

A STUDY ON RATIO ANALYSIS AT ITC LIMITED

Submitted by

KC SANTHOSH KUMAR

4AL18MBA64

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. Ms MAITHRI PR

Senior Lecturer

AIET, Mijar

EXTERNAL GUIDE

Mr. Sourabh Chhadwani

Asst. commercial manager

ITC limited, Bangalore



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

JUL-05-2020



ITC Limited
INDIA TOBACCO DIVISION
Meenakunte Village
Jala Hobli
Bengaluru (North) - 562 157
INDIA
Tel : 0091 - 80-28467709/10/11/13/14/15
Fax : 0091 - 80-28467707

February 11, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Santhosh Kumar K C, of Alva's Institute of Engineering and Technology, Moodbidri bearing Reg. No. 4AL18MBA64 has successfully completed a Study on "Ratio Analysis" at ITC Limited, Bengaluru Factory from 31st December, 2019 to 11th February, 2020.

He has done this Study under the guidance of Mr. Sourabh Chhadwani of Commercial Department.

He has completed this Study to the satisfaction of all concerned.

We wish him all the best in his future endeavours.

ITC LIMITED

HUMAN RESOURCES MANAGER



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

24 June 2020

CERTIFICATE

This is to certify that **SANTHOSH KUMAR K C** bearing USN **4AL18MBA64**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**A STUDY ON RATIO ANALYSIS AT ITC LIMITED**" is prepared by him under the guidance of Mrs. Maithri, Senior Lecture, PG 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. Maithri
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

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

Dr. Peter Fernandes
Signature of Principal

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

DECLARATION

I, KC SANTHOSH KUMAR, hereby declare that the project report entitled “ a study on Ratio Analysis” with reference to “ ITC limited” prepared by me under the guidance of prof. Ms Maithri P R , faculty of M.B.A Department , ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY and external assistance by Mr. Sourabh chhadwani, commercial department, ITC limited. I also declare that this project work is towards the partial fulfilment of the university.

Regulations for the award of degree of master of business administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: *Bangalore*

Date: *10/05/2020*

signature of the student

*Santhosh
Kumar. K.C.*

ACKNOWLEDGEMENT

I am happy to take this opportunity to thank all those who have supported me, directly and indirectly for the completion of the project.

My heartfelt gratitude to the Dean Dr Claret Mendonca, Professor, Department of Business Administration and Alva's institute of engineering and technology, mudabidri for providing me an opportunity to complete the study.

I am extremely grateful to the management of "ITC limited", for giving me this opportunity to pursue my internship. This internship would not have been a successful one without the guidance of prof. Ms Maithri P R Senior lecturer, Department of business administration, Alva's institute of engineering and technology, mudabidri. Her feedback and solutions have greatly helped me in this internship.

I express my gratitude to Mr. Sourabh Chhadwani Assistant commercial manager, ITC limited., for guiding and teaching me the core concepts at the organisation level and explaining in detail about the company. I am thankful for his feedback during my time at ITC limited.

Thank you,

TABLE OF CONTENTS

Executive summary

Chapter 1. Introduction..... (01-15)

Chapter 2. Industry and Company Profile..... (16-25)

Chapter 3. Theoretical Background of The Study..... (26-30)

Chapter 4. Data Analysis and Interpretation..... (31-47)

Chapter 5. Summary of Findings, Suggestions and Conclusion..... (48-51)

Bibliography

LIST OF TABLE AND GRAPHS

Sl No.	Particulars	Page No
1	Table Showing Areas of Operation	09
2	Table Showing Infrastructure Facilities	09
3	Table Showing Competitors Information	10
4	Table Showing Balance Sheet for The Year Ended Amr-2019	13
5	Table Showing P&L Account for The Year Ended Mar-2019	14
6	Table Showing Cashflow Statement for The Year Ended Mar-2019	15
7	Table Showing Balance Sheet of Last 4 Years	32
8	Table Showing P&L Account for Last 4 Years	33
9	Table Showing Cashflow Statement for Last 3 Years	34
10	Table Showing Key Financial Ratios For 4 Years	34
11	Table Showing Current Ratio For 4 Years	35
12	Table Showing Quick Ratio For 4 Years	36
13	Table Showing Inventory Turnover Ratio For 4 Years	37
14	Table Showing Debtor Turnover Ratio For 4 Years	38
15	Table Showing Investment Turnover Ratio For 4 Years	39
16	Table Showing Fixed Assets Turnover Ratio For 4 Years	40
17	Table Showing Total Assets Turnover Ratio For 4 Years	41
18	Table Showing Asset Turnover Ratio For 4 Years	42
19	Table Showing Operating Profit Ratio For 4 Years	43
20	Table Showing Gross Profit Ratio For 4 Years	44
21	Table Showing Net Profit Ratio For 4 Years	45
22	Table Showing Return on Investment Ratio For 4 Years	46
23	Table Showing Return on Equity Ratio For 4 Years	47

Sl No	Particulars	Page No
1	Graph Representing Current Ratio For 4 Years	35
2	Graph Representing Quick Ratio For 4 Years	36
3	Graph Representing Inventory Turnover Ratio For 4 Years	37
4	Graph Representing Debtor Turnover Ratio For 4 Years	38
5	Graph Representing Investment Turnover Ratio For 4 Years	39
6	Graph Representing Fixed Assets Turnover Ratio For 4 Years	40
7	Graph Representing Total Assets Turnover Ratio For 4 Years	41
8	Graph Representing Asset Turnover Ratio For 4 Years	42
9	Graph Representing Operating Profit Ratio For 4 Years	43
10	Graph Representing Gross Profit Ratio For 4 Years	44
11	Graph Representing Net Profit Ratio For 4 Years	45
12	Graph Representing Return on Investment Ratio For 4 Years	46
13	Graph Representing Return on Equity Ratio For 4 Years	47

EXECUTIVE SUMMARY

The project report on “A study on Ratio Analysis” is studied in the “ITC LTD” for a period of 45days. It was a great experience to undergo a project on “A study on Ratio Analysis” at “ITC LTD” During the study I found that the company is carrying its activity in producing cigarette. The company managers have co-operated me a lot in completing my project. They have given me all the information that I need for my study. In this report the effort is made to know the financial position of the ITC LTD. process to identify the financial performance of a firm by properly establishing the relationship between the items of balance sheet and profit or loss account. Thus, we can say that, Financial Analysis is a starting point for making plans before using any sophisticated forecasting and planning.

This project includes introduction to the topic, company and industry profile, theoretical background of the study, data analysis and interpretation, findings, suggestions and conclusion.

A Project on
“A STUDY ON EMPLOYEE COMPENSATION AND BENEFIT
B OHAVJI AND COMPANY”

Submitted By

SATHYA A

USN: 4AL18MBA65

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

Abhijeeth Bekalkar

Assistant Professor

Department of MBA

AIET MIJAR

EXTERNAL GUIDE

Mohammendmalik

HR

B Odhavji and company



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOG

August-2018-20

B. ODHAVJI AND COMPANY

Authorised Distributor of : **TATA STEEL** for the Tata Shaktee range of Galvanized Coated Products, Tata Tiscon TMT Re-bars & **TATA BLUESCOPE** Steel Building Products.

Regd. Office : 2, Champaklal Udyog Bhavan,
105 Sion Koliwada Road, Sion (E), Mumbai - 400 022.
Phones : (022) 2407 2044 / 5 / 6 Fax : (022) 2407 2047.



Delivery From : B. Odhavji and Company
Gat No. 574/1, Near Perfect Weigh Bridge, Naigaon Phata,
Sortapwadi, (Kunjirwadi) Pune - Solapur Road, Tal. Haveli,
Dist. Pune - 412 201, Maharashtra.
Tel.: (020) 26912947 / 8805010000



DATE: 15th February, 2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms.Sathya**, D/o. Anjappan a student of master of business Administration (Finance & HR) Alvas institute of engineering and Technology, Mangalore has done her Internship from **06/01/2020 to 15/02/2020**. During this period of her internship she was found punctual and performed well.

We wish her good luck for her future endeavor.

WITH REGARDS,

FOR B.ODHAVJI AND COMPANY.





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.

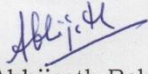
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

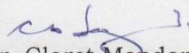
Email : principalalet08@gmail.com, Web:www.alet.org.in

24 June 2020

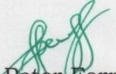
CERTIFICATE

This is to certify that A Sathya bearing USN 4AL18MBA65, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "A Study on Employee Compensation and benefit with reference to Odhavaji and Company, Pune" is prepared by her under the guidance of Mr. Abhijeeth Bekalkar, Asst. Professor, PG 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.


Mr. Abhijeeth Bekalkar
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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

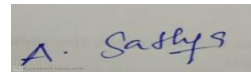

Dr. Peter Fernandes
Signature of Principal

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

DECLARATION

I, SATHYA A, hereby declare that the project report entitled “employee compensation and benefit” with reference to “B Odhavji and company” prepared by me under the guidance of Prof Abhijeeth Bekalkar, faculty of M.B.A department, Alva’s institute of engineering and technology and external assistance by Mr. Mohammed Malik HR of B Odhavji and company. I also declare that this project work is towards the partial fulfillment of the university.

Regulations for the award of degree of master of business administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

A rectangular box containing a handwritten signature in blue ink that reads "A. Sathya".

Place: Mijar

signature of the student

Date: 24-06-2020

A. SATHYA

ACKNOWLEDGEMENT

I am happy to take this opportunity to thank all those who have supported me, directly and indirectly for the completion of the project.

My heartfelt gratitude to the Management of Alva's Institute of Engineering and Technology, Moodbidri for encouraging me to take up this study.

I am extremely grateful to the management of M/r. **B ODHAVJI AND COMPANY.,** for giving me this opportunity to pursue this internship in their prestigious company. This internship would not have been done well without the guidance of Prof. Abhijeeth Bekalkar, Assistant Professor, Department of Business Administration, Alva's Institute of Engineering and Technology, Moodbidri. Her feedback and directions have greatly helped me in meaningful completion of this internship.

I express my gratitude to Mr. Mohammed Malik HR, M/s. **B ODHAVJI AND COMPANY.,** for guiding and teaching me the functional aspects at the organizational level and answering all the whys about the company. I am thankful to all others who have helped me through this study.

Thank You,

TABLE OF CONTENTS

Chapters	Particulars	Page No.
Chapter 1	Introduction	2 to 8
Chapter 2	Conceptual background and literature review	10 to 15
Chapter 3	Research design	17 to 19
Chapter 4	Analysis and interpretation	21 to 45
Chapter 5	Findings, suggestions and conclusion	47 to 49
	Bibliography	51
	Annexure	53 to 55

LIST OF GRAPHS

Chart No	Title	Page No
4.1	Graph showing human resources management department is very active in this organization	21
4.2	Graph showing top communication with the subordinate not satisfactory	22
4.3	Graph showing management allow you to make decision	23
4.4	Graph showing Odhavji has strong job evaluation system	24
4.5	Graph showing great impact on job progress or job retention	25
4.6	Graph showing current compensation system of Odhavji is satisfactory	26
4.7	Graph showing employee have a positive reaction about the compensation system of Odhavji	27
4.8	Graph showing compensation objective of Odhavji is to motivate the employee	28
4.9	Graph showing Odhavji should change and add something new in its compensation system	29
4.10	Graph showing Odhavji and company offer salary increment depending on the inflation rate	30
4.11	Graph showing compensation system of this company is sufficient to keep you from looking from another job	31
4.12	Graph showing is there any opportunity to move to higher salaried position at this company	32
4.13	Graph showing leave policy of this organization is satisfactory	33
4.14	Graph showing Odhavji has a good environment to work	34
4.15	Graph showing company have a bonus or incentive plan	35
4.16	Graph showing company utilize a broad band system	36
4.17	Graph showing agree that shift system is convenient than adopting a fixed timing to work	37
4.18	Graph showing organization conduct 360-degree performance appraisals	38
4.19	Graph showing how many employees are working in your company	39
4.20	Graph showing work experience in present organization	40
4.21	Graph showing organization offer option to enroll in health benefit	41
4.22	Graph showing age of the employee	42
4.23	Graph showing qualification of employees	43
4.24	Graph showing good career opportunity for employees in company towards self- development	44
4.25	Graph showing Odhavji encourages new ideas of employees	45

EXECUTIVE SUMMARY

“A study on employee compensation and benefit” was done in “Odhavji and company”. The primary goal of the examination is to comprehend the fulfillment level of representatives in the organization.

Employee compensation assumes a fundamental job in the association. The fundamental factors that remain to be considered in the activity fulfilment of representatives remain working condition, pay and advancement, etc.

Descriptive technique is used for selecting sample. The primary data was collected through questionnaire. The secondary data was gathered from website and company record. An organized survey was given 100 employees and information was collected from them. The data was analyzed using Likert scale method and percentage method, the analysis leads to conclusion that most of the employees remain satisfied and disappointed with some of the factors was also reported.

