41261957 E-mail: modusmail@modussystems.com

Ref 40DUS-PER/213/18-19

Date: 21" Feb 2019 Place: Bangalore

## TO WHOM SO EVER IT MAY CONCERN

This is to Certify that Mr. SANTHOSH D bearing USN: 4ALIJMBA28 an MBA student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, Shobhavana campus, dijar, Mondbidri had done an Internship / project Report entitled "CLIENTS SATISFACTION TOWARDS MODUS" during the period 5th January 2019 to 20th February 2019 in our organisation.

saving this Period, he has shown positive attitude towards learning and implementing. His duct and behaviour was found to be good.

We wish him success in all his future endeavors.

For Modus Information Systems Pvt Ltd

K I. Mohem Kumgir Chief Executive Officer BANGALORE &



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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataks State,
Phone : 08258-262724 (O), 262725 (P), Tetefax 08258-262726

Email principalaiet08@gmail.com, Web.www.aiet.org.in

Date: 10th April 2019

## Certificate

This is to certify that Mr. SANTHOSH D bearing USN 4AL17MBA28 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "A STUDY ON CLIENT SATISFACTION TOWARDS CORE BANKING WITH REFERENCE TO MODUS INFORMATION SYSTEMS PVT LTD, BANGALORE" is prepared by him under the guidance of Prof.Reema Frank, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof.Reema Frank Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes

Alberta tectitate of Engg. & Technology, Linguis, INCOCHORI - 574 225, D.K.

This project is based on the study on "A STUDY ON CLIENTS SATISFACTION TOWARDS CORE BANKING WITH REFERENCE TO MODUS INFORMATION SYSTEM PVT LTD, BANGALORE". This study very much helpful to the researcher to know the Clients satisfaction of the company. Here the objectives of the study included; to understand the current existing practice of Clients satisfaction towards core banking Bangalore. To study the significance of clients satisfaction towards core banking at Modus information system pvt ltd. To study the needs of the clients at Modus information system To find the effectiveness of clients satisfaction followed by Modus information system Bangalore.

This study mainly divided in into five chapters. The initial chapter gives the Introduction, introduction about the internship, topic chosen for the study, and objectives of the study, need for the study, scope of the study, methodology adopted, literature review as well as limitations of the study. The second chapter gives a clear history of industrial profile as well as company profile, promoters, vision, mission and quality policy, products profile, areas of operation, competitors information, future growth and prospects, and financial statement of the company by calculating different type of ratios.

The third chapter includes theoretical background of the study, which refers to the elaborative the topic on "Clients Satisfaction towards Core Banking". The fourth chapter includes the contains the data analysis and the interpretation where analysis is done on Clients Relationship Management using tables and charts. The fifth chapter provides findings, suggestions, and conclusion. At last bibliography and questionnaire are appended in this report.

## A STUDY ON INVESTORS AWARENESS LEVEL ON MUTUAL FUND AT ANGEL INVESTORS, KUNDAPUR

Submitted By

SANTHOSH PS

**4LV17MBA40** 

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 Mrs. Reema Frank Assistant Professor AIET, Mijar Moodbidri. EXTERNAL GUIDE

Mr. Manohar

Sub broker (franchise)

Angel Brokers

Kundapur.



Department of Business Administration

**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY** 

Shobhavana campus, Mijar, Moodbidri

April-2019

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

Date: 11th April 2019

## Certificate

This is to certify that Mr. SANTHOSH P S bearing USN 4LV17MBA40 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON INVESTORS AWARENESS LEVEL ON MUTUAL FUND AT ANGEL INVESTORS, KUNDAPUR" is prepared by him under the guidance of Prof. Reema Frank, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Reema Frank Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Miljur, MOODBIDRI - 574 225, D.K.



Date: 17/02/2019

Place: Kundapur

#### CERTIFICATE

This is to certify that Mr. Santhosh P S, student of Master of business and administration (MBA) of Alva's institution of engineering and technology, Moodbidre, has successfully completed a summer internship in the field of finance "A study on investors awareness level on mutual fund at angel investors" from 3rd January2019 to 16th Feb 2019 under the guidance of Mr. Manohar (Sub broker).

During the period of his internship program with us he had been exposed to different process was found punctual, hardworking and inquisitive.

Guide Name: Mr. Manohar (Sub broker)

We wish his every success in his life and career.

Yours faithfully,

Mr. Manohar

(Sub broker)

KUNDAPUR

FRANCHISEE

Angel Investors Private Limited, 378-26 Sri Sai Complex, Kundapur, Karnataka-576201 Reg No-1NB230808165, Tel: 08038335323 Regd. Office: 4th Flr,Bldg. 505, Mand West, Nav Meghdoot, 536, Linking Rd, Kolkata, Maharastra-400052

From many years Mutual fund has emerged as an investment tool for many investors and has played vital role for one's financial well-being. Mutual fund has immensely contributed to the India's growth and has helped many families by contributing to the success of Indian Mutual fund industry. From past ten years this industry has seen an extensive growth. As information and awareness is increasing more and more people are availing the benefits of investing in Mutual funds. The investors in this investment option are building up gradually, but still many do not know the benefits of investing in Mutual funds. Once if they are aware of this investment option the number of people who decide to invest in Mutual funds will increase. The technology and fund managers are playing a great role in bringing awareness among investors. Fund managers recommend a lot of investors about the benefits attached with Mutual funds and propose them with good investment plans.

This project gave me a great learning experience and at the same time it gave me enough scope to implement my analytical ability. I have collected all the necessary data from two sources primary data and secondary data. Primary data is collected by preparing a structured questionnaire. Secondary data is collected through websites, journals, and books. This has helped me to know the investors mindset and their awareness level on Mutual fund investment. This also gave me a scope to know about the factors influencing their decisions are they prefer to any particular Asset Management Company(AMC), what type of products they prefer, tax incentive, company's image, economic scenario and investment strategy.

The first part of the project gives an insight about Mutual funds its objectives, scope, need, limitations, review of the literature and company profile.

The second part consists of data and its analysis collected through a survey done on 30 people. For collection of primary data a structured questionnaire was prepared and was given to the customers visiting Angel investers.

This project covers the topic "A STUDY ON INVESTORS AWARENESS LEVEL ON MUTUAL FUNDS IN ANGEL INVESTORS". The data collected has been well organized and presented. I hope research findings and conclusions will be of use.

#### Project Work Report on

## A STUDY ON CONSUMER PERCEPTION AND PREFERENCE ON NANDINI MILK AND MILK PRODUCTS

BY

## SHANKAR V UMARANE 4LV17MBA41

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

## MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

#### INTERNALGUIDE

Prof. Reema frank

Assistant Professor,

Dept. of Business Administration,

AIET, Mijar

#### EXTERNAL GUIDE

Mr. Mujahid

Marketing Officer

KMF Union, Belagavi

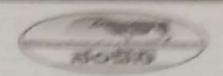


#### Department of MBA

## ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Manglore Taluk, D.K-574225

April 2019



## BELAGAVI DIST. CO-OP MILK PRODUCERS SOCIETIES UNION LTD., BELAGAVI-590017.



\$2000133.02.2010

## CERTIFICATE

This is to certify that Kumar SHANKAR V LIMARANE student of Alva's Institute of Engineering & Technology Shobbayana campus, Mijar, Moodbidri, Manglore, Studying in MEA Course did his/her Project work in Belagavi Dist. Co-op Milk Producers Societies Union Ltd., Belagavi On the subject "Consumer Perception and Preference On Nandini Milk And Milk Products" for the period from \$3.01.2019 to 18.02.2019. Harishes completed the Project work satisfactority.

For Belagavi Dist. Co-Op Milk Producers Societies Uhion Ltd., Belagavi

Managing Director

Selgating Director

Selgating Did. Copy Milk

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M.M. Exit. Seligating 18.

Kamataka State.



A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 9th April 2019

#### Certificate

This is to certify that Mr. SHANKAR V UMARANE bearing USN 4LV17MBA41 is a bonafide student of Master of Business Administration course of the Institute affiliated (2017-19) to Visveshvaraya Technological University, Belagavi.

The project report on the topic "A STUDY ON CONSUMER PERCEPTIONS AND PREFERENCES ON NANDINI MILK AND MILK PRODUCTS WITH REFERNCE TO BELAGAVI DISTRICT CO-OP MILK PRODUCERS SOCIETIES UNION LTD (A UNIT OF KMF)" is prepared by him under the guidance of Prof. Reema Frank, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Reemia Frank

Dr. R. Wranton Perez

Dr. Peter Fernandes Principal

In India dairy is a dynamic productiveness at this present circumstance. India is recognized as resting tremendous of the overall dairy occupation. The improvement of co-usable dairy can be seen in the opportunity period. Dairy business supported as the premise of co-employable dairy industry worked, accomplished, and helped by ranchers at foul premise level. The co-usable program of dairy industry in India is helped loads of town family old fashioned milk creation.

Karnataka co-employable milk producer's gathering constrained is the pinnacle association in speaking to Karnataka dairy agriculturalists. It remains in the second position in milk delivering among 28 states in the nation its like unsurpassable. In southern part its entirely ahead of all comers where it shares the two deals just as acquisition of milk. The primary goal of KMF is to advance its items just as milk. Nandini is where it is perceived for its quality, taste and freshness. The milk is sold for the sake of Nandini to the urban just as rustic regions.

KMF is the commanding association in milk industry. Where it has 14 milk associations, from 23,000 towns milk is been creating. 14,000 co-usable social orders are there to support ranchers. 23,00,000 milk fabricators partners. 64,00,000 liters of milk winning every day. 18,00,00,000 Rs of every day installment is made to the famers. 400rs crores of benefit. This is the manner by which the organization is been straightforward to its clients since they have begun its organization.

KMF fabricates all sort of items to be specific cheddar, spread, ghee, curd, paneer, desserts, powder, frozen yogurts and it likewise manages various types of milk like conditioned, twofold conditioned, sanitized so that purchaser premise they are been delivering. Indeed, even they send out milk powder to Egypt, Singapore and Malaysia. In couple of years they even get into global market. They are building an agreeable connection between the purchasers and top dimension. Fundamental divisions in KMF are monetary, HR office, MIS office, Marketing office, building office and what so. These office are associated with achieving their objective.

#### A Project report on

# "A STUDY ON FINANCIAL STATEMENT ANALYSIS AT DECCAN PLAST INDUSTRIES, MANGALORE"

Submitted by

### SHAUN WINSTON PEREIRA 4LV17MBA42

Submitted to



#### VISVESVARYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### **MASTER OF BUSINESS ADMISISTRATION, 2017-2019**

Under the guidence of

**INTERNAL GUIDE** 

DR.Nagendra S

**Associate Professor** 

Dept. of MBA

A.I.E.T, Mijar, Moodbidri.

**EXTERNAL GUIDE** 

**MR.Mohammed Nizam** 

**General Manager** 

**Deccan Plast Industries,** 

Mangalore.



**Department of MBA** 

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY SHOBAVANA CAMPUS, MIJAR, MOODBIDRI, APRIL-2019



16/02/2019

#### **CERTIFICATE**

This is to certify that Mr. Shaun Winston Pereira (Reg. No. 4LV17MBA42), a student of MBA from ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR has been undertaken Project work in our organization from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

The Project work entitled "Financial Statement Analysis" at Deccan Plast Industries, Baikampady, Mangalore embodies the original work done by Mr. Shaun Winston Pereira during his project period at our organization.

During the period of his feied work, we found him to be sincere, hardworking and efficient with good conduct and aptitude to gain knowledge.

We wish him all the best in future Endeavour's.

Thanks & Regards

For Deccan Plast Industries

Authorised signatory

**DECCAN PLAST INDUSTRIES** 

6-B/1, Industrial Area, Baikampady, Mangaluru - 575 011. Karnataka, India. Ph: 0824 - 2408522 / 2408622, Customer Care Toll Free No.: 1800 843 3322 Email: deccanplast@gmail.com, Website: www.deccanplast.com

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Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Mr. SHAUN WINSTON PEREIRA bearing USN 4LV17MBA42 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "A STUDY ON FINANCIAL STATEMENT ANALYSIS ON DECCAN PLAST INDUSTRIES, MANGALORE KARNATAKA" is prepared by him under the guidance of Dr.Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr.Nagendra S Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's institute of Engg. & Technology, (Aljar, MOODBIDRI - 574 225, D.K

A project report titled "A study on Financial Statement analysis". Deccan plast India Private Limited is one among the selling products in a market. Its business spread all over India. Other benefits given to customers are products like Chairs ,tables and crates.

This study is based on the Financial Statement Analysis, which is very much important for the company to a proper calculation and to get proper records. The financial statement analysis is also used to get the proper financial ratios and the trend analysis.

As the economy becomes specific and target based in the case of employment, people should have knowledge to acquire and achieve something which others cannot, gaining knowledge from college and universities are vital but students should explore their knowledge with the partial application of the theories which they studied. Real world experiences will only possible for the students through internship programs. The internship program is designed to availing and engaging students to experience with the scope of learning new things, and where they can use their insights and develop a career through the research.

