

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
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4AL17MBA06



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

Under the guidance of

INTERNAL GUIDE

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FEBRUARY-2019

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



Mr. madhan kumar

manager

consortium securities private limited





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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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.

10/4/19

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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