**“A STUDY ON CONSTRUCTION OF OPTIMAL PORTFOLIO USING SIGLE
INDEX MODEL”**

SUBMITTED BY

M SATVIK HEBBAR

USN: 4AL18MBA37

SUBMITTED TO



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
THE DEGREE OF**

MASTER OF BUSINESS ADMINISTRATION

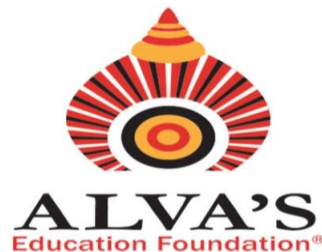
UNDER THE GUIDANCE OF

INTERNAL GUIDE

**MRS.MAITHRI,
SENIOR LECTURER
AIET, MIJAR**

EXTERNAL GUIDE

**MR. SRINATH
ASSISTANT MANGER
VENTURA SECURITIES**



MASTER OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI. 2019-2020

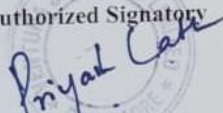
Date: 18TH February 2020

“TO WHOM SO EVER IT MAY CONCERN”

This is to certify that **Mr. M SATVIK HEBBAR** bearing **USN – 4AL18MBA37** bonafide student doing his MBA at **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI**, has undergone a project on **“A STUDY ON CONSTRUCTION OF OPTIMAL PORTFOLIO USING SINGLE INDEX MODEL”** in our organization from 1st January 2020 to 15th February 2020.

His character and Conduct is uniformly good. He deserves all the encouragement.

Authorized Signatory



Priyal C. K.
Ventura Securities limited

MEMBER: BSE LIMITED & NATIONAL STOCK EXCHANGE OF INDIA LTD.

Registered/ Corp. Office : 8th Floor, B Wing, I Think Techno Campus, Pakhran Road No.02, Off Eastern Express Highway, Thane (West), - 400607, Tel : + 91-22-6754 7000 Fax No.: +91-22-2549 8580 Website: www.setura.l.com
CIN U67120MH1994PLC082048



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.

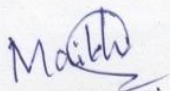
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

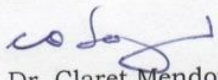
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 2020

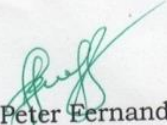
CERTIFICATE

This is to certify that **M SATVIK HEBBAR** bearing USN **4AL18MBA37**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**A STUDY ON CONSTRUCTION OF OPTIMAL PORTFOLIO USING SINGLE INDEX MODEL**" is prepared by him under the guidance of Mrs. Maithri, Senior Lecture, PG 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. Maithri ...
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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


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

DECLARATION

I, **M SATVIK HEBBAR** USN No: **4AL18MBA37** hereby declare that the project report entitled “ **A Study of the Construction of Optimal Portfolio Using Single Index Model**” with reference to “**VENTURA SECURITIES**” Bangalore prepared by me under the guidance of Mrs. Maithri senior faculty of M.B.A Department ,AIET and external assistance by Mr.Srinath .I also declare that this project work is towards the partial fulfilment of the university

Regulation for the award of degree of M.B.A by Visvesvaraya Technological college, Belgaum. I have undergone a summer project for period of Six weeks. I further declare this project is based on the original study undertaken by me and has not been submitted for the award of any degree / diploma from any other University /institution.

Place : Mijar

Satvik
Signature of the Student

Date: 15/06/2020

ACKNOWLEDGEMENT

I, **M SATVIK HEBBAR**, student of Alva's Institute of Engineering and Technology, Mijar studying Master of Business Administration hereby taking this opportunity to express my sincere gratitude to my guide **Mrs. Maithri**, Senior Lecturer, MBA Department, Alva's Institute of Engineering and Technology, for her ideal guidance and encouragement throughout the course.

I take this opportunity to thank to all staff and management of **VENTURA SECURITIES**, Manger for the valuable help in successfully completing this project. I wish to thank all faculty members of **AIET, VTU** and who provide the expert guidance throughout the project. remaining however not the listing I thank my pals every and every person who directly or circuitously helped me in making my challenge correctly.

I am extremely thankful to my principal **Dr. Peter Fernandes** for providing me a chance to carry up this project.

I also express my sincere gratitude to **Dr. Claret Mendonca**, Head of Department, MBA Department, Alva's Institute of Engineering and Technology, Mijar for her guidance and support in carrying out this project.

I thank everyone who helped me directly or indirectly in completing my project. Last but not the least I would like to thank my parents and friends for their continuous encouragement for my work.

Thank you

M SATVIK HEBBAR

USN: 4AL18MBA 37

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
1	INTRODUCTION, INDUSTRY PROFILE AND COMPANY PROFILE	1-11
2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	12-24
3	RESEARCH DESIGN	25-28
4	DATA ANALYSIS AND INTERPRETATION	29-51
5	FINDINGS, SUGGESTIONS AND CONCLUSION	52-53
	BIBLIOGRAPHY	54

LIST OF TABLES AND GRAPHS

SL NO	PARTICULARS	PAGE NO
1.1	PROFIT AND LOSS ACCOUNT FOR LAST FIVE YERS	10
1.2	BALNCE SHEET FOR FIVE YEARS	11
4.1	THREE YEARS RISK, RETURN, BETA OF THE ALEMBIC PHARMACY	30
4.2	THREE YEARS RISK, RETURN, BETA OF THE CADILA	31
4.3	THREE YEARS RISK, RETURN, BETA OF THE CIPLA	32
4.4	THREE YEARS RISK, RETURN, BETA OF THE SUN PHARMA	33
4.5	THREE YEARS RISK, RETURN, BETA OF THE DR. REDDY	34
4.6	THREE YEARS RISK, RETURN, BETA OF THE 3I INFOTECH	35
4.7	THREE YEARS RISK, RETURN, BETA OF THE L&T	36
4.8	THREE YEARS RISK, RETURN, BETA OF THE ORCLE	37
4.9	THREE YEARS RISK, RETURN, BETA OF THE MPHASIS	38
4.10	THREE YEARS RISK, RETURN, BETA OF THE MINDTREE	39
4.11	THREE YEARS RISK, RETURN, BETA OF THE SBI	40
4.12	THREE YEARS RISK, RETURN, BETA OF THE AXIS BANK	41
4.13	THREE YEARS RISK, RETURN, BETA OF THE INDUSLAND BANK	42
4.14	THREE YEARS RISK, RETURN, BETA OF THE BANK OF BARODA	43
4.15	THREE YEARS RISK, RETURN, BETA OF THE CANRA BANK	44
4.16	CALCULATION OF SYSTEMATIC AND UNSYSTEMATIC RISK	46
4.17	RANKING OF COMPANIES	47
4.18	TABLE SHOWING SELECTED COMPANIES FOR PORTFOLIO	48-49
4.19	CALCULATION OF Z_i	50
4.20	SHOWING CALCULATION OF X_i	50
5.1	THREE YEARS RETURN, RISK OF MARKET	45

EXECUTIVE SUMMARY

The project titled as “**A study on Construction of optimal portfolio using Sharpe’s single index mode**” respect toward BSE which was carried out at Ventura securities Pvt ltd.

It was disclosing that in present study that there are so many equities, bonds, derivatives and mutual funds which were traded on major stock exchange. Choosing and constructing of optimal portfolio which is very hard task to achieve. All the investment decisions are taken by the investor based on stockbrokers, magazines and research paper etc.

“Portfolio selection through security evaluation”, “Markowitz model”, “Sharpe’s model” etc. are the different techniques to overwhelm the problems mentioned the above. In those precise document Sharpe’s single index model become used to assemble top-quality portfolio. The above objective of the observe is to construct top-rated portfolio and to evaluation the returns in an effort to calculate the performance of the stocks within the portfolio.

The focus on study is to construct portfolio from 15 companies from 3 sectors. In order to meet the investment aim of return, risk and beta are considered. This study gives an important information about construct an optimal portfolio to reduce risk.

**“A STUDY THE LEVEL OF CUSTOMER SATISFACTION TOWARDS BAJAJ
FINSERV”**

**MASTER OF BUSINESS ADMINISTRATION
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**



**SUBMITTED BY
SEEMA H.K
USN: 4AL18MBA66**

**INTERNAL GUIDE
MR. GURUPRASAD PAI
ASSISTANT PROFESSOR
AIET, MIJAR**

**EXTERNALGUIDE
Mr. SATISH M
MANAGING DIRECTOR
BAJAJ FINSERV,MYSORE**



**MASTER OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANACAMPUS, MIJAR, MOODBIDRI, August-2019-20**



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

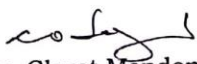
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 2020


CERTIFICATE

This is to certify that SEEMA H K bearing USN 4AL18MBA66, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY THE LEVEL OF CUSTOMER SATISFACTION TOWARDS BAJAJ FINSERV" is prepared by her under the guidance of Mr.Guruprasad Pai B, Assistant Professor, PG 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.


Mr. Guruprasad Pai B
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

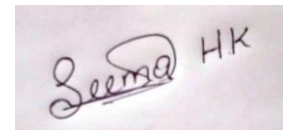
DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


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

DECLARATION

I SEEMA H K hereby declare that the project report entitled “a study the level of Customer satisfaction towards Bajaj Finserv” with reference to “BAJAJ FINSERV MYSORE” prepared by me under the guidance of PROF. GURUPRASAD PAI faculty of M.B.A department, Alva’s institute of engineering and technology and external assistance by project executive director SATHISH M Bajaj Finserv. I also declare that this project work is towards the partial fulfillment of the university.

Regulations for the award of degree of Master of Business Administration by Visvesvaraya technological university, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

A photograph of a handwritten signature in black ink on a light-colored surface. The signature is written in a cursive style and includes the name 'Seema' followed by the initials 'HK'.

PLACE: Mijar

DATE : 24 June 2020

Signature

ACKNOWLEDGEMENT

I SEEMA H K II YEAR student of MBA course in Alva's Institute of engineering and technology, Moodbidri, wish to express my deep sense of gratitude to all concerned people who have helped me, to successfully complete this report.

I'm very thankful to Visvesvaraya technological university for giving me the opportunity to undertake this project study as a part of the fulfillment of my master of business administration.

I express my deep gratitude to my internal guide Prof. GURUPRASAD PAI, Alva's institute of engineering and technology, Mijar, Moodbidri, for her valuable guidance, supervision and encouragement, which I received from her throughout my report.

I express my deep gratitude to my external guide Mr. Satish M managing director of Bajaj Finserv for guiding me for extending full support at all stages of this project report.

I am also thankful to the faculty members, teaching and non-teaching staff of the department of MBA, Alva's institute of engineering and technology, Mijar, Moodbidri, for their cooperation extended to me during my internship report.

Table of content

CONTENT	PAGE NO.
Chapter 1 Introduction	1-7
Chapter 2 Conceptual background and literature review	8-16
Chapter 3 Research Design	17-19
Chapter 4 Data analysis and Interpretation	20-54
Chapter 5 Findings and Suggestions	55-58

List of table and graph

Graph	Titles	Page No
4.1	Graph showing Brand recalling and order of recalling	21
4.2	Graph showing factors helpful to build a positive brand image	22
4.3	Graph showing purchase the following products using the Bajaj Fiserv EMI card	23
4.4	Graph showing getting any communication about the offers either through SMS or Email.	24
4.5	Graph showing serial number of brand recall order	25
4.6	Graph showing possibility of credit purchase	26
4.7	Graph showing strategy of promoting the product	27
4.8	Graph showing competitors	28
4.9	Graph showing popularity	29
4.10	Graph showing creation of positive brand image through advertisement	30
4.11	Graph showing increasing brand awareness through high profile facilities	31
4.12	Graph showing distribution of respondents on the basis of residency	32
4.13	Graph showing distribution of respondents on the basis of gender	33
4.14	Graph showing marital status of the respondents	34
4.15	Graph showing the age group of respondents	35
4.16	Graph showing occupation of the respondents	36
4.17	Graph showing distribution of respondents on the basis of attraction of media	37
4.18	Graph showing feeling about advertisement strategy of Bajaj Fiserv	38
4.19	Card is first option feeling about free gift and vouchers offered to customers	39
4.20	Graph showing distribution of respondents on the basis of suggestion of brand	40
4.21	Graph showing income level of respondents	41
4.22	Graph showing resale value of the product	42
4.23	Graph showing recommendation of Bajaj Fiserv product to other people	43

4.24	Graph showing within how much time your complaint has been resolved	44
4.25	Graph showing demand of EMI card among the retailers	45
4.26	Graph showing card is first option when heard about credit option EMI	46

EXECUTIVE SUMMARY

The project title “A study the level of customer satisfaction towards Bajaj Finserv” in Mysore. Customer’s satisfaction is one of the most important factors for a sales company as they distribute the products to the customers from the company and they have direct conduct with the customers.

As there is tough competition in the market and it is very much important for Bajaj Finserv to have satisfied customers. A satisfied customer is an asset for the company who will make repeat purchase and bring new customers.

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

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

I would also take the opportunity to thank the entire team of Bajaj Finserv Limited, which helped and shared their knowledge about the industry for which I am highly grateful.

Last but not the least I would like to thank all my Faculty members, friends and family members who have helped me directly or indirectly in the completion of the project.

PROJECT REPORT ON
“CUSTOMER SATISFACTION TOWARDS RAINBOW PIPES MANIPAL”

Submitted by

Mr.Sharath Nayak

4AL18MBA67

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mr.Guruprasad Pai B

Assistant Professor

AIET, Mijar

EXTERNAL GUIDE

Mr.K.M Imran

General Manager

Rainbow Pipes Manipal



DEPARTMENT OF MBA

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR

JULY-2020



MANUFACTURES OF RIGID P.V.C. PIPES

FACTORY & OFFICE PLOT NO.28D & E, INDUSTRIAL AREA MANIPAL - 576 104
Phone: (0820) 2571304, 2572676, 4291304

15th February, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Sharath Nayak (USN No: 4AL18MBA67)** student of Alva's Institute of Engineering and Technology, Moodbidri has completed internship Training on "**Customer Satisfaction towards Rainbow Pipes Manipal**" in our organization from 1st January, 2020 to 15th February, 2020.