#### PROJECT REPORT ON

## "A STUDY ON DEALER SATISFACTION LEVEL ON THE MANUFACTURING UNIT OF THE MOULD"

Submitted by

#### SHETTY AISHWARYA JAYARAMA 4AL17MBA30

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE EXTERNAL GUIDE

Dr. G V Joshi MS. Poonam Nishad

Professor Marketing Manager

Department of MBA Danfil Mould

AIET, Mijar Mumbai,



#### **Department of Business Administration**

#### **ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

**APRIL 2019** 



## DANFIL MOULD

#### PLASTIC MOULD ENGINEERS - MANUFACTURERS - IMPORTERS & EXPORTERS

A/5 & 6, B/3 & 4, Nand Bhuvan Industrial Premises Co-op. Society Ltd, Mahakali Caves Road, Andheri (East), Mumbai-400 093. • Tel: 022-8351556, 022 - 66989880, 022 - 6692 3976, 022 - 66923977 Email: info@danfilmould.com/jestin.fernandes@yahoo.com

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that, MISS. SHETTY AISHWARYA JAYARAMA, USN: - 4AL17MBA30, a student of Master of Business Administration (FINANCE AND MARKETING), ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY (AIET), has successfully completed her Project work on "A Study on Dealer Satisfaction level on the Manufacturing unit of the Mould" in our organization in the field of Marketing from 03.01.2019 to 16.02.2019. She had worked under my supervision during her internship period. We are pleased to state that she worked hard in preparing this report and she has been able to present a good picture of the concerned work. The information and finding presented in the report seem to be authentic.

MISS. **SHETTY AISHWARYA JAYARAMA** possesses a good moral character and pleasing personality.

R DANFIL MOULD

PARTNER

(JESTIN FERNANDES)

Date:- 16<sup>th</sup> February, 2019

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( Affiliated to Visvesvaraya Technological University, Belagavi
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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 11th April 2019

#### Certificate

This is to certify that Ms. SHETTY AISHWARYA JAYARAMA bearing USN 4AL17MBA30 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON DEALER SATISFACTION LEVEL ON THE MANUFACTURING UNIT OF THE MOULD AT DANFIL MOULD, MUMBAI" is prepared by her under the guidance of Dr.G.V.Joshi, Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr.G.V.Joshi Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal

Alva's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K.

A project report titled "A Study on Dealer Satisfaction Level on the Manufacturing Unit of the Mould". The research is conducted to get a clear view about Dealer perception at Danfil Mould. A marketing concept that encompasses a dealer's impression, awareness and/or consciousness about a company or its offerings. Dealer perception is typically affected by advertising, reviews, public relation, social media, personal experience and other channels. Any other moulding products, sales of giving mould is dependent on how well company plans out their marketing strategies which helps to increase visibility and build a brand image. The intense competition is very necessary for company to make a name for themselves in dealer's mind. So the opinion of dealer's play an vital role in making marketing strategies. Hence this study will provide the company to what dealer's perceive about Danfil Mould. It will help to come across out the brand picture of Danfil Mould in the minds of dealer's. A questionnaire was prepared to get accurate information. It was distributed to 100 dealers from the company. The primary data collected with the help of questionnaire observation and interview. Secondary data was collected through the owners, website and journals.

#### A Project Report on

## "A STUDY ON EMPLOYEE ENGAGEMENT AND JOB SATISFACTION AT AHEPRA HEALTH CARE LTD."

# Submitted by SHETTY DIKSHA DAYANAND 4AL17MBA31

**Submitted to** 



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

#### **EXTERNAL GUIDE**

**INTERNAL GUIDE** 

Mr. Rituraj Sharma Yogesh Dixit

HR manager Assistant Professor

Ahepra health care ltd Department of MBA

Gujarat AIET, Mijar



#### **Department of MBA**

#### ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

**APRIL 2019** 



Date: 16/02/2019

#### **CERTIFICATE**

This is to certify that Ms. SHETTY DIKSHA DAYANAND, under Register No\_4AL17MBA31, a student of MBA at ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY has completed her project titled on "A STUDY ON EMPLOYEE ENGAGEMENT AND JOB SATISFACTION AT AHEPRA HEALTHCARE LTD. ANKLESHWER, GUJARAT

This is partial fulfillment for the award of Master's Degree in Business Administration. It is a bonafide record of the work carried by her in our office from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> february 2019

During the course of the project we found her to be hard working with good character and conduct.

Ahepra Healthcare Ltd.

Rituraj Sharma HR-Manager



A Unit of Alva's Education Foundation (R)
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Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Ms. SHETTY DIKSHA DAYANAND bearing USN 4AL17MBA31 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON EMPLOYEE ENGAGEMENT AND JOB SATISFACTION AT AHEPRA HEALTH CARE LTD, GUJARAT" is prepared by her under the guidance of Prof.Yogesh Dixit, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Yogesh Dixit Internal Guide Dr. R. Wranton Perez
HOD, MBA

Dr. Peter Fernandes Principal

PRINCIPAL Kive's Institute of Engg. & Yechnology, Mijur, MOODBIDRI - 574 225, D.K

The project entitled "A study on employee engagement and job satisfaction at Ahepra Health care ltd."" includes automotive industry profile, company profile, product and services, SWOT Analysis, Infrastructure facilities, research methodology, theoretical background, Literature review, Analysis and interpretation, findings and suggestions.

Employee engagement is the level of commitment and involvement an employee has towards their organization and its values. As engaged employee is aware of business context, and works with colleagues. It is a positive attitude held by the employee towards the organization and its values.

Employee engagement is a key construct that much be understood by any organization, because it is one of the key parameters that can promote the growth of the organization. While engaged employee help in increasing the organization's productivity consequently leading to increased customer satisfaction, disengaged employees on the other hand cause low productivity levels and increase. Low employee engagement level is a key cause for increasing attrition rates. The focus of this study at Ahepra Ltd assess that the engagement level of employee in job satisfaction, recruitment etc. The result indicates that the overall level of employee engagement is moderate. Awareness about what is expected at work, knowledge to do one's job well and opportunity to perform better at work have been identified as the key.

#### Project Report on

# "A STUDY ON CONSUMER ATTITUDE TOWARDS TEXTILES AT SHREE SAASTHA TEXTILES."

Submitted by

# SHETTY PUSHPARAJ MAHABAL

**4AL17MBA33** 

**Submitted to** 



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

EXTERNAL GUIDE INTERNAL GUIDE

Ms Yogita Kothavale Dr. G V Joshi

Manager, Assistant Professor

Shree Saastha Textiles, Department of MBA

Navi Mumbai AIET, Mijar



#### **Department of MBA**

#### ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

**APRIL 2019** 

# SHREE SAASTHA TEXTILE

Add: SWAMI SAMARTH BUNGLOW SHOP 03, SECTOR 12E, OPP NAIK NURSING HOME, BONKODE, KOPARKAIRNE, NAVI MUMBAI, MAHARASHTRA.

WEBSITE: www.shreesaasthatextiles.com E-MAIL: shreesaastha@gmail.com PHONE NO: 8080808242

MFGR: LINEN FABRICS 

BEDSHEETS 

MATTRESS 

UNIFORMS

Ref: 028 18-19

Date- 14th February 2019

## TO WHOSOEVER IT MAY CONCERN

This is to certify that MR. SHETTY PUSHPARAJ MAHABAL, MBA student from Alva's Institute of Engineering and technology, Mijar, bearing USN 4AL17MBA33 has undergone the project work on "A Study on Brand Engagement: Consumer attitude towards textiles" in our organization from 1<sup>st</sup> January 2019 to 13<sup>th</sup> February 2019 at Mumbai location.

During the tenure we found him to be sincere, hardworking and efficient with good conduct and aptitude to gain knowledge.

We wish him all the success in his future career.

Ms. Yogita kothawale Manager-Admin

A Unit of Alva's Education Foundation (R)

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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 11th April 2019

#### Certificate

This is to certify that Mr. SHETTY PUSHPARAJ MAHABAL bearing USN 4AL17MBA33 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON CONSUMER ATTITUDE TOWARDS TEXTILE AT SHREE SAASTHA TEXTILES, NAVI MUMBAI" is prepared by him under the guidance of Dr. G.V.Joshi, Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr.G.V.Joshi Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernande

Milar, MOODBIDRI - 574 225, D.K.

I, Pushparaj Shetty completing MBA from Visvesvaraya Technology University, Belgaum. I am doing my project on "Consumer attitude towards Textiles at Shree Saastha Textiles, Navi Mumbai.

It is analysis of consumer attitude towards the textiles and observation on growth of the sales rate of Shree Saastha textiles. At this point there were merits and demerits. There were positive and negative responses from the respondents. The employees were very generous and cooperative enough in the organization to help me understand the whole sales process as well as meeting customers and they also clarified my doubts regarding work. Primary data was collected through questionnaire, personal interviews and telephone interviews and secondary data taken from Books, Magazines, and Web. 100 respondents were taken in the process of research.

The survey helped me to find out the satisfaction level of Shree Saastha Textiles and their opinions about Shree Saastha Textiles, Navi Mumbai.

#### A Project Report on

## "A STUDY ON MARKET POTENTIAL AND CUSTOMER PERCEPTION ON SRD LIFECARE PRODUCTS

Submitted By

SHIVARANJINI M S

4LV17MBA43

Submitted to



## VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

## MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Mrs. Reema Frank Assistant Professor AIET MIJAR Moodbidri EXTERNAL GUIDE Dr. Chandrasekar S B Scientific & Marketing Advisor, SRD Lifecare Banglore



Department of Business Administration

Alva's Institute of Engineering And Technology,

Shobhavana Campus, Mijar, Moodbidri

May 2019



# SRD LIFECARE

Door No.3666, S-1, 2<sup>nd</sup> Floor, 5<sup>th</sup> Cross, Subramanya Nagara, Bengaluru-560 021.

Ref.No. SRDLC/MBA/PROJECT/10

Date:16/02/2019

#### To Whomsoever It may Concern Project Completion Certificate

This is to certify that Ms. SHIVARANJINI M S, USN NO: 4LV17MBA43, MBA (Finance & Marketing) Student of Alvas Institute of Engineering & Techonology, Mijar, Moodbidri has successfully undergone Project Work on "A Study on Market Potential and Customer Perception on SRD Lifecare products, at our Organization under the guldance of Dr. Chandrasekar S B Scientific & Marketing Adviser, from 03.01.2019 to 16.02.2019. During her stay at SRD Lifecare, her character and Conduct was found Good.

We wish Ms. SHIVARANJINI M.S., ALL THE BEST in her futher Endeavours, for SRD Lifecare

Dr. Chandrasekar S.B,

Thodorowow

Scientific & Marketing Adviser.

SRD LIFECARE No. 3666, 8-1, 2nd Floor 5th Cross, Subramar PENCE LIB THE REPORT OF THE PARTY OF THE

H.O & Mfg. address: Pregio Pharma Pvt., Ltd., # 49/1A, Thethampakkarn main roed, Kurnarapalyam, Vazhuthavur P.O, Puducherry – 605502.

A Unit of Alva's Education Foundation (R)

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Email: principalalet08@gmail.com, Web:www.siet.org.in

Date: 10th April 2019

## Certificate

This is to certify that Ms. SHIVARANJINI M S bearing USN 4LV17MBA43 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON MARKET POTENTIAL AND LIFECARE PRODUCTS. SRD CUSTOMER PERCEPTION guidance of under the her BANGALORE" by is. prepared Prof. Reema Frank, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Kamataka.

Prof. Reema Frank Internal Guide Dr. R. Wranton Perez

Principal
FRENCIPAL
Ches's Institute of Ings. & Technology,
Ulfac, anodumbril - 574 223. D.K.

Fernandes

A project titled "A Study on Market potential and customer perception on SRD Lifecare products, Bangalore.

As consumers, we play a very vital role in the health of the economy local, national or international. The decision we make concerning our consumption behaviour affect the demand for the basic raw materials, for the transportation, for the banking, for the production; they effect the employment of workers and deployment of resources and success of some industries and failure of others. Thus marketer must understand this. In order to become a successful marketer, he must know the liking or disliking of the customers. He must also know the time and quantity of goods and services, a customer may purchase, so that he may store the goods or provide the services according to the liking or of the customer. Based on the attribute that different buyer seeks while making purchase decision, marketers has to device appropriate marketing mix to position their product in the targeted markets. Market potential is the entire size of the market for a product at a specific time. It represents the limits of the market for a product. Market potential is usually measured either by sales volume or sales values.

The primary objective of this study is to find out the customer perception towards the SRD Lifecare in Bangalore and the secondary objectives are to know the market potential and customer preferences and attitudes, to find out the satisfaction level of customers, to know the availability of products in different places of Bangalore and to know the factors influencing buying behaviour. Primary data were collected by the books, journals, and company reports. Collected data were analysed through percentage analysis of the sales between the medical shops and the feedback of the Doctors regarding the quality of the products as well as feedback of the customers about the quality of the product. The major findings of the study are all customers are aware about SRD Lifecare brand. SRD Lifecare has a good brand image among the customers. Customers are satisfied with the price, quality and packaging of SRD Lifecare products. Customers are very loyal to SRD Lifecare and overall of rating of SRD Lifecare among the customer are also good.

# "A STUDY ON CONSUMER PERCEPTION AND PREFERENCE AT STOVEKRAFT PVT LTD, BENGALURU RURAL"

Submitted by

Mr. SHREEKANTH V

**USN: 4AL17MBA35** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY,

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE EXTERNAL GUIDE

Dr. G V Goshi Mr. Mahesh N

Department of MBA HR Manager

AIET, Mijar Stovekraft Privet Ltd.



#### **DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY** 

**APRIL-2019** 



Date: 20/02/2019

This is to certify that SHREEKANTH .V Reg. 4AL17MBA35, the MBA Student of Alva's Institute of Engineering & Technology, Moodabidri, Mangalore, Has successfully completed his project report on "A Study on Consumer Perception And Preference" at Stovekraft Private Limited in our organization for the period from 03/01/2019 to 16/02/2019.

