

**A STUDY ON INVESTORS AWARENESS LEVEL ON MUTUAL FUND AT ANGEL INVESTORS,
KUNDAPUR**

Submitted By

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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
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Moodbidri.

EXTERNAL GUIDE

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Department of Business Administration

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana campus, Mijar, Moodbidri

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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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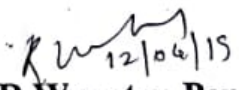
Date: 11th April 2019

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.


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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 January 2019 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)



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EXECUTIVE SUMMARY

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 investors.

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.