During this period Mr. Sharath Nayak has shown keen interest and completed the internship Training successfully.

We wish her success in all her endeavors.

Place: Manipal

For, Rainbow Pipe


PARTNER
(K. M. Imran)





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.

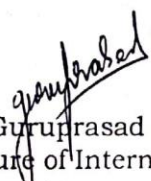
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726


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

24 June 2020


CERTIFICATE

This is to certify that SHARATH NAYAK bearing USN 4AL18MBA67, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS RAINBOW PIPES, MANIPAL" is prepared by him under the guidance of Mr.Guruprasad Pai B, Assistant Professor, PG 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.


Mr. Guruprasad Pai B
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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


Dr. Peter Fernandes
Signature of Principal
PRINCIPAL

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

DECLARATION

I, Sharath Nayak, hereby declare that the project report entitled “Customer Satisfaction towards Rainbow Pipes Manipal” with reference to “ Rainbow Pipes Manipal” prepared by me under the guidance of Mr.Guruprasad Pai B, faculty of M.B.A department, Alva’s Institute of Engineering and technology Mijar and external assistance by Mr.K.M.Imran, general Manager Rainbow Pipes Manipal. I also declare that this project work is towards the partial fulfillment of the university.

Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other University/ Institution.

Place: Mijar


Signature of the Student

Date: 30/06/2020

ACKNOWLEDGEMENT

I would like to thank all the people who have helped me in the preparation of this project report. My first word of gratitude is to MR. K.M IMRAN, GENERAL MANAGER RAINBOW PIPES MANIPAL, who gave me an opportunity for training in Manipal. And I am thankful to him my External Guide, for his support, help and valuable guidance throughout this project. I am thankful to MR.GURUPRASAD PAI B, my internal guide, under whose able guidance this project work was carried out. I thank him for continuous support and guidance during the tenure of the project. I would like to thanks DR.PETER FERNANDES, Principal, ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY and DR.CLARET MENDONCA, Dean of MBA, and all my staff members for their support and cooperation. No work is complete unless parents bless it. I would like to take immense pleasure of thankfulness towards my respected and loving parents and all my friends who have given me constant support, useful advice, moral support and encouragement to my project work.

Sharath Nayak

TABLE OF CONTENT

CHAPTER NO.	TITLE	PAGE NO.
	Executive Summary	
Chapter 1	Introduction	1-24
Chapter 2	Conceptual background and Literature review	25-31
Chapter 3	Research design	32-35
Chapter 4	Data analysis and Interpretation	36-56
Chapter 5	Summary of Findings, suggestions and conclusion	57-60
	Bibliography	61
	Annexure	62-65

LIST OF TABLES AND GRAPHS

TABLE NO	PARTICULARS	PAGE NO
Table 4.1	Table and Graph showing respondent opinion on the regular customer of rainbow pipes?	37
Table 4.2	Table and Graph showing Respondent opinions on how many years are you using rainbow pipes?	38
Table 4.3	Table and Graph showing Respondent opinion on awareness of the competitive brand.	39
Table 4.4	Table and Graph showing Respondent opinion on how do you know about Rainbow pipes?	40
Table 4.5	Table and Graph showing Respondent opinion in the Quality standard of rainbow pipes compare to other brands.	41
Table 4.6	Table and Graph showing Respondent opinion on the Durability of rainbow pipes.	42
Table 4.7	Table and Graph showing Respondent opinion on Services of rainbow pipes.	43
Table 4.8	Table and Graph showing Respondent opinion on Delivery of Rainbow pipes.	44
Table 4.9	Table and Graph showing opinion on after-sale service of rainbow pipes.	45
Table 4.10	Table and Graph showing opinion on what are the attributes that you like in Rainbow pipes.	46
Table 4.11	Table and Graph showing Respondent opinion on Offers and Discounts of rainbow Pipes.	47
Table 4.12	Table and Graph showing Respondent opinion on the recommendation of Rainbow pipes.	48
Table 4.13	Table and Graph showing Respondent opinion on which company provided better service	49
Table 4.14	Table and Graph showing Respondent opinion on the Price of rainbow pipes.	50
Table 4.15	Table and Graph showing Respondent opinion on Are you	51

	getting a solution to the problem regarding Rainbow pipes.	
Table 4.16	Table and Graph showing Respondent opinion on the foremost reason for buying rainbow pipes.	52
Table 4.17	Table and Graph showing Respondent opinions on products are available as per regular time?	53
Table 4.18	Table and Graph showing Respondent opinion on the satisfaction of product price compare to others.	54
Table 4.19	Table and Graph showing Respondent opinion about Product Design.	55
Table 4.20	Table and Graph showing Respondent opinion on how likely are you to purchase Rainbow pipes	56

EXECUTIVE SUMMARY

The study was conducted at Rainbow Pipes Manipal. The title of this project is “Customer Satisfaction towards Rainbow Pipes Manipal”. This study was conducted for six weeks and submitted to the partial fulfillment requirements of the award of Master of Business Administration.

Rainbow Pipes Manipal is the leading in manufacturing of pipes in Udupi district. It was set up in the year 1992, and was registered in the year 1993, in Manipal. On the success of this, they started two or more subsidiary units known as “Rainbow Plastics” and “Rainbow Polyproducts”, in Manipal and one trading unit, “Rainbow Traders” in Bangalore.

The Rainbow Pipes Group are striving in their mission and work area to deliver agricultural and plumbing solutions to esteemed customer under one umbrella. The objective of business will have to be set in relation to its survival of growth as well as it depends on the environment. The firm intends not only to the survival but also to gain rapid growth in its production capacity and in the marketing of its product. The firm measures its growth in terms of its size, investment and market share.

The main aim of the study is to know whether the customers are satisfied with PVC pipes and their level of satisfaction. Various factors are considered to determine the satisfaction level like Price, Color, Size, Service etc. This study tries to give suggestions and recommendation to increase the satisfaction level of the product.

Project report on

“A study on a Health and safety measures adopted at Bhagirathi Rice Mill”

Kalmargi - Shiriyara, Udupi Dist.

Submitted by

SHIVANI HEGDE

4AL18MBA68

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. Abhijeeth Bekalkar

Asst. Professor

Department of MBA.

AIET, Mijar.

EXTERNAL GUIDE

Mr.Vinayaka Shenoy

Manager

Bhagirathi Rice Mill

Kalmargi – Shiriyara



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

2019-2020

**BHAGIRATHI RICE MILL****Rice & Paddy Merchants**Kalmargi, Shiriya - 576210. Udupi Dist.
0820 2595388, 2595408, 9448952908, 9945770408, 9449052908

17/2/2020

TO WHOMSOEVER IT MAY CONCERN

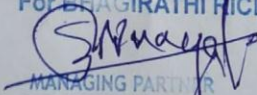
This is to Certify that Ms. Shivani Hegde ,(4AL18MBA68) student of Alva's Institute of Enginnering and Technology,Mijar,Mangalore ,D.K, Karnataka, has successfully conducted her Project work titled " A study on Health and Safety Measures adopted at Bhagirathi Rice Mill" from January 1st 2020 to February 15th 2020.

During the course of her Project work, she had shown great interest in deeply understanding and comprehending different subjects, particularly that of HR. She also gave some vital suggestions for bringing improvements in some aspects. Her attitude, aptitude, behaviour and performance during the period have been well appreciated.

We wish her success in all her future endeavours.

From,

Bhagirathi Rice mill,
For BHAGIRATHI RICE MILL


MANAGING PARTNER
S. Nagesh Nayak

(Managing partner)





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.

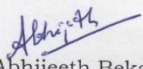
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

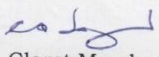
Email : principalalet08@gmail.com, Web:www.alet.org.in


24 June 2020

CERTIFICATE

This is to certify that Shivani Hegde bearing USN 4AL18MBA68, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "A Study on Health and Safety Measures adopted at Bhagirathi Rice Mill" is prepared by her under the guidance of Mr. Abhijeeth Bekalkar, Asst.Professor, PG 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.

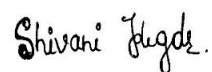

Mr. Abhijeeth Bekalkar
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD
DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


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

DECLARATION

I SHIVANI HEGDE hereby declare that this internship report entitled “STUDY ON HEALTH AND SAFETY MEASURES ADOPTED AT BHAGIRATHI RICE MILL” prepared by me under the guidance of Mr.Abhijeeth Bekalkar, Professor of M.B.A Department, Alva’s Institute of Engineering And Technology, Mijar, Moodbidri and external assistance by Mr.Vinayaka Shenoy, Manager of Bhagirathi Rice Mill, Shiriyara - kalmargi, Udupi Dist. I also declare that this internship is towards the partial fulfilment of the university regulations for the award of degree of Master Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a final project period of 6 weeks. I further declare that this internship is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university /Institution.



(Signature of the student)

Place: Mijar.

Date: 19/06/2020

Shivani Hedge

ACKNOWLEDGEMENT

I, SHIVANI HEGDE, 2nd year MBA student of Alva's Institute of Engineering and Technology, Mijar, Moodbidri, wish to express my gratitude to all concerned people who have helped me, to successfully complete this report.

I'm very thankful to Visevesvaraya Technological University for giving opportunity to undertake this project study as a part of the fulfilment of Master of Business Administration.

I'm extremely thankful to Mr.Dinesh Nayak, Managing Director of Bhagirathi Rice Mill, Kalmargi - Shiriyar for guiding me and for extending full support at all stages of this project.

I extend my heartfelt gratitude to my guide Prof.Abhijeeth Bekalkar, faculty MBA Department, for his valuable advice and guidance rendered to me to complete this project successfully. I would like to express my sincere gratitude to my parents for their continued encouragement and support.

Place: Mijar.

Shivani Hegde

Date: 20/06/2020

(4AL18MBA68)

CONTENTS

1	COVER PAGE	I.
2	COMPANY CERTIFICATE FROM THE ORGANIZATION.	II.
3	CERTIFICATE FROM THE INSTITUTE	III.
4	DECLARATION BY THE STUDENT	IV.
5	ACKNOWLEDGEMENT	V.
6	TABLE OF CONTENT	VI.
7	LIST OF TABLE	VII.
8	LIST OF TABLE AND GRAPH	VIII.
9	EXECUTIVE SUMMARY	IX
CHAPTER	PARTICULAR	PAGE NO
1	INTRODUCTION	1-13
2	CONCEPTUAL BACKGROUND AND LITREATURE REVIEW	14-23
3	RESEARCH DESIGN	24-26
4	DATA ANALYSIS AND INTERPRETATION	27-60
5	FINDINGS,SUGGESTION AND CONCLUSION	61-63
	BIBLIOGRAPHY,WEBILOGRAPHY ANNEXURE QUESTIONNAIRE	64-72

LIST OF TABLE

SL.NO NO	TITLE	PAGE
Table - 4.1	Table Showing the Percentage of age wise distribution.	27
Table -4.2	Table Showing the ratio of men and women.	28
Table -4.3	Table showing the areas of belongingness of employees.	29
Table-4.4	Table showing the educational qualification of the employees.	30
Table -4.5	Table showing the experience of the employees in the organisation.	31
Table -4.6	Table showing the job performance in the sites.	32
Table -4.7	Table showing the awareness of employees regarding the health and safety measures adopted by organisation.	33
Table -4.8	Table showing the medical facilities provided by the company.	34
Table -4.9	Table showing the regularity of providing health check – up to the employees by the organisation.	35
Table -4.10	Table showing the kind of health problem health problem faced by the employees due to working nature.	36
Table -4.11	Table showing the health problem which shows impact work environment pollution.	37
Table -4.12	Table showing the facilities of care taker for employees children during work hour.	38
Table -4.13	Table showing the company's way of compensation to their employees in case of any accidents.	39
Table -4.14	Table showing the rank of accidents by their occurrence in the organisation.	40
Table -4.15	Table showing the satisfaction of employees regarding health and safety measures adopted at organisation.	41
Table -4.16	Table showing the employees stress level towards works.	42
Table -4.17	Table showing the safety in toxic substances which are associated with industries supplies in the strom seepage system.	43

Table -4.18	Table showing the maintenance of emergency doors are maintained properly.	44
Table -4.19	Table showing instruction in respect of general safety precautions to be taken in the being of the work.	45
Table -4.20	Table showing the arrangement for communicating health and safety issues	46
Table -4.21	Information regarding the proper drinking water and toilets available in the organisation.	47
Table -4.22	Percentage showing the feeling of employees regarding working in the rice mill follows health problems.	48
Table -4.23	Information regarding about the organisation providing personal safety measures like helmet, shoes and hand gloves etc.	49
Table -4.24	Information available about the instruction plates available at the spot of the manufacturing sites to prevent possible accidents.	50
Table -4.25	Percentages showing the availability of medical help (emergency help) available in the workplace in the organisation.	51
Table -4.26	Table showing the health and safety measures training provided by the organisation.	52
Table -4.27	Information regarding the proper maintains of the organisational machines.	53
Table-4.28	Information regarding the cleanness and maintains of latrines and urinals (Toilets) daily.	54
Table -4.29	Table showing about the latrines and urinals are maintained and cleaned daily.	55
Table -4.30	Table showing regarding the working temperature in the workplace	56
Table -4.31	Table showing about the ventilation and light facility in the organisations.	57
Table -4.32	Table showing about the safety concern in the working environment.	58

Table -4.33	Information showing about maintains of first aid box with necessary items.	59
Table -4.34	Percentage of officialdom implement necessary disciplinary procedure to maintain a health and safety measures.	60