The performance and conduct his stay in the company were found to be good.

FOR STOVEKRAFT PRIVATE LIMITED.

HR MANAGER



# 81/1 Medamaranahalli Village, Harohalli Hobli, Harohalli Industrial Area, Kanakapura Taluk, Ramanagara District, Karnataka - 562 112 Tel: +91 80 28016222, Fax: +91 80 28016209, E-mail: info@stovekraft.com Website: www.stovekraft.com





A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 12th April 2019

#### Certificate

This is to certify that Mr. SHREEKANTH V bearing USN 4AL17MBA35 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON CONSUMER PERCEPTION AND PREFERENCE AT STOVEKRAFT PVT LTD, BANGALORE RURAL" is prepared by him under the guidance of Dr. G.V.Joshi, Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr.G.V.Joshi Internal Guide

> Dr. Peter Fernandes Principal

Report contains present scenario in kitchen appliances of selling via dealer's chain.

In a report I have introduced with the work regarding different views of dealers end how I have linked theory with the practical issues in kitchen appliances market.

The first part includes general information about industry, company, and literature review, and the second part objective study, research methodology, data collection and interpretation, findings and analyses of dealers about kitchen appliances market and conclusion and recommendations.

Kitchen appliances industry in India is facing stiff competition after liberalization and modernization.

A cooker hoods and built in hobs segment has expanded and various foreign companies are getting into Indian markets to earn a share of the new profits. With increased purchasing power and decreased waiting time. People are now getting more and more attracted towards this segment. They want new technologies with best quality and features. However, a consumer considers various factors during this process of purchase.

Dealers are also attracted towards this segment. With a view to good margin and service of the company.

A research report contains information, which collected field survey in Bangalore rural. The examination on the kitchen appliances includes learning the procedure of the establishment and fixes. Kitchen Thyme wants each customer to have an experience that no other facility in the area can provide. Kitchen Thyme's goals are to create a culinary arts facility where caterers, chefs, food trucks, culinary students, home-based bakers, and restaurants can prepare food to be sold for profit, teach the community how to prepare food, perfect cooking techniques, and for overflow for their existing space.

#### PROJECT REPORT ON

# "PERFORMANCE ANALYSIS OF EQUITY MUTUAL FUNDS: A STUDY CONDUCTED AT MOTILAL OSWAL SECURITIES LIMITED, UDUPI"

by

Ms. Shreya Shetty

USN: 4LV17MBA44

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. Claret Mendonca** 

**Associate Professor** 

MBA Department,

AIET, Mijar.

**EXTERNAL GUIDE** 

Mr. Harish Belman

**Branch manager** 

**Motilal Oswal Securities** 

Limited, Udupi.



DEPARTMENT OF BUNESINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERNING AND TECHNOLOGY

Premier investments
Premier center
Old post office road,

Udupi - 576 101

Phone: 0820-2525264, 2522641

MOTILAL OSWAL

Solid Research. Solid Advice

16-02-2019

Udupi

#### **CERTIFICATE**

This is to certify that, Ms. SHREYA SHETTY (USN: 4LV17MBA44), student of MBA. At Alva's Institute of Engineering and Technology, Moodbidri, Karnataka – 5741225 has done a project work on "PERFORMANCE ANALYSIS OF EQUITY MUTUAL FUND" At premier investments, Udupi franchisee of Motilal Oswal securities ltd, Mumbai from 3<sup>rd</sup> January to 15<sup>th</sup> February 2019.

During this period, her conduct and performance were good.

For Premier investments

Harish B

A Unit of Alva's Education Foundation (R)
( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

11th April 2019

#### Certificate

This is to certify that Ms. SHREYA SHETTY bearing USN 4LV17MBA44 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY ON PERFORMANCE ANALYSIS OF EQUITY MUTUAL FUND WITH SPECIAL REFERENCE TO PREMIER INVESTMENTS, UDUPI" is prepared by her under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes
Principal
PRINCIPAL

Alvo's testitute of Engg. & Technology, Light, MOODSIDRI - 574 225. B.K.

#### **Executive summery**

The short-term price movements in the stock market are speculated by using the Technical Analysis. Technical Analysis is based on the historical information of price and volume trade. It is used by analysts to predict the future movements in price based on the price movements of the past. It helps the investor to enter the market at the appropriate time and exit the market at right time. The study has focused on the Technical Analysis of a sample of 10 stocks from NIFTY 50 index. The chart patterns and formations are observed over a period of one year and the frequency of their occurrence is determined to prove the relevance of Technical Analysis.

The main objective of the study was to apply the basic concepts of technical analysis to a sample of 10 stocks from nifty 50 indexes. The study has made use of basic tools like moving average, relative strength index and moving average convergence and divergence to determine the future movements in prices. These tools are used by every technical analyst in the modern day. The study has focused on the historical price patterns and formations are used to prove the relevance of technical analysis. Another objective of the study was to predict the short-term movements in the prices.

#### PROJECT REPORT ON

# "COST BENEFIT ANALYSIS AT SOLARA ACTIVE PHARMA SCIENCES LIMITED, MANGALORE"

by

Ms. Shreya

**USN: 4AL17MBA37** 

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. Claret Mendonca** 

**Associate Professor** 

MBA Department,

AIET, Mijar.

**EXTERNAL GUIDE** 

Mr. Manoj P

**Assistant Finance Manager** 

**Solara Active Pharma** 

Sciences Ltd. Mangalore.



DEPARTMENT OF BUNESINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERNING AND TECHNOLOGY



Communication Address: Solara Active Pharma Sciences Llmited Plot Nos. 120A & B, 36, 120P & 121, Industrial Area, Baikampady New Mangalore - 575011, India Tel: +91 824 2402100, Fax: +91 824 2402256

Date: 16th February 2019

## **TO WHOMSOEVER IT MAY CONCERN**

This is to certify that <u>Miss. Shreya</u> pursuing her MBA from Alvas Institute of Engineering & Technology, Mijar bearing Reg. No. <u>4AL17MBA37</u> has completed her Project Work entitled <u>"COST BENEFIT ANALYSIS AT SOLARA ACTIVE PHARMA SCIENCES LIMITED, MANGALORE"</u> in our organisation as partial fulfilment of Master Degree from 03.01.2019 to 16.02.2019.

She has shown interest in learning and her conduct and character was good.

We wish good luck in her future endeavours.

For SOLARA ACTIVE PHARMA SCIENCES LIMITED

Manoja.P

**Manager- Accounts** 

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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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

11th April 2019

#### Certificate

This is to certify that Ms. SHREYA bearing USN 4AL17MBA37 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY ON COST BENEFIT ANALYSIS AT SOLARA ACTIVE PHARMA SCIENCES LTD, MANGALORE" is prepared by her under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide Dr. R.Wranton Perez HOD, MBA

Dr. Peter Fernandes Principal

Alve's tratitete of Engg. & Technology Ulijar, MOODGEDE! - 574 225, D.K.

This report is about Cost Benefit Analysis of Solara Active Pharma Sciences Limited a pharmaceutical organization situated in Mangalore. It studies how cost analysis is actually conducted in an organization and the importance of cost benefit analysis. The purpose of this study is to understand the various types of cost and expenses incurred in Solara Active Pharma Sciences Limited and to analyze and forecast the cost sheet statement.

A cost benefit analysis is a procedure by which organization decisions and choices were assessed. Advantage of a certain circumstances or organization related activity is summed and after that, an expense related to the costs associated with making that action is subtracted. Some expert likewise assembles the model to put a dollar value on elusive items such as the benefits and costs expenses related with living in a specific town and most experts will likewise factor opportunity cost into such equations.

This report includes both primary and secondary data. Primary data was collected through discussion with the employees of the company and secondary data was taken from the company annual report. What's more, the project is regarding with respect to that how the company is controlling their cost, and what are the measures, choices and decisions taken to minimize the cost of company?

This report consists of topic chosen for the study, objectives. It additionally gives the brief introduction about the topic, and the company details like, vision, mission, SWOT analysis, promoters of the company. The report likewise comprises of data analysis and tabulation of data is done using Excel. And findings and suggestions are related to the analysis and finally conclusion for the overall study.

Cost benefit analysis actually gives a detailed view about the investment and the returns. This study has a wide scope which is applicable on all the industries.

#### PROJECT REPORT ON

#### "WORKING CAPITAL MANAGEMENT"

# A STUDY CONDUCTED AT SOLARA ACTIVE PHARMA SCIENCES LIMITED, BAIKAMPADY-MANGALOORE

Submitted by

Ms. Shree Raksha Shetty

**USN: 4AL17MBA34** 

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**

**EXTERNAL GUIDE** 

Dr.Claret Mendonca

Mr.Manoj.P.

Associate Professor,

Deputy Manager-Accounts

AIET, Mijar

Solara Scientific Ltd, Mangalore



# DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERNING AND TECHNOLOGY APRIL-2019



Communication Address

Solara Active Pharma Sciences Limited Plot Nos. 120A & B. 36, 120P & 121, Industrial Area, Baikampady New Mangalore - 575011, India

Tel: +91 824 2402100, Fax: +91 824 2402256

Date: 16th February 2019

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that <u>Miss. Shreeraksha Shetty</u> pursuing her MBA from Alvas Institute of Engineering & Technology, Mijar bearing Reg. No. <u>4AL17MBA34</u> has completed her Project Work entitled <u>"WORKING CAPITAL MANAGEMENT AT SOLARA ACTIVE PHARMA SCIENCES LIMITED, MANGALORE"</u> in our organisation as partial fulfilment of Master Degree from 03.01.2019 to 16.02.2019.

She has shown interest in learning and her conduct and character was good.

We wish good luck in her future endeavours.

For SOLARA ACTIVE PHARMA SCIENCES LIMITED

Manoja.P

**Manager- Accounts** 

A Unit of Alva's Education Foundation (R)

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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 10th April 2019

#### Certificate

This is to certify that Ms. SHREERAKSHA SHETTY bearing USN 4AL17MBA34 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY ON WORKING CAPITAL MANAGEMENT WITH SPECIAL REFERENCE TO SOLARA ACTIVE PHARMA SCIENCES LTD, MANGALORE," is prepared by her under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal

Alva's Institute of Engg. & Technology, Cliffur, InOODE(DRI - 574 225, D.M.

Solara Active Pharma Scientific Limited is a government enterprise engaged in manufacturing life saving drugs to the mankind. The purpose of the study is know how efficiently working capital management is managed at Solara Active Pharma Scientific Limited Company.

Working Capital is considered as life blood of business. It is capital required to operate business on day-to-day basis and it varies according to the nature of the business production sales policies turnover credit period collection period etc. The goal of working capital management is to maintain the firm current assets and current liabilities in such a way that a satisfactory level of working capital is maintained.

The working capital need to the firm increase as it is grown in terms of sales or fixed assets.

The need for increased working capital funds does not follow growth in business activities but proceeds. It is necessary to make advance planning of working capital for a growing firm on a continuous basis.

# PROJECT REPORT ON "A STUDY ON MARKETING MIX OF MUTHOOT FINANCE"

BY
SHRIRAKSHA
(4AL17MBA38)
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 EXTERNAL GUIDE

Dr. G V Joshi Mrs. Chitrakshi Shetty

Professor Branch Manager

MBA Department Muthoot finance

Aiet Mijar Beltangady



Department of Business Administration
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, DK - 574225
APRIL- 2019

#### Muthoot Finance Ltd,

U K Towers, 1st Floor, Main Road, Belthangady, Mangalore - 574211

Date: 16-02-2019



#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Ms. SHRIRAKSHA (USN: 4AL17MBA38) from Alva's Institute of Engineering and Technology- Mijar has completed herinternship from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

She did a "Study on the Marketing Mix of Muthoot Finance" at Belthangady Branch embodies the original work done by her during her project period at our organization.

During this period, we found her to be Sincere, hardworking, and efficient with good conduct and aptitude to gain knowledge.

We wish her all the best for her future endeavors.

OS 03 1 REPORTED

Regards:

Mrs. Chitrakshi Shetty

Branch Manager Muthoot Finance Ltd., Belthangady

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi

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

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 10th April 2019

## Certificate

This is to certify that Ms. SHRIRAKSHA bearing USN 4AL17MBA38 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON MARKETING MIX OF MUTHOOT FINANCE" is prepared by her under the guidance of Dr. G.V.Joshi, Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr.G.V.Joshi Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes

Mya's Institute of Engg. & Technology, Mijer, MOODBIDRI - 574 225, D.K.

A project report titled "A Study on marketing mix of Muthoot finance". The research is conducted to know the clear view about the product or services, pricing strategy, place of distribution and the promotional activities of the Muthoot finance. A marketing concept that encompasses the impression on the awareness of products or services provided by company to its customers, pricing strategy to the customers and the promotional activities undertaken by the Muthoot finance to make awareness in the minds of the public. Customers perception is typically affected by advertising, reviews, public relation, social media, personal experience and other channels. Muthoot finance is dependent on how well company plans out their marketing strategies which helps to increase visibility and build a brand image. So the opinion of customers plays a vital role in making marketing mix strategies. Hence this study will provide the detailed information on the company's marketing mix. It will help to come across out the brand picture of Muthoot finance in the minds of customers. A questionnaire was prepared to get accurate information. It was distributed to 120 people to get the feedback The primary data collected with the help of personal interactions, questionnaire observation and interview. Secondary data was collected through the website, journals and articles.

