

A PROJECT REPORT ON
“A STUDY OF DIFFERENT INVESTMENT AVENUES WITH SPECIAL
REFERENCE TO MUTUAL FUNDS” AT
“SIMPLUS FINANCIAL CONSULTANCY PRIVATE LIMITED”

SUBMITTED BY
Ms. SHATHABHI M
4LV16MBA48
SUBMITTED TO



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE

Dr. Nagendra

Department of MBA

A.I.E.T

EXTERNAL GUIDE

Mr. Deepak Rao

Manager

Simplus Financial Consultancy



DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR

May-2018

Date: 23rd March 2018

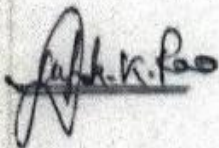
TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms. Shathabhi M (USN: 4LV16MBA48) studying 3rd Semester of MBA at Alva's Institute of Engineering and Technology, Mangalore has completed her Internship in our organization, **Simplus Financial Consultancy Private Limited** from 1st January 2018 to 23rd March 2018.

During the above period her conduct was found to be good and satisfactory.

We wish her all the best for her future endeavours.

For Simplus Financial Consultancy Private Limited.



Deepak K Rao
Founder & Director



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


20-May-2018

CERTIFICATE

It is hereby certified that Miss. **SHATHABHI M** bearing USN: 4LV16MBA48 is a bonafide student of the Master of Business Administration course of the Institute (2016-18), affiliated to Visvesvaraya Technological University, Belgaum.

The project report on "A STUDY OF DIFFERENT INVESTMENT AVENUES WITH SPECIAL REFERENCE TO MUTUAL FUNDS" is prepared by her under the guidance of Dr. **NAGENDRA**, senior assistant Professor, Department of MBA, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration under Visvesvaraya Technological University, Belgaum, and Karnataka.


Dr. Nagendra
Internal Guide


Prof. P Ramakrishna Chadaga
Dean - MBA

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


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

DECLARATION

I hereby declared that work presented in this project report entitled "A Study of Different Investment Avenues with Special reference to Mutual Funds" based on the independent study conducted by me under the guidance of Dr. Nagendra, Alva's Institute of Engineering & Technology, Mijar, Moodbidri.

I am submitting this project report to Visvesvaraya Technological University, Belgaum as the partially fulfilment of requirement for the award of MBA Degree.

I also declare that, this project report or part of it has not been previously submitted for the award of any other degree, diploma, associate ship, fellowship or other similar title.

Date:22-05-2018

Place: Mijar



Shathabhi M

4LV16MBA48

ACKNOWLEDGEMENT

The successful completion of any task would be incomplete without mentioning the people who made it possible and whose constant guidance and encouragement enlightened me throughout the project.

Parents are treated as the reflection of God, so firstly I would thank my parents who always blessed me and encouraged me to take up new things and complete it successfully.

I would like to extend my deep gratitude towards **Mr. Deepak Rao** the **Manager** of **Simplus Consultancy PVT. Ltd. Mangalore** for granting me permission and been my external guide to carry out “A Study of different Investment Avenues with Special Reference to Mutual Funds” and also

Without his support and guidance this study would not have been possible.

I also express my sincere thanks to our principal **Dr. Peter Fernandes** and my internal guide and faculty **Dr. Nagendra** for encouraging and guiding me and also giving me an opportunity in proving my abilities.

Lastly I thank all the staff members and the employees of Simplus Financial consultancy PVT. Ltd, Mangalore for their selfless co-operation and help throughout the study.

SHATHABHI M

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EXECUTTIVE SUMMARY

The project has been carried out at Simplus Financial Consultancy PVT LTD which is located in Mangalore 574220 and the project is concerned about the Study of different investment Avenues with special reference to Mutual Fund.

This Study helps to understand and learning about Mutual Fund Schemes and it's performance in the market and how to choose the better performing mutual fund schemes for investment. And different types of mutual funds and investment options available for investment.

This study at Simplus Consultancy Pvt. Ltd., was conduct with an objective of to study About the mutual fund schemes and its performance in the market. The need of this learning to be shown is to classify the trends in the mutual fund investment statement.

The project comprise the different schemes of mutual fund. The interpretation is given based on the comparison of ten selected mutual fund schemes which are better performing in the market.

The study of different investment avenues with special reference to mutual fund. With help of other ten listed mutual fund schemes in the stock market.. The interpretation drawn on purely for Simplus Consultancy Pvt. Ltd.,