LIST OF GRAPH

SL.NO NO	TITLE	PAGE
Chart No.4.1	Chart showing the percentage of age wise distribution.	27
Chart No.4.2	Chart showing the gender distribution in percentages.	28
Chart No.4.3	Chart showing the area of employee belongings.	29
Chart No.4.4	Chart showing the educational qualifications.	30
Chart No.4.5	Chart showing the experience of the employees.	31
Chart No.4.6	Chart showing the job performance in the site.	32
Chart No.4.7	Chart showing about the awareness of the health and safety measures adopted in the organisation.	33
Chart No.4.8	Chart showing the about the medical facility providing in the organisation.	34
Chart No.4.9	Chart showing the regularity of health check up for work.	35
Chart No.4.10	Chart showing the health problem faced by the employees.	36
Chart No.4.11	Chart showing the health problem faced due to the nature of your work environment.	37
Chart No.4.12	Chart showing about the any place to look after employees children.	38
Chart No.4.13	Chart showing the how company will compensates to their employees in case of accidents.	39
Chart No.4.14	Chart showing the rank of accidents by their occurrence.	40
Chart No.4.15	Chart showing the satisfaction level of the employees by the adoption of health and safety measures.	41
Chart No.4.16	Chart showing the stress level towards works.	42
Chart No.4.17	Chart showing the safety in the association supplies of toxic substances in to the strom seepage system.	43
Chart No.4.18	Chart showing maintains of emergency exits doors in the organisations.	44

Chart No.4.19	Chart showing about the instruction in respect of general safety precautions to be taken before begins the works,	45
Chart No.4.20	Chart showing the effective arrangement for communicating health and safety issues.	46
Chart No.4.21	Chart showing the proper drinking and changing room facilities available in the workplace.	47
Chart No.4.22	Chart showing the feeling of employees in working in rice leads health problems.	48
Chart No.4.23	Chart showing about the personal safety measures like to wear helmet, shoes and hand gloves etc. before start a work.	49
Chart No.4.24	Chart showing about the various instruction plates are placed in the manufacturing place to prevent the accidents.	50
Chart No.4.25	Chart showing the medical help (emergency tools) available in the workplace in emergency.	51
Chart No.4.26	Chart showing the Health and safety training facilities provided to employees.	52
Chart No.4.27	Chart showing the proper maintains of machineries.	53
Chart No.4.28	Chart showing the daily cleanses of latrines and urinals.	54
Chart No.4.29	Chart showing about the fitness of temperature in the workplace.	55
Chart No.4.30	Chart showing the regarding the working temperature in the workplace.	56
Chart No.4.31	Chart showing the adequate ventilation and light facility in workplace.	57
Chart No.4.32	Chart showing the percentage safeness of workplace.	58
Chart No.4.33	Chart showing the company maintaining the first aid box with necessary items.	59
Chart No.4.34	Chart showing the percentage on the implementation of disciplinary procedure to maintain a health and safety.	60

EXECUTIVE SUMMARY

The project entitled “A study on health and safety measures adopted at Bhagirathi Rice Mill” 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.

Health and safety in the working atmosphere is the basic right of the employees and responsibility of the management. Health and safety measures in organisation gaining more importance in current work environment. They have become factors contributing to workers welfare and are thus while studying worker's job satisfaction. This has become wider scope because apart from safety matters it covers the adversities cover developing in the working conditions like night shifts, long working hours etc. are examples of adversities. Though such adversities are not specifically provided for, provisions have been made under constitution to ensure safety of workers.

Rice Mill is well known for the excellence of its quality concern and quality products catering to verify of applications as per customer requirements and exceed their satisfaction by proving innovation solution.

Method of collecting primary data was through questionnaire and personnel interview and secondary data has been collected through internet, observation, company Manual etc. For the purpose of study 60 employee's chosen as a sample size through random convenience sampling. Data collected was tabulated and Microsoft excel was used to derive percentage.

Through this study, evaluation of data has been done and it is found that the employees are satisfied with the safety measures provide in the organization. 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. To improve further, the company can provide canteen facility and a medical office to motivate the employees. In any industry has vital role not only for the growth of its employees but also for influencing its own productivity. Quality performance leads to increase in confidence level and motivates employees.

PROJECT REPORT ON
“PERFORMANCE EVALUATION OF EQUITY MUTUAL FUNDS”

Submitted By

MS. SHRADDHA C SHETTY

USN: 4AL18MBA69

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. Nagendra

Department of Business Administration

A.I.E.T, Mijar

EXTERNAL GUIDE

Rajendra Kumar Shetty

Manager

RR Enterprises Company,

Bangalore



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Batch 2018-2020



RR Enterprises
A unit of RR Financial Advisor

No.473, 1st floor 12th cross Wilson garden , Bangalore - 560 027
Mobile : 7022525135 / 080-22220963 email – rreent2015@gmail.com

Date: 15/02/2020

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms. SHRADDHA C SHETTY bearing USN-4AL18MBA69, an MBA students from ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI has successfully completed her internship and project report on "PERFORMANCE EVALUATION OF EQUITY MUTUAL FUNDS" in our Organization at RR ENTERPRISES, Bangalore for 6 weeks, from 01/January/2020 to 15/February/2020.

During the period of her internship program with us, she was found punctual and inquisitive.

We wish her every success in life.



For R R Enterprises



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.

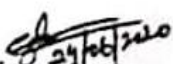
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

24 June 2020

CERTIFICATE

This is to certify that, SHRADDHA C SHETTY bearing USN 4AL18MBA69 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A STUDY ON PERFORMANCE EVALUATION OF EQUITY MUTUAL FUNDS" at R.R Enterprises, Bangalore is prepared by her under the guidance of Dr.Nagendra S, Sr. Assistant Professor, PG 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
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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


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

DECLARATION

I, SHRADDHA C SHETTY, hereby declare that the internship report entitled “A Study on the Performance Analysis of Equity Mutual Funds” prepared by me under the guidance of Prof. Nagendra, faculty of M.B.A Department, Alva’s institute of engineering & technology and external assistance by. Rajendra Kumar Shetty, Manager in RR Enterprises company in Bangalore.

I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree from any other university /institution

Place: Mijar

Date: 29 | 06 | 2020



Signature of the student

ACKNOWLEDGEMENT

It's my honest duty to acknowledge all who have helped me to complete this project work. It was not possible for me to complete project work if RR Enterprises had not allowed me to do work on the topic

I express deep sense of gratitude to Rajendra Kumar Shetty, Manager of RR Enterprises Company, Bangalore who gave me the permission and support for my project.

I would like to express my sincere thanks to Dr Claret Mendonca, the HOD MBA program for her direction and motivation and honourable principal of our college Dr. Peter Fernandes.

My project work and this report would have been incomplete without the continuous direction and correction. So, I should be very grateful to acknowledge my mentor Mr. Nagendra, Assistant Professor, for guiding me through the project with his vast knowledge and supporting me at all hurdles.

I finally thank my family and friends for their constant support and guidance.

SHRADDHA C SHETTY

TABLE OF CONTENTS

Chapter No.	Title	Page No.
1.	INTRODUCTION	1-10
2.	CONCEPTUAL BACKGROUND OF THE STUDY AND LITERATURE REVIEW	11-13
3.	RESEARCH DESIGN	14-15
4.	DATA ANALYSIS AND INTERPRETATION	16-27
5.	SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION	28-29
	BIBLIOGRAPHY	30
	ANNEXURE	

LIST OF TABLES

Sl.no	Table no.	Particulars	Page No
1	1.1	P&L a/c and Balance sheet	9-10
2	4.1	Actual returns of large cap funds	16
3	4.2	The funds using Standard deviation, Beta, Sharpe's, Treynor's, Jenson's	17
4	4.3	Compare how schemes have invested money across Large Cap Funds	18
5	4.4	Actual returns of small cap funds	19
6	4.5	The funds using Standard Deviation, Beta, Sharpe, Treynor's, Jenson's	19-20
7	4.6	Compare how schemes have invested money across Small Cap Funds	20-21
8	4.7	Actual returns of mid cap funds	22
9	4.8	The funds using Standard Deviation, Beta, Sharpe, Treynor's, Jenson's	23
10	4.9	Compare how schemes have invested money across Mid Cap Funds	24
11	4.10	Actual returns of equity linked saving schemes	25
12	4.11	The funds using Standard Deviation, Beta, Sharpe's, Treynor's, Jenson's	26
13	4.12	Compare how schemes have invested money across ELSS	27

EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As MBA student of Alva's institute of engineering and technology it is a part of study for everyone to undergo project on an interesting topic at some good organization. So this purpose I got the opportunity of completing my project in "RR ENTERPRISES, Bangalore" upon the topic "PERFORMANCE EVALUATION OF EQUITY MUTUAL FUNDS".

This report is divided into five chapters. The first chapter deals with the introduction about the internship, industry profile and company profile. The second chapter is about the conceptual background and literature review about the topic working capital management.

Third chapter is about the research design, i.e., about the Statement of problem, need for the study, objectives and scope of the study, research methodology, limitations and chapter scheme of the report. The fourth chapter deals with the analysis and interpretation of the data collected from the company with relevant tables and graphs. The fifth chapter is about the summary of findings, suggestions & conclusion about the project study. At the end the report also consists of Bibliography and Annexures.

**“A STUDY ON EMPLOYEE JOB SATISFACTION WITH SPECIAL
REFERENCE TO POWER POINT BATTERIES MOODBIDRI”**

Submitted by:

SHREYA JAIN

4AL18MBA70



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

AIET

MIJAR

EXTERNAL GUIDE

Mr. Mahendra Varma

PowerPoint Batteries,

Moodbidri



DEPARTMENT OF BUSINESS ADMINISTRATION

**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY SHOBHAVANA
CAMPUS, MIJAR, MOODBIDRI.**

APRIL-2020



Ph: 08258 - 239950
239951
Mob: +91 8971110990
Email: powerpointbatteryinds@gmail.com

ISO 9001:2015 Certified
Q-1, Industrial Area, Alangar, Moodbidri - 574 227
visit at : www.powerpointbatteries.com
GSTIN : 29AFGPV0692A1ZC

Ref. :

Date :

WHOM SO EVER IT MAY CONCERN

This is to Certify that **SHREYA JAIN [USN 4AL18MBA70]** student of **ALVAS INSTITUTE OF ENGINEERING & TECHNOLOGY, MOODBIDRI** had successfully completed his project work in our Organization on the topic "**A Study on Employee Job Satisfaction at Power Point Battery Industries, Moodbidri**" for a period of 6 Weeks from 06-01-2020 to 14-02-2020.

During the Project period, his Conduct & Character was good. We wish her all success in her future endeavours.

Yours Faithfully

for Powerpoint Battery Industries

Proprietor

Powerpoint Battery Industries

Branches

- Moodbidri
- Karkala
- Uppinangady
- Puttur

- Hebri
- Udupi
- Surathkal

- Dharwad
- Mangalore
- Kalasa
- Kaup



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

24 June 2020

CERTIFICATE

This is to certify that, **SHREYA JAIN** bearing USN **4AL18MBA70**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON EMPLOYEE JOB SATISFACTION WITH SPECIAL REFERENCE TO POWER POINT BATTERIES, MOODBIDRI**", is prepared by her under the guidance of Johnson Fernandes, Assistant Professor, PG 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.


Johnson Fernandes
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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


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

DECLARATION

I, **SHREYA JAIN**, hereby declare that the Project report entitled “A STUDY ON EMPLOYEE JOB SATISFACTION WITH SPECIAL REFERENCE TO POWERPOINT BATTERIES MOODBIDRI” is prepared by me under the guidance of Mr. Johnson Fernandes, Assistant professor, MBA department, ALVA’S INSTITUTE OF ENGINEERING AND TECHNOLOGY and External assistance by Mr.Mahendra varma,proprietor Power point batteries, Moodbidri

I also declare that the project work is towards the partial fulfillment of the university regulations for the award of degree of master of business administration by Visvesvaraya technological university Belgaum.

I have undergone the project for a period of six weeks, I further Declare that this report is based on the original study under taken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

Place: Mijar

Date: 24/06/2020



SHREYA JAIN

ACKNOWLEDGEMENT

It gives me immense pleasure to acknowledge and thank all those who helped me in completing this project.

I am extremely thankful to **MR. MAHENDRA VARMA JAIN**, Proprietor, PowerPoint Battery, and Moodbidri for giving me the opportunity to undertake this project work and also for furnishing all the valuable information. I also thank all the respondents for providing the information by the way of filling up of questionnaire.

I would like to thank our respected principal, **DR. PETER FERNANDES** for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I would like to convey my heartfelt thanks to **DR. CLARET MENDONZA**, H.O.D of **MBA** Department for giving me the opportunity and for her encouragement.

I express my deep sense of gratitude to my project Guide, **MR. JOHNSON FERNANDES**, Assistant Professor, Department of MBA, Assistance professor AIET, Mijar for his valuable suggestions and guidance.

I would also like to thank all my family members and friends for their infinite love and support.