#### PROJECT REPORT ON

#### "A STUDY ON INVESTMENT ANALYSIS OF BOSCH LTD, BANGALORE"

Submitted By

#### Ms.SHREEVIDYA

**USN: 4AL17MBA36** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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 S Department of MBA A.I.E.T, Mijar Moodbidri EXTERNAL GUIDE Mr. MURALI N S General Manager Bosch Ltd, Bangalore



# DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

**APRIL-2019** 



Bosch Limited Post Box. No. 3000 Hosur Road, Adugodi Bangalore - 560 030 India www.boschindia.com

WWW.boschindia.com CIN: L85110KA1951PLC000761

Tel.:

Fax:

Date

Your ref/date

Our ref

BanP/HRL

15.02.2019

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Shreevidya**, student of Alva's Institute of Engineering and Technology, has completed her internship / project at our Bangalore Plant, Bosch Limited during the period **03.01.2019** to **15.02.2019**.

During her stay in our company, we found her performance and conduct to be good.

We wish her all success in life and career.

Yours faithfully, for Bosch Limited,

Srinivasa B A
Deputy General Manager
(Human Resources)

A Unit of Alva's Education Foundation (R)

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Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Ms. SHREEVIDYA bearing USN 4AL17MBA36 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report entitled "A STUDY ON INVESTMENT ANALYSIS OF BOSCH LTD, BANGALORE" is prepared by her under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Principal

Dr. Nagendra S Internal Guide

Dr. Peter Fernandes

Dr. R. Wranton Perez

HOD, MBA

Internship is a one of the best opportunity to get a practical experience regarding academics'. It is helpful to gain the opportunities and also develop the working skills it is one way to apply the theoretical concept to practical experience.

From a business perspective, an extensive study was done on the investment analysis made by the company ,ownership pattern, achievements and awards of the company, future growth and prospects, A thorough SWOT analysis was conducted to highlight strategically strengths, weaknesses, opportunities and threats. A financial analysis was conducted to determine the liquidity ratio.

It can be concluded that the company has a strong background in its industry and will continue to be the best company in South India. The management is well prepared for the future technological challenges and they have been adapting to the situation and the government agencies.

More importantly my view of the company is that it is positioned strongly, departments are well managed and employee working conditions are good. There are amicable relations between the various department make possible for Bosch limited to optimize its functioning. The staffs are very co-operative and time conscious and cultured. Each staff member is taking active part in the organization and they are working according to the rules and regulations of the company.

#### Project Report on

# "STUDY ON CONSUMER ATTITUDE TOWARDS MAHINDRA TRACTORSWITH REFRENCE TO SHUBHAM ENTERPRISES."

**Submitted by** 

SHUBHAM RAI (4AL17MBA39)

**Submitted to** 



## VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

#### **EXTERNAL GUIDE**

Mr. Umesh Singh

General Manger

Mahindra Tractors

**INTERNAL GUIDE** 

Mr. Yogesh Dixit

**Professor** 

A.I.E.T., Mijar



#### **Department of MBA**

#### ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

**APRIL 2019** 

GSTIN: 09ACHFS7406D1Z3

Mob:- 9670516161 7408404248



# **SHUBHAM ENTERPRISES**

Naubatpur (Chqpost), Chandauli

All Property	Authorised Dealer- Mahindra Tractors Implements & Spares
Ref	. Date

#### **CERTIFICATE**

It is to certify that Mr. SHUBHAM RAI S/O PREM RAI, MBA Reg.no.-4AL17MBA39 a student of alvas Institute of Engineering and Technology. Moodbidri has undertaken a project work on "STUDY ON CONSUMER BEHAVIOUR TOWARDS MAHINDRA TACTORS, CHANDUALI" at Shubham Enterprises chanduali, U.P a unit of Mahindra automobiles from date-03/01/2019 to 20/02/2019.

We value his contribution and wish him good luck for his future endeavours.

Best Regards

Mr. Umesh Kumar Singh

### 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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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Mr.SHUBHAM RAI bearing USN 4AL17MBA39 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON CUSTOMERS ATTITUDE TOWARDS MAHINDRA TRACTORS WITH SPECIAL REFERENCE TO SHUBHAM ENTERPRISES, CHANDAULLI" is prepared by him under the guidance of Prof. Yogesh Dixit, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Yogesh Dixit
Internal Guide

Dr. R.Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K.

I, Shubham Rai completing M.B.A from Visvesvaraya Technological University, Belgaum. I am doing my project on "entitled "study on customers attitude towards Mahindra tractors with special reference to Shubham Enterprises, U.P."

It is an analysis of consumer attitude towards the Mahindra Tractors and observation on growth of sales rate. At this point there were both negative as well as positive responses from the customers, the employees were very kind and cooperative enough in the organization to help me understand the whole sales process as well as meeting the customers and they also clarified m doubts regarding work. Primary data was collected through questionnaires and personal interviews, and Secondary Data were taken from Books, Magazines, and Websites. 50 respondents were taken in the process of research.

The survey helped to find out the satisfaction level of Mahindra customers and their opinions about Mahindra Tractors.

#### A study on

# "Employee Welfare Measures with reference to Mandovi Motors" Submitted by SIMONA MASCARENHAS

### SIMONA MASCARENHAS 4LV17MBA45

#### **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

#### **EXTERNAL GUIDE**

#### **INTERNAL GUIDE**

Mr. Rajesh Bhat Mr.Johnson Fernandes

HR Manager Assistant Professor

Mandovi Motors Pvt Ltd Department of MBA

Mangalore, AIET, Mijar



#### **Department of MBA**

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, MangaloreTaluk, D.k -574225

**APRIL 2019** 

#### MANDOVI MOTORS PRIVATE LIMITED



MARUTI # \$SUZUKI (AUTHORISED DEALER FOR MARUTI SUZUKI VEHICLES) Arvind Building, Balmatta Road, Hampankatta, Mangalore - 575 001 Ph.:Sales: 0824-2410128, Fax: 0824-2422877, Mob.: 9980180128 Website: www.mandovimotors.in Email: sales@mandovi.net GST NO: 29AACCM4309H1ZI PAN: AACCM4309H CIN: U34300KA1999PTC024799

Way of Life!

REF: MANG/HRD/3013/2018-19

DATE: 27/02/2019

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. SIMONA MASCARENHAS, student of MBA, USN-4LV17MBA45 , Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri. She completed her Internship towards the partial fulfillment of the requirements for the course of Master of Business Administration (MBA) in our organization.

She has worked as an Intern from 03rd January 2019 to 16th February 2019 and submitted report on "Employee Welfare with Reference to Mandovi Motors Pvt Ltd" Mangalore.

Her conducts and character was Good during the period of internship.

This certificate is issued on request of the student as support document to be furnish along with project report.

we wish her good luck

Lu +Bhd MANAGER HR

> Surathkal: 0824-4258899 Kadaba: 08251-260129 Vittla: 08255-239123



#### LVA'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 ) Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State. Phone: 08258-262724 (O), 262725 (P), Telefax: 08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Ms. SIMONA MASCARENHAS bearing USN 4LV17MBA45 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "A STUDY ON EMPLOYEE WELFARE MEASURES WITH REFERANCE TO MANDOVI MOTORS PVT LTD" is prepared by her under the guidance of Prof. Johnson Fernandes, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Johnson Fernandes Internal Guide

Dr. R. Wranton Perez HOD, MBA

ernandes Principal PRINCIPAL

Chac's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K.

The aim of study is to provide a frame work for more detailed understanding of human resource management in the organization. This project also deals with the marketing and financial management of the firm. As this is an automobile dealer, it has to face several competitions in this competitive world.

From the business perspective, a general study was made on the achievements and awards of the company, future growth and prospects; SWOT analysis was conducted to highlight the strength, weakness, opportunities and threats. Conducting the survey and doing the interpretation, findings giving the suggestions and concluding the study.

This report describes the 6 week mandatory internship conducted by the student Mandovi motors PVT Ltd, Mangalore. The aim of the project was to study an organization, its structure, departments and its functions. The internship provided the opportunity to connect the theory taught in classrooms to the practical working in real organization.

The main agenda of my project was to study the employee welfare measures of the employees in the organization. Mandovi motors so far has got the best employee welfare measures so that this has showed its effects on the result which they get from the employees work. The employees in Mandovi motors are satisfied. As it is a good sign for the company that there is less number of employee turnover and sales have gone up productivity has increased. This brings wealth and goodwill to the organization.

#### Project report on

"A Study on Employees Health and Safety, Welfare measures with special reference at Wipro Infrastructure Engineering"

Submitted By

Ms. SINDHU A

**USN: 4AL17MBA53** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

#### **INTERNAL GUIDE**

Prof. Yogesh Dixit Asst. Professor Department of MBA AIET, Mijar

#### **EXTERNAL GUIDE**

Mr. Sangamesh M.A Human Resource Department Wipro Infrastructure Engineering Bangalore



DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY



16-Feb-2019

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Sindhu A (USN.:4AL17MBA53) a student of Final Year MBA from Alva's Institute of Engineering Technology, Moodbidri has successfully completed her Internship Training at "Wipro Infrastructure Engineering" Peenya, Bangalore from 03-Jan-2019 to 16-Feb-2019 under the guidance of Mr. Sangamesh M A, AM Training-HR.

During the period of her Internship, the character and conduct were found good.

We wish her all the best for future endeavors.

for Wipro Infrastructure Engineering,

[A Division of Wipro Enterprises (P) Limited]

H Balakrishna Head - Human Resources

RUCTUA (A Division of Nipro Enterprise (P) Limited)

## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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

Date: 9th April 2019

#### Certificate

This is to certify that Ms.SINDHU A bearing USN 4AL17MBA53 is a bonafide student of Master of Business Administration course of (2017-19) the Institute affiliated to Visveshvaraya Technological University, Belgaum.

The project report on "A STUDY ON EMPLOYEES HEALTH AND SAFETY WELFARE MEASURES WITH SPECIAL REFERNCE TO WIPRO INFRASTRUCTURE ENGINEERING PEENYA BANGALORE" is prepared by her under the guidance of Prof. Yogesh Dixit, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Prof. Yogesh Dixit Internal Guide Dr.R.Wranton Perez HOD, MBA Dr.Peter Fernandes Principal

The project entitled "study on Employee Health and safety, Welfare measures with special reference to Wipro Infrastructure Engineering" includes automotive industry profile, company profile, product and services, SWOT Analysis, Infrastructure facilities, research methodology, theoretical background, Literature review, Analysis and interpretation, findings and suggestion.

The term hydraulics was defined as the science, the study the behavior of fluid that stand still or move (hydrostatics and hydrodynamics). However, in a mechanical engineering sense, the term hydraulics was connected with the area of fluid studies that were concerned with transmitting power and force by fluid means. Applications of power and force program were primarily based on Pascal's principle which states that the pressure functional to a confined fluid increases the pressure throughout by the same amount.

Wipro infrastructure engineering (WIN) was the largest self-determining hydraulic cylinder manufacture in the world, deliver around 2 million cylinders to OEM's in different geographies.

WIN specializes in scheming and manufacturing custom hydraulic cylinders (double acting, single acting and telescopic cylinders,) actuators and precision engineered components for infrastructure and associated industry such as structure & Earthmoving, material / cargo handling & forestry wagon hydraulic, farm & Aerospace & Defense. Here employees should have knowledge of work to be performed by them. Before conducting Health and safety, welfare measures survey has to be conducted so as to know the specific requirement of employees. In any industry has vital role not only for the growth of its employees but also for influencing its own growth and productivity. Quality performance leads to increase in confidence level and motivates employees.

#### **Project report on**

# A STUDY OF FOREIGN EXCHANGE EXPOSURE IN THE INDIAN IT SECTOR WITH REFERENCE TO METRONLABS SOFTWARE TECHNOLOGIES LTD, BENGALURU

Submitted By

#### Ms. BHAT SOWMYASHREE MAHABALA

USN: 4LV17MBA05

Submitted to



#### VISVESVARAYA TECHNOLOGY UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE EXTERNAL GUIDE

Prof. Shiny Joseph Mr. Vikram NIppani

Assistant Professor Project Manager

Department of MBA MetronLabs Software

AIET, Mijar Technologies limited



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, APRIL-2019

#### INTERNSHIP CERTIFICATE

#### To Whom It May Concern

Ms Sowmyashree Bhat, has completed an internship at MetronLabs Software Technologies Pvt LTD, Benagluru from 3<sup>rd</sup> Jan, 2019 to Feb 16<sup>th</sup>, 2019.

Title - Data Analyst

#### Main Tasks Accomplished:

- 1. e-Discovery Engagement Review
- 2. Data Analyst
- 3. Billing Contract Analysis

We found her/him sincere, hardworking, technically sound and result oriented. She worked well as part of a team during her/him tenure.

We take this opportunity to thank her/him and wish her/him all the best for her future.

Best Regards!

HR Manager MetronLabs

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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 10th April 2019

#### Certificate

This is to certify that Ms. BHAT SOWMYASHREE MAHABALA bearing USN 4LV17MBA05 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY OF FOREIGN EXCHANGE EXPOSURE IN THE INDIAN IT SECTOR WITH REFERENCE TO METRONLABS SOFTWARE TECHNOLOGIES LTD, BENGALURU" is prepared by her under the guidance of Mrs. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Shiny Joseph Internal Guide Dr. R. Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Nac's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K.

The internship was an exposure to understand how the software companies nestled in the silicon valley has an impact on the overall financial development of our own land. With the introduction of Information technology in 21<sup>st</sup> century, it boosted the need for IT professionals all around the globe. The Information technology is not only used for creation of software's, but also in day to day living.