Shreya Jain

TABLE OF CONTENTS

Chapter no.	Contents	Page No
1	Introduction	1-10
2	Conceptual Background and Literature Review	11-17
3	Research Design	18-20
4	Analysis and Interpretation	21-39
5	Finding conclusions and suggestions	40-42
	Bibliography	43
	Annexure	44-47

LIST OF TABLES

Table No	Particulars	Page No
1.	Showing gender of respondents	21
2.	Showing Age of the Respondents	22
3.	Showing the educational qualification	23
4.	Showing the work experience of respondents	24
5.	Type of family of the respondents	25
6.	Working hours of the company	26
07.	Satisfaction with salary	27
8.	Increment Policy Company	28
9.	Employee recognition	29
10.	Provision of safety measures	30
11.	Utilization of skills and abilities of the employees	31
12.	Proper communication with management	32
13.	Attitude of the management towards employees	33
14.	Feeling of job security.	34
15.	Time for family welfare	35
16.	Suggestions & expectations employees	36
17.	Factors help you to involve yourself more into the profession	37
18.	Annual staff awards in your company.	38
19.	Company Conducts Any Soft Skill Training Program.	39

LIST OF CHARTS

Table No	Particulars	Page No
1.	Showing gender of respondents	21
2.	Showing Age of the Respondents	22
3.	Showing the educational qualification	23
4.	Showing the work experience of respondents	24
5.	Type of family of the respondents	25
6.	Working hours of the company	26
07.	Satisfaction with salary	27
8.	Increment Policy Company	28
9.	Employee recognition	29
10.	Provision of safety measures	30
11.	Utilization of skills and abilities of the employees	31
12.	Proper communication with management	32
13.	Attitude of the management towards employees	33
14.	Feeling of job security.	34
15.	Time for family welfare	35
16.	Suggestions & expectations employees	36
17.	Factors help you to involve yourself more into the profession	37
18.	Annual staff awards in your company.	38
19.	Company Conducts Any Soft Skill Training Program.	39

EXECUTIVE SUMMARY

Project titled “A study on employee job satisfaction with special reference to Powerpoint Batteries Moodbidri”. This project includes industry and company profile, conceptual background of the study, literature review, research design, analysis and interpretation of the data collected, study findings, suggestions given to the organization and conclusion.

The main intention of this study was to understand the employee job satisfaction and factors that influence employee job satisfaction in the organization. The primary information was obtained by questionnaire and information also collected from company report, journal and company website is used as sources of secondary data. This study used the simple analytical methods like pie charts and bar charts to interpret the data collected.

Study indicates that employees are satisfied with the job satisfaction factors adopted by the organization. Employees are happy with the employee employer communication, recognition given for their work, skill utilization, work life balance etc. On the other hand in certain areas organization need to take some measures to improve the job satisfaction level of the employees.

**“ANALYSIS OF FINANCIAL RATIOS AT
KARNATAKA SOAPS AND DETERGENTS LIMITED”**

Submitted By

MR SHREYAS R

USN: 4AL18MBA71

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

Sr. Assistant Professor

Department of MBA

AIET, Mijar.

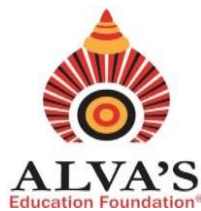
EXTERNAL GUIDE

Mr BK Rudresh,g ,G ravi

Mr S Guruprasad

Accounts manager,KSDL

Banagalore, KARNATAKA



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Batch 2018-2020

CIN : U85110KA1980SGC003871



ಕರ್ನಾಟಕ ಸಾಬೂನು ಮತ್ತು ಮಾರ್ಬರ್ ನಿಯಮಿತ
(ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಸ್ವಾಮ್ಯಕ್ಕೆ ಒಳಪಟ್ಟಿದೆ)

Karnataka Soaps & Detergents Limited
(A Government of Karnataka Undertaking)



KSDL/HRD/59[C]-A/2019-20/ 03

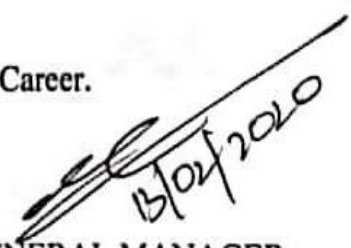
Date: 11.02.2020

CERTIFICATE

This is to certify that **Mr.Shreyas. R.** USN No.4AL18MBA71 MBA Student of Department of Business Administration Alva's Institute of Engineering and Technology Shobhavana Campus, Mijar, Moodbidri-574225 Affiliated to Visvesvaraya Technological University, Belagavi. has done Projectwork "A study on Ratios Analysis" at Karnataka Soaps & Detergents Limited Bengaluru-560055, from: 01.01.2020 to 15.02.2020.

During his Project work on our Company, we found his Character & Conduct are Good.

We wish him success in Life and Career.


GENERAL MANAGER
[Human Resource & Development]

Karnataka Soaps & Detergents Limited
27, Industrial Suburb,
Bengaluru-Pune Highway,
Rajajinagar, Bengaluru-560 055



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.

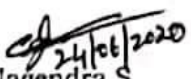
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

24 June 2020

CERTIFICATE

This is to certify that, Shreyas R bearing USN 4AL18MBA71 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "Analysis of Financial Ratio" at Karnataka Soaps & Detergents Limited -Bengaluru, is prepared by him under the guidance of Dr.Nagendra S, Sr. Assistant Professor, PG 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
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


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

DECLARATION

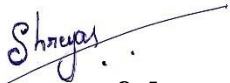
I, **SHREYAS R**, hereby declare that the Project report entitled ANALYSIS OF FINANCIAL RATIO with reference to “**Karnataka Soaps And Detergents Limited**” Rajajinagar Bengaluru prepared by me under the guidance of DR NAGENDRA, faculty of M.B.A Department, ALVA’S INSTITUTE OF ENGINEERING AND TECHNOLOGY and external assistance by MR S. GURUPRASAD (Manager-Accounts), G RAVI (Manager-Accounts), B.K RUDRESH (Manger-Accounts).

. I also declare that this project work is towards the partial fulfilment of the university

Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: Mijar

Date: 5/07/2020


Signature of the student

ACKNOWLEDGEMENT

My heartfelt gratitude to the Dean **DR CLARET MENDONCA**, Department of Business Administration and Alva's Institute of Engineering and Technology, Moodbidri for providing me an opportunity to complete the study.

Besides any noble work, there must be some force and inspiration, likewise preparation of this project report was not an easy task for me. I needed ample and distinguishable guidance from well - known persons, who are much more related in this area. In this context I express my deep sense of gratitude to MR. K.C Sundara murthy (AGM), MR. T Krishna, Officer (HRD), KSDL for giving me permission To do project in that company and also their valuable guidance and information provided to me during my study period. I thank all staff members who readily respond to my queries and helped me to finish my project successfully.

SHREYAS R

LIST OF TABLES

Chapter no	Contents	Page No.
1	Introduction	1-13
2	Conceptual back ground and literature review	14-19
3	Research design	20-22
4	Analysis and interpretation	23-40
5	finding, Conclusion and Suggestion	41-43
	Bibilography	45
	Annexures	47

Executive summary

This is an attempt to know how the theories can be applied to practical situation. As MBA student of Alva's institute of engineering and technology it is a part of study for everyone to undergo internship at some good organisation. So this purpose I got the opportunity of internship program in "KARNATAKA SOAPS AND DETERGENTS LIMITED" A Study on analysis of financial ratios.

This report is divided into five chapters. The first chapter deals with the introduction about the industry profile, company profile, vision ,mission, promoters, products , Competitors information. The second chapter is about the conceptual background and literature review, The third chapter is Research design, The fourth chapter is analysis and interpretation, and the chapter fifth is finding conclusion and suggestions. It also consists Bibliography and Annexures.

PROJECT REPORT ON
“A STUDY ON FINANCIAL RISK MANAGEMENT IN PERADY PRIMARY
AGRICULTURAL CO-OPERATIVE SOCIETY (N)”

Submitted By

MRS. SHUBHAVI

USN: 4AL18MBA72

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment 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.

EXTERNAL GUIDE

Mr. SHIEK LATHIF

Chief Executive Officer

Perady P A C S Bank.



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTION OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

APRIL-2020

ಪರಾದಿ ಪ್ರಾಥಮಿಕ ಕೃಷಿಪತ್ತಿನ ಸಹಕಾರಿ ಸಂಘ (ಸಿ.) ಪರಾದಿ
ನಂ. 2626/76-77, ಪರಾದಿ, ಬೆಳ್ತಂಗಡಿ ತಾಲ್ಲೂಕು, ದ. ಕ.

PERADY PRIMARY AGRICULTURAL CREDIT CO-OPERATIVE SOCIETY LTD.,
No. DRGS/2626/76-77, Post Perady-574246, Belthangady Tq. D. K.

DRGS-2626/76-77
Mobile : 8970155771

Ref. No.:

CERTIFICATE

This is to certify that Ms. Shubhavi (USN 4AL18MBA72) w/o K. Manoj, MBA., student of the ALVA'S INSTITUTE OF ENGG. & TECHNOLOGY, MIJAR, MOODABIDRI, has completed her Internship in our Co-Operative Institution. She worked as an intern from 01st January 2020 to 15th February 2020. She has shown keen interest and actively involved in all the works assigned to her. She discharged the responsibilities to the satisfaction of fellow Staffs and superiors.

Her conduct and character were good during the period of internship.



For Perady Primary Agricultural
Credit Co-op. Society Ltd.

Chief Executive Officer

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.

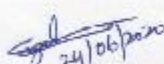
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

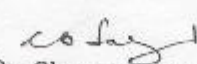
Email : principalaiet08@gmail.com, Web:www.aiet.org.in


24 June 2020

CERTIFICATE

This is to certify that, Shubhavi USN 4AL18MBA72, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON FINANCIAL RISK MANAGEMENT IN PERADY PRIMARY AGRICULTURAL CO-OPERATIVE SOCIETY (N)" is prepared by her under the guidance of Dr. Nagendra S, Sr. Assistant Professor, PG 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
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD


Dr. Peter Fernandes
Signature of Principal

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

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

DECLARATION

I, **SHUBHAVI**, hereby declare that the Internship report entitled “ **Financial Risk management in Perady primary agricultural co-operative society (N), Perady**” prepared by me under the guidance of **Dr. Nagendra S**, Associate Professor, Department of MBA, Alva’s Institute of Engineering and Technology and external assistance by **Mr. Sheik Lathief , Chief Executive Officer** of Perady P A C S Bank, Perady. I also declare that this project work is towards the partial fulfillment of the university

Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other University/ Institution.

Place: Mijar

Signature of Student



Date : 24 – 06- 2020.

ACKNOWLEDGEMENT

I would like to extend our heartiest thanks with a deep sense of gratitude and respect to all those who provides me immense help and guidance during my training period. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

I would like to convey my heartfelt thanks to **Dr. Nagendra S**, Assistant professor, Department of Business Administration for giving me the opportunity and for the encouragement.

I acknowledge my fullest gratitude to our beloved Principal **Dr. Peter Fernandes** for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I also extend my heartfelt gratitude towards my external guide **Mr. Sheik Lathief**, chief executive officer, Perady P A C S Bank, for his valuable suggestion and supervision at the time of my internship.

Finally, I would like to mention here that I am greatly indebted to each and everyone who has associated with my project.

SHUBHAVI

TABLE OF CONTENTS

Chapter No.	SL No.	Contents	Page No.
1	1.1	Introduction	1-2
	1.2	Industry Profile	3
	1.3	Company Profile	4-6
	1.4	Promoters	6-7
	1.5	Vision and Mission Statements	7
	1.6	Quality Policy	8
	1.7	Product and Service Profile	8-9
	1.8	Infrastructure Facility	10
	1.9	Competitors	10
	1.10	SWOT Analysis	11-13
	1.11	Future Growth and Prospectus	14
	1.12	Financial Statement	15-17
2		Conceptual Background and Literature Review	18
	2.1	Theoretical Background of Study	19
	2.2	Literature Review	20-23
3		Research Design	24
	3.1	Statement of the Problem	25
	3.2	Need of the Study	25
	3.3	Objectives of the Study	25
	3.4	Scope of the Study	26

	3.5	Research Methodology	26
	3.6	Hypotheses	26
	3.7	Limitations of the Study	27
	3.8	Chapter Scheme	27-28
4		Analysis and Interpretation	29-40
5	5.1	Findings	41-42
	5.2	suggestions	43
	5.3	conclusion	44
		Bibliography	45

EXECUTIVE SUMMARY

The MBA course offered by VTU University, Belgaum, has its own unique syllabus which requires its MBA students to undertake an internship with any of the industry for the period of Six weeks. It is helpful to gain the opportunities and also develop the working skills, and also helps the students to practice theoretical concepts in a practical way.

The Internship was done by me at “**Perady Primary Agricultural Co-operative Society (N), Perady**”. The main objective of this study was about the Risk Management skills and functioning of the Co-operative Society.

It was established in the year of 1952 with the name of “**Perady Vyavasaya Seva Sahakaari Bank [N]**”. The bank was started by **Padmaraja Shetty**, who is the Chairman of the bank in the year of 1952 and **Venkappa Shetty**, who is the Secretary of the bank.

As my personal experience this bank was runned successfully, because of the service rendered by the bank as well as all the staffs of the bank. People of this Area are not much educated, but they are clever and intelligent regarding banking transactions. People are trust this bank very much rather than other bank because staffs of this bank are holding their trust towards the people throughout the 68 years.

**“A STUDY ON EMPLOYEE SATISFACTION IN ROYAL ENFIELD –
EICHER MOTORS LIMITED, BANGALORE”**

BY

SHWETHA S S

4AL18MBA61



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

Mrs. Maithri Senior Lecture

AIET, Mijar

EXTERNAL GUIDE

Mr. M Raghavan

Royal Enfield, Bangalore



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

APRIL-2020



ROYAL ENFIELD-EICHER MOTORS LIMITED

No. 520/432, G1 , Pyramid North Square, Neharu Nagar Bellary
Road, Yelahanka, Bangalore , Karnataka 560061

Ref : REEMI/2020-21/05

Date : 13.02.2020

CERTIFICATE

This is to certify that. **Ms. Shwetha S S USN NO. 4AL18MBA61**, MBA,
Alva's Institute of Engineering and Technology, Shobhavana Campus, Mijar,
Moodbidri – 574225 has done project work on “**A STUDY ON EMPLOYEE
SATISFACTION**” at **ROYAL ENFIELD –EICHER MOTORS LIMITED,**
BANGALORE a from **01.01.2020 to 13.02.2020**

During her project work in our company, her performance & Conduct is good

We wish her success in Life and Career.


GENERAL MANGER
ROYAL ENFIELD
(Human Resource & Management)
No. 520/432, G1, Pyramid North
Square Nehru Nagar, Yelahanka
BENGALURU - 560 061, Karnataka.



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

24 June 2020

CERTIFICATE

This is to certify that **SS SHWETHA** bearing USN **4AL18MBA61**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**EMPLOYEE SATISFACTION WITH REFERENCE TO ROYAL ENFIELD, BANGALORE**" is prepared by her under the guidance of Mrs. Maithri, Senior Lecture, PG 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. Maithri
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

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

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL

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

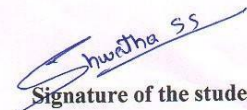
DECLARATION

I, **SHWETHA S S**, hereby declare that the Project report entitled **A STUDY ON EMPLOYEE SATISFACTION** with reference to “**ROYAL ENFIELD –EICHER MOTORS LIMITED, BANGALORE**” prepared by me under guidance of Mrs. Maithri, Senior Lecture, faculty of M.B.A Department Alva’s Institute of Engineering and Technology and external assistance by **Mr. M Raghavan (HR)**, Royal Enfield. I also declare that this Project work is towards the partial fulfillment of the university

Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this project based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution

Place: Mijar

Date: 2/7/2020


Signature of the student

ACKNOWLEDGEMENT

I am happy to take this opportunity to extend my sincere thanks to all those who have supported me, directly and indirectly.

I would like to thank my external guide **Mr. M Raghavan** and entire staff of Royal Enfield-Eicher Motors Ltd for their constant encouragement, suggestions and moral support throughout the duration of my project.

I would like to thank our respected principal, **DR. PETER FERNANDES** for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I would like to convey my heartfelt thanks to **DR. CLARETMENDONZA**, H.O.D of MBA department for giving me the opportunity and for her encouragement.

I am thankful to my internal guide **SENIOR LECTURE. Mrs. MAITHRI** assistant professor, dept of MBA, AIET Mijar. His feedback and solutions have greatly helped me in this project.

Finally, I would like to mention here that I am greatly indebted to each and everybody who has been associated with my project.

With sincere regards

Shwetha S S

TABLE OF CONTENTS

Chapters	Titles Page No.	Page No.
1	Introduction 1.1 Introduction to study 1.2 Introduction Industrial profile 1.3 Industry and company profile	1-13
2	Conceptual Background And Literature Review 2.1 Theoretical background 2.2 Literature Review	14-29
3	RESEARCH DESIGN 3.1 Employee Satisfaction At Royal Enfield –Eicher Motors Limited, Bangalore”. 3.2 Objectives of the Study: 3.3 Research Design and Sampling 3.4 Scope of the Study 3.5 Chapter Schema:	30-32
4	Data Analysis And Interpretation 4.1 Data analysis &interpretation	33-49
5	Findings, Suggestions & Conclusion	50-58
	Bibliography	59
	Annexure	60

LIST OF TABLES

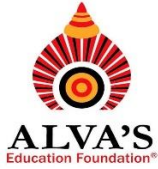
Table No.	Description	Page No.
4.1	Working Hours Satisfaction	34
4.2	Work Location Satisfaction	35
4.3	Satisfaction regarding Paid Leaves / Sick Leaves	36
4.4	Remuneration Satisfaction	37
4.5	Satisfaction regarding Career Growth Policy	38
4.6	Total Job Satisfaction	39
4.7	Organization Culture	40
4.8	New Job Training	41-42
4.9	New Skills Training	43
4.10	Support for Training & Education	44
4.11	New Skilling Opportunities	45
4.12	Variety of Responsibilities	46
4.13	Freedom of culture	47
4.14	Job Rotation & New responsibilities	48
4.15	Satisfaction regarding Work Schedule	49

EXECUTIVE SUMMARY

A project titled 'A STUDY AN EMPLOYEE SATISFACTION IN ROYAL ENFIELD', Bangalore. The main intension of this study was to understand employee satisfaction in Royal Enfield Organization. The overall information is been collected through journal report of company, Internet of things etc.Website as the secondary data.

This project includes, industry profile, company profile, conceptual background, literature review, research design, data analysis and interpretation, findings, suggestion and conclusion

It can be emphatically inferred that the majority were very comfortably skewed and favoured that they were satisfied with the working hours and satisfied the work location



PROJECT REPORT ON

“A STUDY ON TRAINING AND DEVELOPMENT AND ITS IMPACT ON EMPLOYEE PERFORMANCE WITH REFERENCE TO CAMPCO CHOCOLATE FACTORY, PUTTUR”

SUBMITTED BY

SONIC RAI

USN: 4AL18MBA73

Submitted To

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mr. Abhijith Bekalkar, Assistant Professor

Department of MBA

AIET, Mijar

EXTERNAL GUIDE

Mr. Radesh Kundalpadhy

SENIOR EXECUTIVE

CAMPCO CHOCOLATE FACTORY, PUTTUR



DEPARTMENT OF MBA

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi)

MIJAR, MOODBIDRI, D.K. KARNATAKA

JUNE - 2020

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.2/186/2019-20 | 3863

24.02.2020

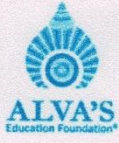
Date :

CERTIFICATE

This is to certify that, Mr.Sonic Rai, Reg No: 4AL18MBA73, MBA student of Alva's Institute of Engineering & Technology (affiliated to Visvesaraya Technological University, Belagavi), has undergone Project work on the topic "A Study on Training and Development and Its impact on Employee Performance with reference to Campco Chocolate Factory, Puttur", for the period of Six Weeks (from 01.01.2020 to 15.02.2020) 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



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

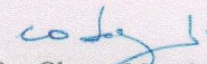
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 2020


CERTIFICATE

This is to certify that Sonic Rai bearing USN 4AL18MBA73, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report on "A study on Training and Development and its impact on Employee Performance with reference to Campco Chocolate factory Puttur" is prepared by him under the guidance of Mr. Abhijeeth Bekalkar, Asst.Professor, PG 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.


Mr. Abhijeeth Bekalkar
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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


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



FACULTY OF MBA DEPARTMENT

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

(Affiliated to Visveswaraya Technological University, Belagavi)

MIJAR, MOODBIDRI, D.K. KARNATAKA


DECLARATION

I, **SONIC RAI**, hereby declare that the Project report entitled “**A STUDY ON TRAINING AND DEVELOPMENT AND ITS IMPACT ON EMPLOYEE PERFORMANCE**” with reference to “**CAMPCO CHOCOLATE FACTORY, PUTTUR**” prepared by me under the guidance of **Mr. Abhijith Bekalkar**, Assistant Professor of M.B.A Department, **Alva's Institute of Engineering and Technology (Visveswaraya Technological University, Belagavi) Mijar, Moodbidri, D.K, KARNATAKA** and external assistance by **Mr. Radesh Kundalpady, Senior Executive, CAMPCO CHOCOLATE FACTORY, PUTTUR, D.K, KARNATAKA**. I also declare that this Project Work is towards the partial fulfilment of the university.

Regulations for the award of the degree of Master of Business Administration by Visveswaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the Original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Date:

Place: Mijar


Signature of the Student

(SONIC RAI)

ACKNOWLEDGEMENT

This Project Work would be not finished without the expression of the words of simple thanks to the people who made it possible, so I take this opportunity to appreciate them all who directly or indirectly assisted me a lot to finish this Project work successfully.

First, I thank all-powerful God for instilling me the patience, commitment for my work.

I would like to thank and extend my gratitude to my company guide MR. Radesh Kundalpady, Senior Executive, CAMPCO chocolate Factory, PUTTUR who is my external guide and for his guidance to my project work.

I express my sincere gratitude to my internal guide Mr. Abhijith Bekalkar, Assistant Professor, Project Work guide and department of MBA for his excellent guidelines and timely suggestions and support.

It's my privilege to thank HOD of MBA department Dr. Claret Mendonca and also our principal Prof. Peter Fernandes for giving me the opportunity to take up this project also I thank the Lecturers of MBA department for helping me in this Project Work.

I am grateful to all the informants of Campco Chocolate Factory, Puttur for the time taken to provide information required in carrying out the project work.

Finally, I thank my parents for inspiring me and for being constant source of support and encouragement.

SONIC RAI

TABLE OF CONTENTS

Executive Summary

Chapter 1. Introduction.....	1-23
Chapter 2. Conceptual background and Literature review.....	24-38
Chapter 3. Research Design.....	39-43
Chapter 4. Analysis and Interpretation.....	44-69
Chapter 5. Findings, suggestions and Conclusion.....	70-75

Bibliography

Annexure

LIST OF TABLES

Table No.	Particulars	Page Nos.
Table - 4.1	TABLE SHOWING THE LIST OF VARIOUS MOULDED CHOCOLATES	11
Table - 4.2	TABLE SHOWING THE LIST OF DRINKING CHOCOLATE	11
Table - 4.3	TABLE SHOWING THE LIST OF VARIOUS ENROBED CHOCOLATES	11
Table - 4.4	TABLE SHOWING THE LIST OF VARIOUS ECLAIRS CHOCOLATES	11
Table - 4.5	TABLE SHOWING THE LIST OF VARIOUS SEMI – FINISHED PRODUCTS	12
Table - 4.6	TABLE SHOWING THE CURRENT RATIO FOR FIVE YEARS	17
Table - 4.7	TABLE SHOWING THE QUICK RATIO FOR FIVE YEARS	18
Table - 4.8	TABLE SHOWING THE CASH RATIO FOR FIVE YEARS	19
Table - 4.9	TABLE SHOWING THE DEBT EQUITY RATIO FOR FIVE YEARS	20
Table - 5.0	TABLE SHOWING THE BALANCE SHEET OF THE CAMPCO LTD. FOR 2014-15	21
Table - 5.1	TABLE SHOWING THE BALANCE SHEET OF THE CAMPCO LTD. FOR 2016-17	22
Table - 5.2	TABLE SHOWING THE BALANCE SHEET OF THE CAMPCO LTD. FOR 2018-19	23
Table - 5.3	TABLE SHOWING THE GENDER OF THE EMPLOYEES	45
Table - 5.4	TABLE SHOWING THE AGE OF THE EMPLOYEES	46
Table - 5.5	TABLE SHOWING THE EDUCATIONAL QUALIFICATION OF THE EMPLOYEES	47
Table - 5.6	TABLE SHOWING THE DESIGNATION OF EMPLOYEES	48
Table - 5.7	TABLE SHOWING THE LENGTH OF THE SERVICE OF THE EMPLOYEES	49
Table - 5.8	TABLE SHOWING TRAINING SCHEDULE OF THE EMPLOYEES	50
Table - 5.9	TABLE SHOWING HOW EMPLOYEES GOT SELECTED FOR TRAINING PROGRAM	51
Table - 6.0	TABLE SHOWING WHETHER ORGANISATION HAS THE SYSTEM OF PROVIDING INDUCTION TRAINING TO THIER NEW EMPLOYEES	52
Table - 6.1	TABLE SHOWING WHETHER TRAINING NEEDS OF THE EMPLOYEES BEING IDENTIFIED IN THEIR ORGANISATION	53
Table - 6.2	TABLE SHOWING WHETHER MANAGEMENT SUPPORT EMPLOYEE TRAINING IN THEIR ORGANISATION	54

Table - 6.3	TABLE SHOWING THE OPINION OF THE EMPLOYEES REGARDING THE TRAINING METHOD WHICH WOULD BE MORE EFFECTIVE TOWARDS WORK	55
Table - 6.4	TABLE SHOWING WHETHER COMPETANCY LEVEL OF THE EMPLOYEES INCREASE DUE TO TRAINING AND DEVELOPMENT	56
Table - 6.5	TABLE SHOWING WHETHER TRAINING AND DEVELOPMENT LOWER THE STRESS LEVEL OF THE EMPLOYEES	57
Table - 6.6	TABLE SHOWING WHETHER TRAINING AND DEVELOPMENT HELPS TO INCREASE PRODUCTIVITY IN TERMS OF BOTH QUALITY AND QUANTITY	58
Table - 6.7	TABLE SHOWING WHETHER TRAINING AND DEVELOPMENT PROGRAM HAD ENHANCED THE FUTURE WORK CAREER OF THE EMPLOYEES	59
Table - 6.8	TABLE SHOWING WHETHER COMPANY MAKES EFFORTS TO FULFILL THE PERFORMANCE GAPS OF EMPLOYEES BY ORGANISING TRAINING AND DEVELOPMENT PROGRAMS	60
Table - 6.9	TABLE SHOWING WHETHER TRAINING AND DEVELOPMENT PROGRAM HAVE BROUGHT ABOUT THE CHANGE IN THE INTERPERSONAL RELATIONSHIP IN THE ORGANISATION	61
Table - 7.0	TABLE SHOWING WHETHER TRAINING AND DEVELOPMENT PROGRAM HAD HELPED THE EMPLOYEES TO HANDLE HIGHER LEVEL JOBS AND RESPONSIBILITIES	62
Table - 7.1	TABLE SHOWING WHETHER TRAINING AND DEVELOPMENT PROGRAM INCREASE THE CONFIDENCE LEVEL OF THE EMPLOYEES IN THE WORK	63
Table - 7.2	TABLE SHOWING IN WHAT WAY THE ATTITUDE OF THE EMPLOYEES TOWARDS WORK HAD CHANGED AFTER RECEIVING TRAINING.	64
Table - 7.3	TABLE SHOWING WHETHER TRAINING HELPS EMPLOYEES TO UNDERSTAND THE JOB CLEARLY	65
Table - 7.4	TABLE SHOWING WHETHER TRAINING IS HELPFUL IN LONG RUN	66
Table - 7.5	TABLE SHOWING WHETHER TRAINING HELPED EMPLOYEES IN THEIR PERSONAL BEHAVIOR GROWTH	67
Table - 7.6	TABLE SHOWING WHETHER FEEDBACK HAD HELPED TO ASSESS THE EFFECTIVENESS OF THE TRAINING PROGRAM	68
Table - 7.7	TABLE SHOWING WHETHER TRAINING AND DEVELOPMENT SUPPORT EMPLOYEES TO MAINTAIN THEIR WORK LIFE BALANCE	69