The research title 'A Study of Foreign Exchange Exposure in the Indian IT Sector' at MetronLabs Software Technologies Pvt Limited is an attempt to understand the effect of foreign exchange exposure mainly on the Indian IT sector, which is the leading sources of revenue for the country. The analysis was done form information available from secondary sources, since such kind of data cannot be collecting through primary sources.

The study of the samples is basically categorized into three types, i. e Small-Cap, Medium-cap and Large-cap IT companies of India. These companies thus chosen are the corporate which have their operations at significant level with international markets. The categorization of companies is on the basis of the capital structure limits.

Various formulas like t-test, f-test, p-value, Bodnar & Marston(2002) have been adopted in order to analyze the Foreign exchange exposure for the Indian IT firms. Bodnar & Marston, 2002 derivation have also been explained through the study, how the factors of purchase and selling of the corporate effects the foreign exchange value of the currency.

Through the analysis, it was able to understand whether there is positive or negative impact of foreign exchange exposure on the Indian IT firms. On the basis of analysis, large-cap, medium-cap and small-cap, respectively has different affect of foreign exchange exposure.

This study, thus gives a brief idea about the about the overall foreign exchange exposure for the Indian IT companies.

#### A Project Report On

"A study on Consumer Attitude towards Retail Image with Special Reference to LIFE LINE FEEDS INDIA PVT LTD".

Submitted By

Ms SPANDANA K S

**USN: 4AL17MBA40** 

Submitted To



#### VISVESHVARAYA 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 EXTERNAL GUIDE

Prof. Yogesh Dixit Mr. Tejas Prasad Shenava

Assistant Professor HR Manager

AIET Life Line Feeds (I) Pvt Ltd

Chikmagalur.

DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR

MOODBIDRI

August 2019-20



# Life Line Feeds (India) Pvt. Ltd.,

(An ISO 9001 : 2015 Certified Company)

Ref: LLF/HRD/6356/2018-19

Date: 16-02-2019

#### Certificate

This is to certify that Ms.Spandana K.S (USN 4AL17MBA40) is the student from Alvas has undergone Internship work during the period from  $03^{st}$  Jan 2019 to  $16^{th}$  Feb2019 in our organization at Chikmagalur, Karnataka.

She has given all kind of exposure to complete the above said project.

We wish her all the very best.

For Life Line Feeds (India) Pvt. Ltd

Senior Manager-HR



Registered Office:

#### LVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Date: 9th April 2019

#### Certificate

This is to certify that Ms. SPANDANA K S bearing USN 4AL17MBA40 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "A STUDY ON CUSTOMER ATTITUDE TOWARDS RETAIL IMAGE WITH SPECIAL REFERENCE TO LIFE LINE FEEDS (I) LTD, CHIKMAGALUR" is prepared by her under the guidance of Prof. Yogesh Dixit, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Yogesh Dixit Internal Guide

HOD, MBA

eter Fernandes

Principal Aler's Institute of Engg. & Technology.

Mijar, MOODSIDRI - 574 225, D.K.

Founded in 1985 as animal feed producer and distributor, Life Line Feeds has successfully defined its objectives and positioned itself as one of the leading organization in the poultry industry in Chikmaglur. Today Life Line Feeds has extended its operations to other cities in Karnataka .With strong dedication and workforce, Life Line Feeds aims at delivering high quality and cost competitive poultry products to its customers.

Life Line industry was commenced with very small working capital .Now it is much popularized in poultry sector in Karnataka. Now the life line's is well organized to make them as top three in Karnataka.

Life Line Feeds (India) Pvt. Ltd are the market leaders in chickmaglur. Most of the consumers are happy about the product. The quality and service are main attributes which will attract the consumer's .But only few consumers are aware about the feeds. Therefore advertisement and creating awareness about the product is necessary. Most selling products are eggs and bird.

The main objective of the study is to know the market standing of Life Line Feeds (India) Pvt. Ltd. This project also defines the Consumer Attitude towards Retail Image with Special Reference to LIFE LINE FEEDS INDIA PVT LTD".

#### A Project report on

#### "AN ANALYSIS OF INVENTORY MANAGEMENT"

A Study conducted at

#### SKF ELIXER INDIA PRIVATE LIMITED, MANGALORE

Submitted by

## SPOORTHI S BHAT 4LV17MBA46

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### **MASTER OF BUSINESS ADMISISTRATION, 2017-2019**

Under the guidence of

INTERNAL GUIDE EXTERNAL GUIDE

Dr.Nagendra S Mr.Gururaj Devadiga

Associate Professor Account Manager

Dept. of MBA SKF Elixer India pvt Ltd

A.I.E.T, Mijar, Mangalore.



#### **Department of MBA**

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBAVANA CAMPUS, MIJAR, MOODBIDRI, MANGALORE TALUK, D.K –
574225

FEBRUARY-2019





This is to certify that

# **SPOORTHI S BHAT**

(USN: 4LV17MBA46)

Student of MBA (2<sup>nd</sup> Year), Alva's Institute of Engineering and Technology, Moodbidri, has undergone her project work on topic "An Analysis of Inventory Management" of SKF elixer India Pvt Ltd. Moodbidri, from 3<sup>rd</sup> January to 16<sup>th</sup> February.

During this period, she worked diligently in a disciplined manner.

We wish her success in her future career.

HR Manager

Manager Account & Finance

SKF ELIXER INDIA PVT. LTD

3-128(3), Bannadka, P.O. Belvai, Mangaluru - 574 213, Karnataka www.skfelixer.in

## **VA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**

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

Date: 10th April 2019

#### Certificate

This is to certify that Ms. SPOORTHI S BHAT bearing USN 4LV17MBA46 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report entitled "AN ANALYSIS OF INVENTORY MANAGEMENT IN SKF ELIXER INDIA PVT LTD, MOODBIDRI KARNATAKA" is prepared by her under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide

HOD, MBA

Fernandes

Principal AL

Wa's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K.

This project titled "An Analysis of Inventory Management in SKF Elixer India Private Limited" is submitted in partial fulfilment of the requirement for the award of master of business administration. The project is concerned with the inventory management tools and techniques adopted in SKF Elixer India Private Limited.

The main objective of the study is for understanding the management of the inventory and manufacturing process of the company. For this purpose, the primary data is collected through the direct interaction with the store manager and secondary data from company's annual reports, websites, publications and text books. Data collected from various sources are analyzed through the EOQ, ABC, Ratio, Regression and Correlation analysis and even graphs and charts are used as tools.

Firstly, introduction of information regarding the company and the topic, the company profile, organization profile, product profile, vision and mission statement, achievements and SWOT Analysis are made. Then, statement of problem, objectives of the study, scope, methodology, various tools used for data collection and limitation of the study is discussed. Subsequently, a detailed study is made on conceptual background of inventory management. Analysis and interpretation is done on the basis of information regarding the practice for analysis supported by a descriptive interpretation which implies figures into clear words.

Finally, the suggestions are given to overcome the drawbacks involved in the project on the basis of the analysis.



#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that <u>Sukesha</u> pursuing his MBA from Alvas institute of Engineering & Technology, Mijar bearing Reg. No. <u>4LV17MBA47</u> has completed his project work entitled "<u>A STUDY ON BRAND PREFERENCE OF BAGS AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO POWER POINT BAG INDUSTRIES, <u>KARKALA</u>" in our organisation as partial fulfilment of Master Degree from 3-Jan-2019 to 16- Feb-2019.</u>

He has shown interest in learning and his conduct and character was good. We wish good luck in her future endeavours.

For POWER POINT BAG INDUSTRIES

INT BAG IND

Deepa.

Accountant.

#### A Study on

#### EFFICIENCY OF CAPITAL STRUCTURE OF JBF PETROCHEMICALS LTD

Submitted by

#### MR. SURAJ S SALIAN

**USN: 4LV17MBA48** 

Submitted to



#### VISVESHVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award degree of

#### MASTER OF BUSINESS ADMINISRATION

Under the guidance of

#### **INTERNAL GUIDE**

Dr. Claret Mendonca

Associate Professor

Department of MBA.

#### **EXTERNAL GUIDE**

Mr.Satheesh Shetty

Finance Head,

JBF Petrochemicals Ltd.



# DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Shobhavana campus, Mijar, Moodbidri, Mangalore, D.K -574225

April - 2019



No.: 4-214, P.B.No. 001, Industrial Plot No.-9, Mangalore SEZ Ltd, Village Bajpe, Mangalore, Dakshina Kannada District, Karnataka - 574142. Ph: 0824 2868400 CIN: U24290DN2008PLC000287

JBFPL/HR/PC/19-02

16th February 2019

#### TO WHOM SO EVER IT MAY CONCERN

This is to certify that, Mr. Suraj S Salian, USN:4LV17MBA48, MBA 03rd Semester student of Alva's Institute of Engineering and Technology, Mijar Moodbidri, has undergone his project work on "A Study on Capital Structure" in Finance Functions from 03rd January 2019 to 16th February 2019 at JBFPL PTA Plant in MSEZ, Mangaluru. During this period, he has proved himself to be an effective learner.

We wish him all the very best in his future endeavors.

For JBF Petrochemicals Ltd.

Dheeral Shetty General Manager - HR, IR & Admin

# a distribution for the state of the state of

# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

13 April 2019

#### Certificate

This is to certify that Mr. SURAJ S SALIAN bearing USN 4LV17MBA48 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY ON EFFICIENCY OF CAPITAL STRUCTURE OF JBF PETROCHEMICALS LTD, MANGALORE" is prepared by him under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca
Internal Guide

Dr. R. Wranton Perez

Dr. Peter Fernandes Principal

Liva's Institute of Engg. & Technology, Miljar, MOODBIDRI - 574 225, D.K.

This report describes the six Week mandatory internship conducted by the student at JBF Petrochemicals Ltd, Mangalore. The aim of the study is to study an organisation, its structure, departments and its functions. The purpose of the internship is to get the opportunity to connect the theory taught in classrooms to the practical working in a real organisation.

In order to assure good quality, JBF India and RAK have established state of the heart in house quality control Laboratories. Critical properties and colour are closely monitor. Sophisticated equipment's includes DSC (Digital Signature Certificate) for melting point/crystallization UV-VIS (Ultraviolet- visible spectroscopy). Spectrophotometer, density gradient column, Polarography and Hunter Lab Colour Spectrophotometer. Quality control laboratory is managing by highly experienced and trained manpower.

Capital is the amount of debt & equity employed by a firm to fund its operations and its finance its assets. The structure is critically expressed as debt to equity. Debt and Equity are used to fund a business operations, capital expenditures acquisitions & other investments.

From the business perspective, an exclusive study was done on the Capital Structure shareholders pattern, future growth and prospects. Moreover a thorough SWOT analysis was conducted to highlight strategical strength, weakness, opportunities and threats. A financial analysis was conducted to calculate the ratio.

More important my view of the company is that it is positioned strongly, departments are well managed and employee working conditions are good.

# A STUDY ON CUSTOMER SATISFACTION TOWARDS NANDINI MILK KMF NANDINI GULBARGA

**Submitted by** 

**SUSHMITA R. KALEKAR** 

**4LV17MBA49** 

Submitted to



#### Visvesvaraya Technological University Belagaum

In Partial Fulfillment of MBA Degree

Internal Guide External Guide

Dr NAGENDRA S Sri. Vijayeendra

DEPARTMENT OF MBA Deputy Manager

AIET Mijar KMF GULBARGA



**Department of Business Administration** 

**ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY** 

MIJAR MOODBIDRI

**APRIL -2019** 

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

Date: 15th April 2019

#### Certificate

This is to certify that Ms. SUSHMITHA R KALEKAR bearing USN 4LV17MBA49 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visveshvaraya Technological University, Belgaum.

The project report on "A STUDY ON CUSTOMER SATISFACTION TOWARDS NANDINI MILK KMF, NANDINI GULBARGA" is prepared by her under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Dr. Nagendra S Internal Guide

rnandas

Principal

Alva's Institute of Engg. & Technology, Mijar, MOODBIDRI - 574 225, D.K Dr.R.Wranton Perez HOD, MBA

# "A STUDY ON EVALUATION OF FINANCIAL PERFOMANCE OF POWERPOINT BAG INDUSTRY."

 $\mathbf{BY}$ 

#### **SUSHMITHA KOTIAN**

#### **4LV17MBA50**



#### 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. Claret Mendonca,

**Associate Professor** 

AIET, Mijar.

**EXTERNAL GUIDE** 

Ms.Deepashree

**Finance Manager** 

**PowerPoint Bag** 

Industry, Karkala.



#### DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana campus, Mijar, Moodbidri

**April-2019** 

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that <u>Sushmitha Kotian</u> pursuing her MBA from Alvas institute of Engineering & Technology, Mijar bearing Reg. No. <u>4LV17MBA50</u> has completed her project work entitled "<u>A STUDY ON EVALUATION OF FINANCIAL PERFORMANCE OF POWER POINT BAG INDUSTRIES, KARKALA"</u> in our organisation as partial fulfilment of Master Degree from 3-Jan-2019 to 16- Feb-2019.

She has shown interest in learning and her conduct and character was good. We wish good luck in her future endeavours.

For POWER POINT BAG INDUSTRIES

Mahaveer Hegde Managing Director.



## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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( Affiliated to Visvesvaraya Technological University, Belagavi
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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 9th April 2019

#### Certificate

This is to certify that Ms. SUSHMITHA KOTIAN bearing USN 4LV17MBA50 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project titled "A STUDY ON EVALUATION OF FINANCIAL PERFORMANCE OF POWERPOINT BAG INDUSTRY, KARKALA" is prepared by her under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide

Dr. R. Wranton Perez

Dr. Peter Fernandes
Principal

This report describes the 6 Week mandatory internship conducted by the student at Power Point Bag Industry Karkala. The aim of the study is to study an organisation, its structure, departments and its functions. The purpose of the internship is to get the opportunity to connect the theory taught in classrooms to the practical working in a real organisation.

Present scenario of the modern technological world. Industries are updating with the tremendous speed. The usage of materials in the industry and utilization, management of the resources are mainly the biggest task in the industry where in the manufacturing sector industry it is the biggest problem of handling of materials in the companies as well as distribution of that goods by competing with other companies in the industrial sector is one of the main hurdle for all the companies.

We assure that quality is the hallmark of our bags. We can tag ourselves as trustworthy manufacturer and exporter for wide variety of bags. These bags are available in different sizes and stylish designs which meets the latest fashion trends. We produce various kinds of bags such as Trolley bags, School bags, College bags, Travel bags, File bags, Laptop bags etc. which are available in different attractive colours.

Our bags are available in all branches of Power Point Bag House as well as Power point Battery Industries and various whole sale dealers. We have our branches all over Karnataka at Hebri, Udupi, Karkala, Moodbidri, Puttur, Mangalore and Dharwad. We provide the best quality and equipment allowing us to give our customers the best service possible.

From the business perspective exclusive, an exclusive study was done on the ownership pattern, achievements and awards of the company, future growth and prospects. Moreover. A thorough SWOT analysis was conducted to highlight strategical strength, weakness, opportunities and threats. A financial analysis was conducted to determine the liquidity ratio.

More important my view of the company is that it is positioned strongly, departments are well managed and employee working condition are good.

# PROJECT REPORT ON "A STUDY ON PRODUCTS AND SERVICES IN THE UDUPI CO-OPERATIVE TOWN BANK, PERDOOR"

Submitted by

Ms. Suveeksha Shetty

**USN: 4AL17MBA41** 

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. Claret Mendonca
Assistant Professor
AIET, Mijar

External guide
Mr. K. Venkat Rao
Branch Manager,
Perdoor.



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

APRIL – 2019

## THE UDUPI CO-OP. TOWN BANK LTD., UDUPI

ಉಡುಪಿ ಕೋ-ಆಪರೇಟಿವ್ ಟೌನ್ ಬ್ಯಾಂಕ್ ಲಿ., ಉಡುಪಿ

RBI Licence No. KA -1043P

Baliga Arcade, V S T Road, Udupi - 576 101; Ph.: 0820 - 2523506; e-mail: town.bank@gmail.com

Date: 13-03-2019

## TO WHOMSOEVER IT MAY CONCERN



This is to certify that Miss. <u>Suveeksha Shetty</u> pursuing her MBA from Alva's Institute of Engineering & Technology, Mijar bearing Reg No. <u>4AL17MBA41</u> has completed her Project Work entitled "<u>Analysis of Co-Operative banks products and services</u>". In our organisation as partial fulfilment of Master Degree from 03.01.2019 to 16.02.2019.

She has shown interest in learning and her conduct and character is good.

We wish good luck in her future endeavours.

For The Udupi Co-Operative Town Bank Ltd Perdoor

FOR THE JUDUPT 80-OPERATIVE TOWN BANK LTD

K Venkat Rao Manager
The Manage Perdoor Branch

#### 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 )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State

Phone: 08258-262724 (O), 262725 (P), Telefax 08258-262726 Email: principalaiet08@gmail.com, Web www.alet org in

Date: 10th April 2019

#### Certificate

This is to certify that Ms. SUVEEKSHA SHETTY bearing USN 4AL17MBA41 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY ON PRODUCTS AND SERVICES IN THE UDUPI CO-OPERATIVE TOWN BANK, PERDOOR BRANCH" is prepared by her under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca
Internal Guide

co'Sax

Dr. R.Wranton Perez HOD, MBA

Dr. Peter Fernandes
Principal

PRINCIPAL
Abro's institute of Engg. & Technology,
Ligar, MICOBSIDE - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

The project work is on "A study on Products and Services in The Udupi Co-operative Town Bank Ltd. with special reference to finance". Ever since its existence the bank has been registering tremendous progress on all fronts of business and is considered to be one of the sound and stable, rapidly growing banks. It's my pleasure and privilege to have obtained an opportunity to do my project work in this esteemed institution.

This project includes Industry profile, company profile, financial statement and other parts deals with objectives of project, methodology, analysis and interpretation, findings, suggestions and conclusion. In the progress of study I had an opportunity to look at the progress of the society on various fronts such as deposits, advances, directly dealing with the customers, introduction of various new banking products to meet the changing demands of new customers. During the study I had an opportunity to have practical experience in the Bank.

For me it was an opportunity to learn personally how the various areas studied in the course of my MBA course are implemented practically. It also gave me an insight into the banking arena and the importance of actual work experience. The time spent at the bank made me understand the amount of patience, perseverance, understanding, analysis, application and dedication required. I am grateful for their able and kind guidance and kind cooperation extended to me in fulfilling my project.







#### TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. THAMEEZ, MBA student from Alva's Institute of Engineering and Technology, Mijar, Moodabidri, Bearing USN 4LV17MBA51 has undergone the Project Work on "A Study on Consumer Reference on Investment", in our Organization from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

During the tenure we found him to be Sincere, Hardworking and Efficient with good conduct and aptitude to gain knowledge.

We wish him all the success in future career.

V. Shashidhar Kamath Authorised Person Prathudas Lilladher Pvt. Ltd.

PRABIIUDAS LILLADIER PVT. LTD.

#### PROJECT REPORT ON

## "A STUDY ON MARKETING CONCEPTS OF OUTBOUND TOURISM PRODUCTS WITH SPECIAL REFERENCE TO COX AND KINGS, BANGALORE"



#### **Submitted By**

#### THIRTHAPADA R ALEMANE

**U.S.N.NO.: 4LV17MBA42** 

#### Submitted to

#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

*Under the guidance of* 

#### **INTERNAL GUIDE**

**EXTERNAL GUIDE** 

Prof.Shiny Joseph Mrs.Nagadurga Kaysani

Assistant Professor Store Manager

MBA Department Cox and Kings Pvt Ltd

AIET, MIJAR Bangalore.



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY,
MIJAR, MOODBIDRI, DK-574225

2019



March 12, 2019

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Thirthapada R Alemane residing at #1, khandika cross, Galipura, Kugve Post, Sagara Thaluk, Shimoga District, Karnataka-57740 has undergone training in OBT Groups department, Bangalore from January 16, 2019 to February 28, 2019.

During the course of his training period he was very receptive, hardworking, co-operative and sincere in learning and discharging the responsibilities assigned to him.

We wish him success in his future life.

Yours faithfully,

For COX AND KINGS LIMITED

Joseph Patra

General Manager - Human Resources

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka ) Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 10<sup>th</sup> April 2019

#### Certificate

This is to certify that Mr. THIRTHAPADA R ALEMANE bearing USN 4AL17MBA42 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON MARKETING CONCEPTS OF OUTBOUND TOURISM PRODUCTS WITH SPECIAL REFRENCE TO COX AND KINGS, BANGALORE" is prepared by him under the guidance of Mrs. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Shiny Joseph Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal FRINCIPAL

Clya's institute of Engg. & Technology, Kilijar, MOODBIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

This project entitled" A Study on Marketing Concepts of Outbound Tourism Products with Special Reference to Cox and Kings, Bangalore" is submitted in partial fulfilment of the requirement for the award of Master of Business Administration.

This project report includes industry profile, company profile and objectives of the report, methodology, analysis and interpretation, findings suggestions and conclusion. I have used sample questionnaire and take the information from the frequent customer of cox and kings, M G road, Bangalore to collect the data.

The objective of the project was to study about marketing practices following by the cox and kings to marketing outbound tourism product, by which we understood that the marketing strategies followed by the company to reach the existing and new customers towards the international holiday packages. Secondly it clearly shows that, which are the various outbound holiday packages offered by the cox and kings company.

Another objectives of this study shows that, how customers perception towards the cox and kings company influence to their marketing strategies and how it plays a important role in selling the outbound holiday packages their customers.

#### A project report on

## "Financial Performance Analysis at SCDCC Bank Ltd"

BY

Ms. Trupthi Rai A

**USN: 4AL17MBA43** 

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 S

Mr. Satish Shetty

Associate professor

Branch Manager

AIET, Mijar

SCDCC bank, Belvai



Department of Business Administration

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri

APRIL-2019

F. No. 74G



# ಟ್ರ) (೧) ನಿರ್ವಾಪ್ತರಾನ ಕಛೇರಿ : "ಉತ್ಕಷ್ಟ ಸಹಕಾರಿ ಸೌಧ", ಕೊಡಿಯಾಲ್ಬೈಲ್, ಮಂಗಳೂರು – 575 003

## The South Canara District Central Co-Operative Bank Ltd.

Head Office: "Uthkrusta Sahakari Soudha", Kodialbail, Mangaluru - 575 003.

Phone:

Branch :BELVAI - 574 213 Date: 16/02/20 Date :

#### TO WHOMSOEVER IT MAY CONCERN

This is certify that Ms.Trupthi Rai A (USN: 4AL17MBA43), a Student of MBA (Second year), Alvas Institute of Engineering and Technology, Mijar has undertaken project work in our organization from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

The Project work entitled "Financial Performance Analysis" at SCDCC BANK LTD., Belvai Branch embodies the original work done by her during her project period at our organization.

During this period, we found her to be sincere, hardworking and efficient with good conduct and aptitude to gain knowledge.

For SCDCC BANK LTD cauth Canara Distric

Bask Ltd., Belvai Brans

Authorised signatory

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi

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

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 10<sup>th</sup> April 2019

#### Certificate

This is to certify that Ms. TRUPTHI RAI A bearing USN 4AL17MBA43 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report entitled "FINANCIAL PERFORMANCE ANALYSIS AT SCDCC BANK LTD, BELVAI" is prepared by her under the guidance of Dr.Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

**Dr.Nagendra S** Internal Guide Dr. R.Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal

Dva's Institute of Engg. & Technology, Migur, MOODBIDRI - 574 225, B.S.

### **Executive summary**

This report is conducted on "FINANCIAL PERFORMANCE ANALYSIS at SCDCC BANK ltd, Belvai" the objective of the study is to know the financial performance of organization.

The Project work was undertaken for six weeks at SCDCC Bank, Belvai. The study was conducted by collecting data from various sources. The primary data was obtained through discussion with external guide and other employees in the organisation. The study are mainly based on secondary data and secondary data has been collected from books and annual reports.

Along with this a conceptual problem was taken to study and analyse the financial performance of the bank. This report contains a summary of industrial profile, company profile, SWOT Analysis, latest annual report of the company, problem analyse and experience gained during this time.

As a part of the project study was conducted by observing the actual functioning and interacting with the officers and staff of the bank. The various dimensions like structure, style, system etc were looked in the part of the study. Besides this the bank area to which the organization belongs is also profiled with the help of secondary data collected concurrently.

### A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL BANKING ON

**AXIS BANK** 

Submitted By

**ULLAS N V** 

**4AL17MBA44** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE EXTERNAL GUIDE

Dr. G.V JOSHI Mr. Shashi Kumar S

Professor Customer Service Executive

AIET, Mijar AXIS BANK

Moodbidri Chickmagalur



Department of Business Administration

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri

**April -2019** 



Ref: AXISB/CB/RM/2018-19



#### TO WHOMSOEVER IT MAY CONCERN

#### CERTIFICATE OF COMPLETTION

This is to certify that Mr. ULLAS N V bearing USN 4AL17MBA44 an MBA (Finance & Marketing) Student of ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY, Shobhavana Campus, Mijar, Moodbidri, has successfully undergone Internship / Project Report entitled "A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL BANKING" Under the guidance of Mr. SHASHI KUMAR S, Customer Service Executive, AXIS Bank Chickmagalur during 03-01-2019 to 23-02-2019 and added value through his work. During his stay at AXIS Bank his Character and Conduct was found good.

We wish him Sucess in all his future endeavours.

FOR AXIS BANK LTD

AXIS BANK

Mr RAVI I R

RELATIONSHIP MANAGER

AUTHORIZED SIGNATORY

A Unit of Alva's Education Foundation (R)
( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 11th April 2019

#### Certificate

This is to certify that **Mr. ULLAS N V** bearing **USN 4AL17MBA44** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL BANKING AT AXIS BANK CHIKMANGALURU" is prepared by him under the guidance of **Dr. G.V.Joshi**, Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr.G.V.Joshi Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal PRINCIPAL

Civa's Institute of Engg. & Technology, Milgo, 18000BIDRI - 574 225, D.A

#### **EXECUTIVE SUMMARY**

The project entitled "A Study on Consumer perception towards digital banking on Axis Bank" undertaken for the study. The project is for the period of six weeks, during which complete study undertaken on different aspect of the company.

Remarkable progress in the field of information technology has reduced the world to a global village and it has caused unprecedented changes in the banking industry. Huge developments in the technology of telecommunications and electronic data processing have further stimulated these changes. Internet banking is new trend in banking circles. Today, banks are switching to multi-channel distribution of financial services through internet. It helps the banks to launch new channels to gain competitive advantage, reduce their costs, improve their financial services, enlarge their customer databases, progress their financial positions through innovative products. In the competitive world Internet -banking is used as a strategic tool by the banking sector to attract and retain customers.