LIST OF CHARTS

Chart No.	Particulars	Page Nos.
Chart - 8.1	CHART SHOWING THE CURRENT RATIO FOR FIVE YEARS	17
Chart - 8.2	CHART SHOWING THE QUICK RATIO FOR FIVE YEARS	18
Chart - 8.3	CHART SHOWING THE CASH RATIO FR FIVE YEARS	19
Chart - 8.4	CHART SHOWING THE DEBT-EQUITY RATIO FOR FIVE YEARS	20
Chart - 8.5	CHART SHOWING SYSTEMATIC APPROACH TO TRAINING	28
Chart - 8.6	CHART SHOWING THE GENDER OF THE EMPLOYEES	45
Chart - 8.7	CHART SHOWING THE AGE OF THE EMPLOYEES	46
Chart - 8.8	CHART SHOWING THE EDUCATIONAL QUALIFICATION OF THE EMPLOYEES	47
Chart - 8.9	CHART SHOWING THE DESIGNATION OF EMPLOYEES	48
Chart - 9.0	CHART SHOWING THE LENGTH OF THE SERVICE OF THE EMPLOYEES	49
Chart - 9.1	CHART SHOWING TRAINING SCHEDULE OF THE EMPLOYEES	50
Chart - 9.2	CHART SHOWING HOW EMPLOYEES GOT SELECTED FOR TRAINING PROGRAM	51
Chart - 9.3	CHART SHOWING WHETHER ORGANISATION HAS THE SYSTEM OF PROVIDING INDUCTION TRAINING TO THIER NEW EMPLOYEES	52
Chart - 9.4	CHART SHOWING WHETHER TRAINING NEEDS OF THE EMPLOYEES BEING IDENTIFIED IN THEIR ORGANISATION	53
Chart - 9.5	CHART SHOWING WHETHER MANAGEMENT SUPPORT EMPLOYEE TRAINING IN THEIR ORGANISATION	54
Chart - 9.6	CHART SHOWING THE OPINION OF THE EMPLOYEES REGARDING THE TRAINING METHOD WHICH WOULD BE MORE EFFECTIVE TOWARDS WORK	55
Chart - 9.7	CHART SHOWING WHETHER COMPETANCY LEVEL OF THE EMPLOYEES INCREASE DUE TO TRAINING AND DEVELOPMENT	56
Chart - 9.8	CHART SHOWING WHETHER TRAINING AND DEVELOPMENT LOWER THE STRESS LEVEL OF THE EMPLOYEES	57
Chart - 9.9	CHART SHOWING WHETHER TRAINING AND DEVELOPMENT HELPS TO INCREASE PRODUCTIVITY IN TERMS OF BOTH QUALITY AND QUANTITY	58

Chart - 10.0	CHART SHOWING WHETHER TRAINING AND DEVELOPMENT PROGRAM HAD ENHANCED THE FUTURE WORK CAREER OF THE EMPLOYEES	59
Chart - 10.1	CHART SHOWING WHETHER COMPANY MAKES EFFORTS TO FULFILL THE PERFORMANCE GAPS OF EMPLOYEES BY ORGANISING TRAINING AND DEVELOPMENT PROGRAMS	60
Chart - 10.2	CHART SHOWING WHETHER TRAINING AND DEVELOPMENT PROGRAM HAVE BROUGHT ABOUT THE CHANGE IN THE INTERPERSONAL RELATIONSHIP IN THE ORGANISATION	61
Chart - 10.3	CHART SHOWING WHETHER TRAINING AND DEVELOPMENT PROGRAM HAD HELPED THE EMPLOYEES TO HANDLE HIGHER LEVEL JOBS AND RESPONSIBILITIES	62
Chart - 10.4	CHART SHOWING WHETHER TRAINING AND DEVELOPMENT PROGRAM INCREASE THE CONFIDENCE LEVEL OF THE EMPLOYEES IN THE WORK	63
Chart - 10.5	CHART SHOWING IN WHAT WAY THE ATTITUDE OF THE EMPLOYEES TOWARDS WORK HAD CHANGED AFTER RECEIVING TRAINING	64
Chart - 10.6	CHART SHOWING WHETHER TRAINING HELPS EMPLOYEES TO UNDERSTAND THE JOB CLEARLY	65
Chart - 10.7	CHART SHOWING WHETHER TRAINING IS HELPFUL IN LONG RUN	66
Chart - 10.8	CHART SHOWING WHETHER TRAINING HELPED EMPLOYEES IN THEIR PERSONAL BEHAVIOR GROWTH	67
Chart - 10.9	CHART SHOWING WHETHER FEEDBACK HAD HELPED TO ASSESS THE EFFECTIVENESS OF THE TRAINING PROGRAM	68
Chart - 11.0	CHART SHOWING WHETHER TRAINING AND DEVELOPMENT SUPPORT EMPLOYEES TO MAINTAIN THEIR WORK LIFE BALANCE	69

EXECUTIVE SUMMARY

This is an effort to understand to what degree the theories are often applied to practical situation and to review the working culture of the organisation. As an MBA student it is a part of curriculum for everybody to experience Project Work on some good organisation. So, I got the chance to try to do my Project work at CAMPCO CHOCOLATE FACTORY, PUTTUR.

It is very crucial to analyse the need for training and development of employees and to come up with training and development programs by any organisation because it takes part in a crucial role in developing employee performance which ends up in organisational productivity and performance.

This project aims to find how serious the organisation identifies the need for training and the developmental activities in an organisation and to find whether training and developmental program provided by an organisation impacts performance of the employees to perform the job better.

In this project work data is analysed using descriptive statistics. Primary data was gathered from the employees by the structured questionnaire, observation and personal interview method. Secondary data has been collected from company reports, company websites and journal.

Here structured questionnaire and direct survey are used as measurement tools. The analysis and interpretation of the study has been made with the assist of statistical tools like tables, charts and graphs. Data analysis is done using simple percentage analysis and values are plotted using pie charts, bar chart and column chart. In this project work simple random sampling technique is used for study.

The study concludes majority of the employees find the training provided to them is effective and also organisation recognize the need for training and development of employees in their organization. As a suggestion I would suggest that employers should conduct awareness program regarding the training and developmental activities of employees in their organization.

Employee Satisfaction – A Survey Conducted In Food Creations Private Limited, Bangalore

BY

Spoorthi R

(4AL18MBA74)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF THE BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE

Mrs Priya Sequeira

(Assistant Professor)

Alva's Institute of Engineering

And Technology, Moodbidri

EXTERNAL GUIDE

Mr. Bala Krishna

(HR Manager)

Food Creations Private

Limited, Bangalore



Department of Business Administration

Alvas's Institute of Engineering and Technology

Moodbidri

June, 2020



Food Creations Pvt. Ltd.

Survey No. 34, Kacharakanahalli Village, Naduvathi Post, Hoskote Taluk, Bangalore - 560 067.
Phone +91-80-76249 81089 E-mail foodcreations@rediffmail.com

Date: 14th February, 2020

TO WHOM SO EVER IT MAY CONCERN

We hereby certify that Ms. Spoorthi R Reg. No. 4AL18MBA74 a student of MBA Alva's Institute of Engg. & Technology, Moodbidri - 574225. She has done the project on topic of "Employees Satisfaction Survey" from 06th January, 2020 to 14th February, 2020

Her performance during the training period was found good.

We wish her all the best in her future endeavors.

For Food Creations Private Limited
FOOD CREATIONS PVT LTD


Authorized Signatory
Authorized signatory.



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

24 June 2020

CERTIFICATE

This is to certify that **SPOORTHY R** bearing USN **4AL18MBA74**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**EMPLOYEE SATISFACTION - A SURVEY CONDUCTED IN FOOD CREATIONS PRIVATE LIMITED, BANGALORE**" is prepared by her under the guidance of Mrs. Priya Sequeira, Assistant Professor, PG 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. Priya Sequeira
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD


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

DECLARATION

I, SPOORTHY R (4AL18MBA74), hereby declare that this project report entitled “EMPLOYEE SATISFACTION- A SURVEY CONDUCTED AT FOOD CREATIONS PRIVATE LIMITED, BANGALORE, is Prepared under the guidance of Mrs Priya Sequeira, faculty MBA Department, Alva’s Institute of engineering and technology and by the external assistance by Mr.BALA KRISHNA(HR Manager, Food creations Private limited) I also declare that this internship work is towards the partial fulfilment of university regulation for the award of degree of Master of business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of 6 weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree or diploma from any other university/institution.

Place:

Date :



SPOORTHY R
(4AL18MBA74)

ACKNOWLEDGMENT

I take this opportunity to express my sincere gratitude to all for the grace bestowed on me during the project work. The completion of this project will be incomplete without mentioning all the people who helped me to make it possible, whose guidance and encouragement were valuable.

First, I sincerely thank our institute Alva's Institute of Engineering and Technology I immensely acknowledge and thank our college Principle Dr Peter Fernandez and Dr Claret Mendonca, Head of the Department.

I express my gratitude to my guide Mrs. Priya Sequeira for guiding me by offering suggestions and making useful comments during entire course of my study.

It's my privilege to than Mr Bala Krishna HR Manager of Food Creations Private Limited found for granting the permission to do the project by giving a timely guidance and co-operation as external guide.

Finally, I thank my parents and friends who have helped me to successful completion of this project work.

TABLE OF CONTENTS

SLNO	CHAPTERS	PAGE NO
1.	INTRODUCTION <ul style="list-style-type: none"> • Introduction about the organisation and industry • Scenario of biscuit industry in India • Industry Profile and company profile • Company's culture and philosophy • Nature of business, Vision mission and Quality policy • Products and Services • Infrastructure facilities • Competitors information • Recent trends and opportunities in the biscuit market • SWOT analysis • Financial statement 	1 1 2 4 5 6 9 9 12 12 13
2.	Conceptual background and Literature review <ul style="list-style-type: none"> • Theoretical background of the study • Literature review with research gap 	21 22
3.	Research Design <ul style="list-style-type: none"> • Statement of the Problem • Need for study • Objectives of the study • Scope of the study • Research methodology • Hypothesis Testing • Limitations of the study 	26 26 26 27 27 29 33
4.	Review and Elucidation	34
5.	Findings, Conclusion and Suggestions <ul style="list-style-type: none"> • Summary of findings • Conclusion • Suggestion/Recommendations 	59 60 60

LIST OF THE TABLES

SLNO	NAME OF THE TABLE	PAGE NO
1	BALANCE SHEET AS AT 31st MARCH 2017 & 2018	14
2	PROFIT AND LOSS STATEMENT FOR THE YEAR ENDED 31st MARCH 2018 & 2019	15
3	Table Showing Current Ratio	16
4	Table Showing Quick Ratio	17
5	Table Showing Cash Ratio	18
6	Table Showing Proprietary Ratio	19
7	Table Showing Asset Turnover Ratio	20
8	Table showing Employee satisfaction and work itself – cross table	29
9	Table showing Employee satisfaction with work itself, working condition, compensation package and promotion – cross table	30
10	Table showing chi square calculation.	32
11	Table showing that company is one of the best companies to work for.	34
12	Table showing that my company treats me well.	35
13	Table showing that employees are satisfied working for the company at the present time.	36
14	Table showing that the job is challenging and interesting.	37

15	Table showing that employee is getting enough relevant training for the present job.	38
16	Table showing the understanding of the employees of what is expected of him in his work.	39
17	Table showing that employees have the material/ equipment and tools needed to do their job well.	40
18	Table showing the employees satisfaction with the working conditions.	41
19	Table showing that the company is competitive enough in the market with respect to its compensation package.	42
20	Table showing that there manager recognises and acknowledges there good performance.	43
21	Table showing employees are satisfied with the job opportunities in the company	44
22	Table showing the Promotion goes to those who most deserve it in the company.	45
23	Table showing that their manager (immediate supervisor) trusts them	46
24	Table showing that their manager helps them to improve themselves	47
25	Table showing there manager takes prompt and fair corrective action on employees who fail to perform their work satisfactorily.	48
26	Table showing their manager gives clear instructions.	49
27	Table showing their manager is available when they need advice.	50
28	Table showing the manager praises them when they do a good job.	51

29	Table showing that the manager holds regular meetings with work groups.	52
30	Table of showing as My manager is effective in making decisions.	53
31	Table showing that the manager knows what is going on in work group.	54
32	Table showing as a Work is fairly distributed in work group.	55
33	Table showing the work group works well together.	56
34	Table showing that the employees feel free to talk openly and honestly with members of their work group.	57
35	Table showing satisfaction with the company's policy on working hours, leave & public holidays.	58