The primary objective of this study is to find out the customer perception towards digital banking and the secondary objectives is to know the concept of digitalization and customer preferences and attitudes, to find out the satisfaction level of customers, to know the accessibility in understanding the banking system of digital banking and personal adoption about it.

The present study, based on data and responses received from the Axis bank and from some customers of AXIS bank. It was undertaken to understand the concept of banking and sub classification of banking into traditional and digital banking to identify the various types of services offered by the banks, the level of satisfaction among the customers from different types of services, expectation about these services and the different age group of the customers accessing digital banking. Basically to understand the response, views and understanding of the customers of Axis Bank and also the population in general about the digital banking. To make an analysis of the competition between its competitors with respect to digital banking features, advantages that Axis bank has over the other banks with respect to digital banking and vice versa.

#### PROJECT REPORT ON

### "A STUDY ON LOANS AND ADVANCES OFFERED BY THE UDUPI CO-OPERATIVE TOWN BANK LIMITED"

Submitted by

MS. VAISHNAVI BN

USA: 4AL17MBA45

Submitted to



VIVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM
In partial fulfilment of the requirement for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
UNDER THE GUIDENCE OF

INTERNAL GUIDE
Dr. NAGENDRA S
DEPARTMENT OF MBA
A.I.E.T MIJAR MOODBIDRI

EXTERNAL GUIDE MR. K.VENKAT RAO MANAGER



DEPARTMENT OF BUSINESS ADMINISTRATION ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY APRIL-2019

#### THE UDUPI CO-OP. TOWN BANK LTD., UDUPI

ಉಡುಪಿ ಕೋ-ಆಪರೇಟಿವ್ ಟೌನ್ ಬ್ಯಾಂಕ್ ಲಿ., ಉಡುಪಿ

#### RBI Licence No. KA -1043P

Baliga Arcade, VST Road, Udupi - 576 101; Ph.: 0820 - 2523506; e-mail: town.bank@gmail.com

Date: 13-03-2019

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss. Vaishnavi BN pursuing her MBA from Alva's Institute of Engineering & Technology, Mijar bearing Reg No. 4AL17MBA45 has completed her Project Work entitled "A study on Loans and Advances offered by Co-Operative banks". In our organisation as partial fulfilment of Master Degree from 03.01.2019 to 16.02.2019.

> PERDOOR BRANCH 576124

She has shown interest in learning and her conduct and character is good.

We wish good luck in her future endeavours.

For The Udupi Co-Operative Town Bank Ltd Perdoor

FOR THE JUDUP! GOPERATIVE TOWN BANK LTD

K Venkat Rao

The Manager

Manager Perdoor Branch

A Unit of Alva's Education Foundation (R)
( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 10th April 2019

#### Certificate

This is to certify that Ms. VAISHNAVI B N bearing USN 4AL17MBA45 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report entitled "A STUDY ON LOANS AND ADVANCES OFFERED BY CO-OPERATIVE BANK" is prepared by her under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R.Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Miva's tastitute of Engg. & Technology, Taijan, MOODZIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

The project is an integral part of our academic curriculum. During this project, gets an opportunity to set the practical aspects of theory. This is great pleasure to make the project, taken from The Udupi co-op Town Bank Limited.

This project includes industry profile, company profile, financial statement and other parts deals with objectives of project, methodology, analysis and interpretation, findings, suggestions and conclusion. In the progress of study I had an opportunity to look at the progress of the society on various fronts such as Deposits, Advances, directly dealing with the customers, introductions of housing loan to meet the customer requirements. During the study I had an opportunity to have practical experience in the Society.

Loans and advances are the most important aspect of any banking organization. The study was undertaken with the objectives of understanding the various types of loans disbursed by the bank, to study the documentation procedure for the issue of loans and advances and to study the financial position of the bank. The data was collected from the bank's annual reports of last 5 years. Various types of loans and advances have been studied and inference drawn.

The study found that the loans dispersed by the bank in jewel loan and security loan segments is reducing, since the rate of interest charged by the bank is higher compared to other banks. The lending to segments such as mortgage loans, housing loans, overdraft on members and vehicle loans has increased over a period of time. It has been suggested to decrease the rate of interest to attract more customers. The bank should also take measures to increase the deposits, so that it can be used for lending. The study concludes that the society is well managed. It has got a wide market to render its loan products throughout the region. It is carrying its business very efficiently and effectively.

#### PROJECT REPORT ON

## "A STUDY ON CREDIT RISK MANAGEMENT AND HOUSING FINANCE AT DHFL, BANGALORE"

Submitted By

#### Mr. VASANTHA NAYAK

**USN: 4LV17MBA52** 

Submitted to



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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 S Department of MBA A.I.E.T, Mijar Moodbidri EXTERNAL GUIDE Ms. MAMTHA Operation Manager DHFL, Jayanagar Bangalore



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI
APRIL-2019



Dewan Housing Finance Corporation Ltd., No. 719/A, 53-2, 2nd Floor, 46th Cross Road, J K Tower, Sangam Circle, Jayanagar, 8th Block, Bengaluru - 560070, Karnataka.

T: (080) 43424100 -170 F: (080) 43424101

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Vasantha Nayak- MBA (USN:4LV17MBA52) from Alva's Institute of Engineering and Technology –Mijar has completed his summer Internship from  $3^{rd}$  Jan 2019 to  $16^{th}$  Feb 2019.

He did a study on Credit Risk Management And Housing Finance .

He was found Sincere & hard working during this tenure.

We wish Him all the best for her future endeavors.

Regards

Anitha Shetty

**Human Resources** 

DHFL Bangalore

## 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 )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 9th April 2019

#### Certificate

This is to certify that **Mr. VASANTHA NAYAK** bearing **USN 4LV17MBA52** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project titled "A STUDY ON CREDIT RISK MANAGEMENT AND HOUSING FINANCE AT DHFL, BANGALORE" is prepared by him under the guidance of Dr. Nagendra S, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Nagendra S Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes
Principal
PRINCIPAL

Alva's Institute of Engy. & Technology, Mijar, MOODBIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

Internship is a one of the best opportunity to get a practical experience regarding academics'. It is helpful to gain the opportunities and also develop the working skills, it is one way to apply the theoretical concept to practical experience.

I choose the topic name called "Credit Risk Management and Housing Finanace at DHFL", analysis of the housing loan credit worthiness is one of the main and starting process of the every finance company. This report is intended to assist the reader in detailed understanding the credit risk management process

Next coming to the industry profile Non-banking finance company is engaged in processing of loans and advance and provide services like a bank but it is not a bank.

In Company profile Dewan Housing Finance Corporation Limited is one of the popular housing finance company in India. It is popularly called as DHFL. Housing is one of the important need of every individual. Everyone wants to build their own house so housing finance is one of the fast growing sector in the world. Every company has its own strengths, weaknesses, opportunity's and threats in the business. Strengths and weaknesses are the internal factors or controllable variables and opportunities and threats are external factors of the company. DHFL is a growing very fast, and also it is a profit making housing company in the housing finance sector.

Credit of housing loans means analysing the income statement and repayment capacity of the housing finance customer. Every financial institution has their own verification processes, to reduce the risk of repayment. Credit analysis is not an easy process it has a lot of difficulties in verification process. But it is mandatory to make the analysis of credit worthiness of loan. To study the credit analysis of housing loans is useful to understand the process and concept of the credit analysis.

Finally I tried to give some suggestions to the base of my knowledge and experience which I have achieved during internship at DHFL Bangalore, for further growth in credit and convenience in credit risk management and housing finance and expansion of this branch.

#### A Project Report On

## A STUDY ON 'EFFECTIVNESS OF THE TRAINING AND DEVELOPMENT PROGRAM' AT 'GARUDA POLYFLEX FOODS PVT LTD' JIGANI BANGALORE.

Submitted By

Mr VENU K

**USN: 4AL17MBA46** 

Submitted To



### VISVESHVARAYA 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**

**EXTERNAL GUIDE** 

**Prof. Yogesh Dixit** 

Mr Anson Albert D Souza

**Assistant Professor** 

**Sr. Executive - HR** 

**AIET** 

**Garuda Polyflex Foods** 

Mijar, Moodbidri.

Pvt. Ltd.

DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

APRIL 2019



#### GARUDA POLYFLEX FOODS PRIVATE LIMITED.

Reff: GPFL/HRD/2018/A1210

Date: 16/02/2019

#### CERTIFICATE

This is to certify that Mr. Venu k, Student of Alvas Institute Engineering and Technology from VTU University Studying 4<sup>th</sup> semester having register No. of 4AL17MBA46 has successfully completed his project report on "A Study On Effectiveness Of Training and Development at M/S Garuda Polyflex Pvt Ltd, In Human Resource Development as requirement for the award of Masters of Business Administration course and guidance for the period of 45Days from 03<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019.

For M/s Garuda Polyflex Foods Pvt Ltd,

Anson Albert D Souza

Sr. Executive - Human Resources

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State,
Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that Mr. VENU K bearing USN 4AL17MBA46 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "A STUDY ON EFFECTIVENESS ON TRAINING AND DEVOLOPMENT AT GARUDA POLYFLEX FOODS PVT LTD, BANGALORE" is prepared by him under the guidance of Prof. Yogesh Dixit, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Yogesh Dixit Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes Principal

Liber's fractitute of Eugg. & Technology, Liber, 1000001081 - 574 225, O.K.

#### **EXECUTIVE SUMMARY**

Human Resource Management has a significant role to play in the overall development of an organization. It refers to the management function helps the managers to train and develop members for an organisation. Training is a process of getting ready for the employees and stimulating them to apply for the job in the organisation. Training is the systematic method of learning system planned performance.

The project report title "A Study on "Effectiveness of the Training and Development Program" "at Garuda Polyflex Foods Pvt Ltd" is carried on with an objective to study the effectiveness of training and development methods followed by GP Foods.

The project includes industry profile, company profile, SWOT analyse, Objectives of the study, Methodology, Analysis and interpretation, findings suggestions and conclusion. For the study different statistical tools have been used such as mean and standard deviation test has been used to test the hypothesis.

In the process of the study it was found that workers are satisfied with the company's training methods, this shows the effectiveness level of the Training and development methods adopted by the organisation.

#### Project Report on

## "A STUDY ON RECRUITMENT AND SELECTION METHODS ADOPTED BY ASHIRVAD PIPES PVT LTD, BANGALORE"

**Submitted by** 

VINAY K A (4AL17MBA48)

**Submitted to** 



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

**INTERN GUIDE** 

Mrs.Shiny joseph

Asst Professor

A.I.E.T., Mijar

**EXTERNAL GUIDE** 

Mr.Kantharaju.P

HR Manager, Ashirvad

Pipes Pvt Ltd, Bangalore



#### **Department of MBA**

#### ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

**APRIL 2019** 



Date-11.04.2019

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Vinay K A, (Reg No- 4AL17MBA48) MBA Final Year student of Alva's Institute of Engineering Technology, has done project work in the company on A Study on Recruitment and selection Methods, during the period of 3<sup>rd</sup> Jan-19 to 16<sup>th</sup> Feb-19. During the period of project, he was punctual and hardworking.

For Ashirved Pines

Authorized signator

SMART WATER MANAGEMENT PLUMBING SANITARY AGRICULTURE

Ashirvad Pipes Pvt. Ltd., 4-B, Attibele Industrial Area, Hosur Road, Bengaluru - 562 107, INDIA. L +91 80 2806 1000 / 2806 1700 F +91 80 2806 1080 M +91 9902 333 333 E info@ashirvad.com

www.ashirvad.com

CIN: U85110KA1997PTC021831

A Unit of Alva's Education Foundation (R)

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Phone: 08258-262724 (O), 262725 (P), Telefax:08258-262726 Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 13th April 2019

#### Certificate

This is to certify that Mr. VINAY K A bearing USN 4AL17MBA48 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY ON RECRUITMENT AND SELECTION METHODS ADOPTED BY ASHIRVAD PIPES PVT LTD, BANGALORE" is prepared by him under the guidance of Mrs. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Shiny Joseph Internal Guide Dr. R.Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Mijar, MOODEIDRI - 574 225, D.K

#### **Executive Summary**

I, Vinay K A completing M.B.A from Visvesvaraya Technological University, Belgaum. I am doing my project on "A Study on Recruitment and Selection methods adopted by Ashirvad pipes private limited"

It is an analysis of recruitment and selection methods and. At this point there were both negative as well as positive responses from the respondents, the employees were very kind and cooperative enough in the organization to help me understand the whole recruitment as well as selection process and meeting the customers and they also clarified my doubts regarding work. Primary data was collected through questionnaires, and Secondary Data were taken from Books, Magazines, and Websites. 50 respondents were taken in the process of research.

The survey helped to find out the satisfaction level of Ashirvad employees and their opinions about the recruitment and selection process.

I was able to get constructive feedback from employees and it helped me to understand the practicality or the work environment.

#### A project report on

## "A STUDY ON INVENTORY MANAGEMENT AT CONTINENTAL AUTOMOTIVE COMPONENTS PVT LTD, BANGALORE"

SUBMITTED BY

Ms. VINDHYA SM

**USN: 4AL17MBA49** 

**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. Claret Mendonca** 

Associate professor

AIET, Mijar

**EXTERNAL GUIDE** 

Mr.Karthikeyan

**Finance Manager** 

**Continental Automotive** 

**Components Pvt ltd** 

Bangalore.



Department of Business Administration

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri.

April -2019



Charactergaming

Nikitha Shekar Human Relations Phone – 080-6679 9323 Fax - 080-66115115 Nikitha Shekar © continental-corporation.com

Come

Your measure date

Our Reference

Your reference

15th February 2019

HR/2019

#### **CERTIFICATE**

This is to certify that **Ms. Vindhya S M**, MBA student of Alva's Institute of Engineering and Technology, Moodbidri has completed her project on "Inventory Management" at our organization in the Finance department from 2<sup>nd</sup> January 2019 to 15<sup>th</sup> February 2019 under the supervision of Mr. Avinash Amit.

During the project period, her conduct was good.

We wish her success in her future endeavors.

Sincerely

R Karthikeyan

R.ICCo

General Manager - Finanace and Accounting

1. Varishmani/: Valshnavi Tekumalla Chief Manager - HR



Continental Automotive Components (India) Private Limite Conserve Office 2" & 3" Floor, Gold Hill Supreme Software Park East Tower, Plot ho 21,22,27 & 26, Shanthipura Road, Electronics Oty Phase II, Houry Road, Bangalore 560 100 Phone +91 80 6679 9300 Corporate Identity No. U72900KA2007PTCD43146

Regd Office:Plot No.538, Bommasandra Industrial Area Hosur Road, Attibele Hobil, Anekal Taluk, Bangalore - 560099, India

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

Date: 10th April 2019

#### Certificate

This is to certify that Ms. VINDHYA S M bearing USN 4AL17MBA49 is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "A STUDY ON INVENTORY MANAGEMENT AT CONTINENTAL AUTOMOTIVE COMPONENTS PVT LTD, BANGALORE" is prepared by her under the guidance of Dr. Claret Mendonca, Associate Professor, Department of Business Administration, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Dr. Claret Mendonca Internal Guide Dr. R.Wranton Perez

Dr. Peter Fernandes
Principal

PRINCIPAL

Chra's Institute of Engg. & Technology, Lilijan, MOODBIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

The summer project titled "A Study on Inventory management at Continental Automotive Components Pvt ltd" was conducted at Continental Automotive Components Pvt ltd, Bangalore. It is a Multi-National Company, headquartered in Hanover, Germany. This firm helped me to understand how the financial department manages its money. Their function is to plan, establish, auditing, accounting and controlling its company's finances by producing the company's financial statement which is later passed on to the higher authority and the management.

Today's global market has increased its competition tremendously. Hence, they mainly focus on making long term financial profit rather than short term, which directly helps to increase the company's brand and the shares value.

Furthermore, the management uses effective way of communication system. It provides all the necessary and relevant information to the management to set future goals and objectives. Likewise, they also provide the reliable information to the public for their investments on a continuous basis.

Financial performance reports usually reflect the budgeted and actual financial results and such reports are used to improve the overall financial trend of the company through motivating the employees and increasing the sale of quantity products. It has a strong and widest distribution of network with the expanded brand scape which is spread across various countries.





#### PROJECT REPORT ON

#### "A Study on Customers Perceptions of Elixer Water Purifier With Reference to Services Provided By S.K.F Elixers, Moodbidri"

Submitted By

Mr Vinod Kumar

**USN: 4AL17MBA51** 

**Submitted to** 



#### VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

#### MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

#### **INTERNAL GUIDE**

Prof. Shiny Joseph, Asst. Professor, Department of MBA, AIET, Mijar.

#### **EXTERNAL GUIDE**

Mrs. Ashwini, Assistant Marketing Manager, SKF Elixer, Moodbidri,



DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
2019-2019





This is to certify that

## **VINOD KUMAR**

Student of MBA-HR & Marketing (2<sup>nd</sup> Year – 4AL17MBA51)

Alva's Institute of Engineering and Technology has completed Project on

'Customer perception of Elixer Water Purifier' in our organization from 3<sup>rd</sup> Jan 2019 till 28<sup>th</sup> Feb 2019.

During the period of his project work, has been found to be keen learning and displayed good conduct and character.

We wish him success in his future career.

HR Manager

\_\_\_

HOD, Sales & Marketing

SKF ELIXER INDIA PVT. LTD

3-128(3), Bannadka, P.O. Belvai, Mangaluru - 574 213, Karnataka www.skfelixer.in

A Unit of Alva's Education Foundation (R)
( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AlCTE, New Delhi & Recognised by Government of Karnataka )
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
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Email: principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10th April 2019

#### Certificate

This is to certify that **Mr. VINOD KUMAR** bearing **USN 4AL17MBA51** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "A STUDY ON CUSTOMER PERCEPTION OF ELIXER WATER PURIFIER WITH REFERENCE TO SERVICE PROVIDED BY SKF ELIXERS, MOODBIDRI" is prepared by him under the guidance of Mrs. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Shiny Joseph Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Fernandes

Principal FRINCIPAL Alva's Institute of Engg. & Technology, Mijur, MOGDBIDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY:**

SKF Elixer is unit of SKF Group Pvt Ltd, Moodbidri. SKF Elixer undertakes the activity of manufacturing and sales activities of water purifiers. That is water purifiers industry .SKF group involves in the production of boilers, bearings and marketing activities of their products.

The study conducted investigates the customers perception in the related to water purifiers in related to SKF Elixer. Here study consists 100 samples size has been taken and survey among of those customers taken into considerations.

The primary data was collected through distribution of questionnaire and later it has been used for data collection, interpretation and tabulation and analysis of the data received. As per my experience from this study conducted found that, the customer preferences are more regarding the product quality service provided and technology used in the water purifiers. It also came to know that customer perception changes on the basis of compulsion of water necessity in individual life through the technology which is posed in the purifier storage capacity and service provided by specific company toward the customers.

Advertisements and promotional activities are also the factor that impact on customer awareness about the product characteristics and their importance. As per statistical tool used the service provided by the SKF Elixer is good and their preferences on the technology and service provided is much greater compared to other factors such as advertisements, storage capacity and price.

The survey reveals that the more number of respondents are most likes the message in the SKF elixir Indian Pvt ltd advertisement. The survey states that the more respondents are strongly agree the promotional activities help in guiding customers purchase decision. The survey finds that majority of the customer responded that, Brochure is the other forms for advertise or get promotional information about SKF elixir water purifier. The survey find that majority of the respondents are believable in the SKF Elixer advertisement

#### "A STUDY OF CUSTOMER SATISFACTION LEVEL ON RETAIL CHAIN IN BANGALORE CITY WITH REFERENCE TO THE KANTAR IMRB INTERNATIONAL"

#### A STUDY CONDUCTED AT TRADE JINI FINANCIAL PVT LTD

**Submitted By** 

Vinod Bankapura

**4AL17MBA50** 

**Submitted To** 



#### Visvesvaraya Technological University, Belgaum

In Partial Fulfillment of the Requirements for the Award of the Degree Of

#### **Master of Business Administration**

#### **Under The Guidelines Of**

Internal Guide External Guide

Dr. G. V Joshi Mr. Varadaraj

Department Of MBA DA Manager, IMRB

AIET, Mijar. Bangalore

Department of master of business and administration

Alvas Institute of Engineering and Technology

Mijar

2017-2019



Date: 01/03/2019

#### CERTIFICATE

This is to that Mr. Vinod Bankapura has successfully and satisfactorily completed "A study on customer satisfaction level on retail chain in Bangalore city with reference to the KANTAR IMRB International".

This project has been executed for the partial fulfillment for MBA Program in marketing under our supervision and guidance during the period 3<sup>rd</sup> January 2019 to 28<sup>th</sup> of Feb 2019

During his association with us, we found him to be very sincere, dedicated and hardworking.

Guide Name: S R Venugopal (Sr DA Executive)

We wish him all the success in his future endeavors.

Yours faithfully,

Varadaraj M

(DA Manager)

IMRB (India) Private Limited No.21/1, 1st Floor, Jalita Tower, Mission Road, Bangalore-560027 Tel: 022-24323500,022-24323200 Regd. Office: A Wing, Ground Floor, Mhatre Building, Senapati Marg, Dadar West, Mumbai-400028.India

A Unit of Alva's Education Foundation (R)

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

Date: 12th April 2019

#### Certificate

This is to certify that Mr. VINOD BANKAPURA bearing USN 4AL17MBA50 is a bonafide student of Master of Business Administration program(2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "A STUDY OF CUSTOMER SATISFACTION LEVEL ON RETAIL CHAIN IN BANGALORE CITY WITH REFERENCE TO THE KANTAR IMRB INTERNATIONAL" is prepared by him under the guidance of Dr.G.V.Joshi, Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Dr.G.V.Joshi Internal Guide

Dr. R. Wranton Perez

Dr. Peter Fernandes

Principal PRINCIPAL

Alva's Institute of Engg. & Technology, Milar, MOODBIDRI - 574 225, D.K.

#### **EXECUTIVE SUMMARY**

The Undertaking Report Title "A Study On Customer Satisfaction Level On Retail Chain In Bangalore City With Reference To The KANTAR IMRB International" Is Submitted To Partial Satisfaction Necessity Of The Honor Of Master Of Business Administration.

My literature study and research took off with the assignment of developing a customer satisfaction model for a commercial B2B trading company. Any organization, whether B2B or B2C has to listen to its external customers and stakeholders. A number of studies shows the various findings and results. I have analysis the customers through the questionnaires method. In this method analysis the overall customers to find the how much they fulfill the needs and wants.

The project includes industry profile, company profile, SWOT analyses, Objectives of the study, Methodology, Analysis and interpretation, findings suggestions and conclusion. For the study different statistical tools have been used such as mean and standard deviation test has been used to test the hypothesis.

During the course of my studies, I got detailed information Kantar IMRB; its organization and administration. I have analyzed the sales and service procedure of the company. I have collected the data by random sampling method. I have placed conclusion some recommendation to retail chains. Because with the use of primary data to judge the customer satisfaction with limited ratios and study of problem in brief.

Finally in study I have learn lot of things I have done data analysis and hypothesis analysis to determine the customer satisfaction and know about the customers. In this study as help my carrier and my feature. So I earn lot of information in this project.

#### A project report on

## "AN OVERALL ANALYSIS OF TREND ON FINANCIAL PERFORMANCE OF ADITYA BIRLA FASHIONS AND RETAIL LIMITED, BANGALORE"

BY

#### Ms. VIVINA SAMITHA PAIS

**USN: 4AL17MBA52** 

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** 

**Prof. Shiny Joseph** 

**Assistant professor** 

AIET, Mijar

**EXTERNAL GUIDE** 

Mr. Shiva Kumar N

**Finance Manager** 

Aditya Birla Fashions &

Retail Limited,

Bangalore



Department of Business Administration

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri

April-2019



16th February 2019

#### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Vivina Samitha Pais, a student of Alva's Institute of Engineering & Technology, Moodbiidri (Affiliated to Visveshvaraya Technological University, Belgaum), bearing USN No: 4AL17MBA52 has completed her project entitled "An analysis of trend on financial Performance" in our Organization as partial fulfillment of Master degree from 3-01-2019 to 16-02-2019

She has completed the above Projects to our satisfaction and our assessment of her overall efforts and learning is good.

We wish her the very best in her future career.

For ADITYA BIRLA FASHIONS AND RETAIL LIMITED,

Authorized Signatory

A Unit of Atva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka.)
Shobhavana Campus, Mijar, Moodbidri - 574-225, Mangalore, D.K., Karnataka State
Phone 08258-262724 (O), 262725 (P), Telefax 08258-262726

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

Date: 9th April 2019

#### Certificate

This is to certify that Ms. VIVINA SAMITHA PAIS bearing USN 4AL17MBA52 is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project report on "AN OVERALL ANALYSIS OF TREND ON FINANCIAL PERFORMANCES WITH SPECIAL REFERENCE TO ADITYA BIRLA FASHIONS AND RETAIL LTD., BANGALORE " is prepared by her under the guidance of Prof. Shiny Joseph, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Prof.Shiny Joseph Internal Guide Dr. R. Wranton Perez HOD, MBA

Dr. Peter Pernandes Principal

Abra's Institute of Engg. & Technology, Elijos, MOGDELDRI - 574 225, D.K

#### **EXECUTIVE SUMMARY**

The summer project report titled "An overall analysis of trend on financial performance of the company" was conducted in Aditya Birla Fashions and Retail Ltd., Bangalore. It is an Indian company, headquartered in Aditya Birla Centre, Worli, Mumbai .This firm helped me to understand how the financial department manages its money. Their function is to plan, organize, auditing, accounting and controlling its company's finances by producing the company's financial statement which is later passed on to the higher authority and the management.

Today's global market has increased its competition tremendously. Hence, they mainly focus on making long term financial profit rather than short term, which directly helps to increase the company's brand and the shares value.

Furthermore, the management uses effective way of communication system. It provides all the necessary and relevant information to the management to set future goals and objectives. Likewise, they also provides the reliable information to the public for their investments on a continuous basis.

Financial performance reports usually reflects the budgeted and actual financial results and such reports are used to improve the overall financial trend of the company through motivating the employees and increasing the sale of quantity products. It has a strong and widest distribution of network with the expanded brand scape which is spread across the retail, departmental stores, multi-brand outlets and other major channels with the combined entity of Pantaloons and Madhura Clothing Fashions. Madhura Clothing Fashions Ltd. was acquired by Aditya Birla Groups and it was renamed as Aditya Birla Fashions and Retail Limited.

This analysis allows us to know about the financial health of an organization. The measurements of periods can be done in months, quarters or years which is according to the circumstances. The main purpose of this analysis is to estimate and analyse the variation in amount and the percentage over one period to the another.