LIST OF THE GRAPH

SLNO	NAME OF THE GRAPH	PAGE NO
1	Graph Showing Current Ratio	16
2	Graph Showing Quick Ratio	17
3	Graph Showing Cash Ratio	18
4	Graph Showing Proprietary Ratio	19
5	Graph Showing Asset Turnover Ratio	20
6	Graph showing Employee satisfaction with work itself, working condition, compensation package and promotion – cross table	31
7	Graph showing that company is the best company to work for	34
8	Graph showing my company treats me well	35
9	Graph showing that employees are satisfied working for the company at the present time.	36
10	Graph showing that the job is challenging and interesting.	37
11	Graph showing that the employee is getting enough relevant training for the present job.	38
12	Graph showing the understanding of the employees of what is expected of him from his work.	39
13	Graph showing that the employees have the material/ equipment and tools needed to do their job well.	40

14	Graph showing the employees satisfaction with the working conditions	41
15	Graph showing that the company is competitive enough in the market with respect to its compensation package.	42
16	Graph showing that there manager recognises and acknowledges there good performance.	43
17	Graph showing employees are satisfied with the job opportunities in the company	44
18	Graph showing the Promotion goes to those who most deserve it in the company.	45
19	Graph showing that their manager (immediate supervisor) trusts them	46
20	Graph showing that their manager helps them to improve themselves	47
21	Graph showing their manager takes prompt and fair corrective action on employees who fail to perform their work satisfactorily.	48
22	Graph showing their manager gives clear instructions.	49
23	Graph showing their manager is available when they need advice.	50
24	Graph showing the manager praises them when they do a good job.	51
25	Graph showing that the manager holds regular meetings with work groups.	52
26	Graph of showing as My manager is effective in making decisions.	53
27	Graph showing that the manager knows what is going on in work group.	54

28	Graph showing as a Work is fairly distributed in work group.	55
29	Graph showing the work group works well together.	56
30	Graph showing that the employees feel free to talk openly and honestly with members of their work group.	57
31	Graph showing satisfaction with the company's policy on working hours, leave & public holidays.	58

EXECUTIVE SUMMARY

The project “Employee Satisfaction” – A Study Conducted In Food Creations Private Limited, Bangalore is split into 5 different chapters. The first chapter brings the introduction to the biscuit industry and the organisation. It also speaks about the nature of the business, vision and mission of the organisation. It also includes products and services and the competitors of this particular organisation. SWOT analysis and the financial statement has been included in this chapter.

The second chapter deals mainly with the conceptual background of the study and the literature review.

The third chapter deals with The Statement Of The Problem, Need For The Study, Objectives Of The Study, Scope Of The Study, Research Methodology, Data Collection, Hypothesis Testing And Limitations Of The Study.

In the fourth chapter the data is collected through the 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 the data through tabulation, computation and graphical representation of data.

The last chapter deals with 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 given to the project.

On the whole the study was of a good experience. this study explained the success of company after overcoming problems and challenges in dealing with the employees about their job satisfaction. This has not only helped me to complete my academic accomplishment but also under the working environment of the organisation.

**A STUDY ON
SUPPLY CHAIN MANAGEMENT AND LOGISTICS WITH
REFERENCE TO BIG BAZAAR ATTAVAR, MANGALORE**

Submitted By
MS. SRILAXMI BHAT
4AL18MBA75



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. Maithri
Senior Lecturer
AIET, Mijar

EXTERNAL GUIDE

Mr. Ashish Baretto
Store Manger
BIG BAZAAR, Mangalore



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

2018 – 2020

FUTURE RETAIL

15.02.2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Srilaxmi Bhat** reg no: 4AL18MBA75 pursuing II MBA, affiliated to Visvesvaraya Technological university Belagavi, student of **Alva's Institute of Engineering & Technology** completed her Internship from **1st January 2020 to 15th February 2020** in our organization.

Her performance during Project work was Good.

We wish all the best for her future tenure..

FUTURE RETAIL LIMITED

Big Bazaar, Mangalore



Rakesh Acharya

HR Manager

BIG BAZAAR
(Div of Future Retail Ltd.)
Shanker Vittal Compound, N.G. Road
Attavar Next to Casa Grande Apartment
MANGALORE 575001 KARNATAKA

Future Retail Limited [Formerly known as Bharti Retail Limited]

Zonal Office : 1st & 2nd Floor, Pasadena 18/1, 10th Main, Ashoka Pillar Road, Jayanagar 1st Block, Bangalore 560 011, India

P +91 80 41624151 www.futureretail.co.in

Registered Office : Knowledge House, Shyamnagar, Off JV Link Road, Joeshwari East, Mumbai 400 060.

P +91 22 6644 2200 F +91 22 6644 2201

CIN : L51909MH2007PLC268269



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

24 June 2020

CERTIFICATE

This is to certify that **SRILAXMI BHAT** bearing USN **4AL18MBA75**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report on "**A STUDY ON SUPPLY CHAIN MANAGEMENT AND LOGISTICS WITH REFERENCE TO BIG BAZAAR, ATTAVAR, MANGALORE**" is prepared by her under the guidance of Mrs. Maithri, Senior Lecture, PG 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. Maithri
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

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

Dr. Peter Fernandes
Signature of Principal

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

DECLARATION

I, **SRILAXMI BHAT**, hereby declare that the Project report entitled “**A Study on SUPPLY CHAIN MANAGEMENT AND LOGISTICS** ”with reference to “**BIG BAZAAR,ATTAVAR,MANGALORE** ” prepared by me under the guidance of **MRS.MAITHRI RAO** , Senior Lecturer of M.B.A Department, Alva’s Institute of Engineering and Technology, MIJAR and external assistance by**MR.ASHISH BARETTO** , Store Manager, Big Bazaar , Mangalore . I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University,BELGAUM.I have undergone a summer project for a period of twelve weeks. I further declare that this project is based on the original study undertaken by me .



Signature of the student

Place :

Date :

ACKNOWLEDGEMENT

Acknowledgement is a valuable feeling expressed to valuable people in our life. I take this opportunity to express my deep sense of gratitude to my external guide **Mr. Ashish Baretto** for his guidance and allowance for me to undergo summer internship / project in his branch.

I also express my deep sense of my gratitude to my internal guide **Mrs. Maithri**, Senior Lecturer, Dept. of MBA at Alva's Institute of Engineering and Technology.

I extend my heartfelt thanks to my beloved HOD Dr. Claret Mendonca and Dr. Peter Fernandez, the Principal of Alva's Institute of Engineering and Technology for their valuable support and motivation.

My deep sense of gratitude to the entire team of BIG BAZAAR for their continuous and steadfast support and encouragement during my project.

TABLE OF CONTENTS

CHAPTER	CONTENTS	PAGE NO.
1	INTRODUCTION	1 - 19
2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	20 - 27
3	RESEARCH DESIGN	28 - 31
4	DATA ANALYSIS AND INTERPRETATION AND RATIO ANALYSIS (LIQUIDITY RATIOS AND PROFITABILITY RATIOS)	32 - 55
5	FINDINGS, SUGGESTIONS AND CONCLUSION	56 - 58
6	BIBLIOGRAPHY	59 - 60
7	ANNEXURE	61 - 67

LIST OF CHARTS

SL.NO	PARTICULARS	PAGE NO.
4.1	Chart showing the age of the respondents	33
4.2	Chart showing gender of respondents	34
4.3	Chart showing the respondents knowledge about Big Bazaar	36
4.4	Chart showing how often respondents visit Big Bazaar	38
4.5	Chart showing what respondents buy at Big Bazaar	39
4.6	Chart showing during which offer the respondents buy the most	40
4.7	Chart showing what do respondents mostly shop at Big Bazaar	41
4.8	Chart showing the respondents awareness about the Big Bazaar own brands	42
4.9	Chart showing the respondents satisfaction with Big Bazaar own brands	44
4.10	Chart showing which area of operation at Big Bazaar improvement is needed	45

LIST OF GRAPHS

SL.NO	PARTICULARS	PAGE NO.
4.1	Graph showing the age of the respondents	33
4.2	Graph showing gender of respondents	35
4.3	Graph showing the respondents knowledge about Big Bazaar	37
4.4	Graph showing how often respondents visit Big Bazaar	38
4.5	Graph showing what respondents buy at Big Bazaar	39
4.6	Graph showing during which offer the respondents buy the most	40
4.7	Graph showing what do respondents mostly shop at Big Bazaar	42
4.8	Graph showing the respondents awareness about the Big Bazaar own brands	43
4.9	Graph showing the respondents satisfaction with Big Bazaar own brands	44
4.10	Graph showing which area of operation at Big Bazaar improvement is needed	45

4.11	Graph showing Current Ratio	49
4.12	Graph showing Quick Ratio	51
4.13	Graph showing Gross Profit Ratio	53
4.14	Graph showing Operating Ratio	54
4.15	Graph showing Net Profit Ratio	55

LIST OF TABLES

SL.NO	PARTICULARS	PAGE NO.
4.11	Table showing Current Ratio	49
4.12	Table showing Quick Ratio	51
4.13	Table showing Gross Profit Ratio	52
4.14	Table showing Operating Ratio	53
4.15	Table showing Net Profit Ratio	55

EXECUTIVE SUMMARY

BIG BAZAAR follows values such as Leadership, Respect and Humility Valuing and Nurturing Relationships Simplicity and Positivity, Adaptability. This research helped me in analysing the customers view regarding the product and services offered by BIG BAZAAR and awareness by promotion and also identifying the market potential of BIG BAZAAR.

The project was carried out in with an objective of knowing satisfaction level of customer at BIG BAZAAR and do customers are aware about the different type's product and service and different offers provided at BIGBAZAAR. The total sample size taken was one hundred (100) from various customers of Mangalore at BIG BAZAAR.

The research shows that the customer satisfaction at BIG BAZAAR is very good and so many customers are not aware of the product and services provided by the BIG BAZAAR which are not provided by any other retail stores. On the other hand, BIG BAZAAR has its own existing customers who are more satisfied by the working style of retail store. The regular customers demand continuous updates about the new offers and other products at BIG BAZAAR.

Project Report on
“A STUDY ON TRAINING AND DEVELOPMENT AND ITS IMPACT ON
EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO FORTUNE
INN VALLEY VIEW”

BY
SUBHIKSHA JAIN

4AL18MBA76

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

AIET, MIJAR

EXTERNAL GUIDE

Mrs. SHWETHA

FIVV, MANIPAL



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

JUNE - 2020

19th February 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Subhiksha Jain (USN 4AL18MBA76)** MBA student of Alva's Institute of Engineering and Technology has been successfully completed her project from 6th Jan 2020 to 19th February 2020. This project evolved comprehensively in the Title "**Training and Development and Its Impact on Employee Performance with respect to FIVV, Manipal**". During this period she had shown keen interest in learning of the HR department functions and her conduct was good.

We wish her Good luck for her future endeavors.

For Fortune Inn Valley View


Assistant 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

24 June 2020

CERTIFICATE

This is to certify that, **SUBHIKSHA JAIN** bearing USN **4AL18MBA76**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON TRAINING AND DEVELOPMENT AND ITS IMPACT ON EMPLOYEE PERFORMANCE WITH SPECIAL REFERENCE TO FORTUNE INN VALLEY VIEW., MANIPAL**", is prepared by her under the guidance of Johnson Fernandes, Assistant Professor, PG 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.

Johnson Fernandes
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

DEAN

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

Dr. Peter Fernandes
Signature of Principal

PRINCIPAL

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

DECLARATION

I, SUBHIKSHA JAIN (4AL18MBA76), hereby declare that the project report entitled “Training and Development and Its Impact on Employee Performance with special reference to FIVV, Manipal” prepared by me under the guidance of prof. JOHNSON FERNANDES, faculty of MBA Department of Business Administration, Alva’s Institute of Engineering and Technology, and external assistance by Mrs. SHWETHA, FORTUNE INN, Manipal.

I also declare that the project work is towards the partial fulfillment of the university regulations for the award of degree of master of business administration by Visvesvaraya technological university Belgaum.

I Have undergone the project for a period of six weeks, I further Declare that this report is based on the original study under taken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

Place: Mijar

Date: 26/06/2020



signature of the student

ACKNOWLEDGEMENT

I am happy to take this opportunity to extend my sincere thanks to all those who have supported me, directly and indirectly.

I would like to thank my external guide **Mrs. SHWETHA** and entire staff of FORTUNE INN, Manipal for their constant encouragement, suggestions and moral support throughout the duration of my project.

I would like to thank our respected principal, **DR. PETER FERNANDES** for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I would like to convey my heartfelt thanks to **DR. CLARET MENDONZA**, H.O.D of MBA department for giving me the opportunity and for her encouragement.

I am thankful to my internal guide **PROF. JOHNSON FERNANDES** assistant professor, dept. of MBA, AIET Mijar. His feedback and solutions have greatly helped me in this project.

Finally, I would like to mention here that I am greatly indebted to each and everybody who has been associated with my project.

With sincere regards

Subhiksha Jain

TABLE OF CONTENTS

Chapter no.	Contents	Page No
1	Introduction	1 – 12
2	Conceptual Background and Literature Review	13 – 21
3	Research Design	22– 25
4	Analysis and Interpretation	26 – 47
5	Finding conclusions and suggestions	48 – 51
	Bibliography	52
	Annexure	53- 55

LIST OF TABLES

Table No	Particulars	Page No
4.1	Classification of gender.	27
4.2	Work experience in present company.	28
4.3	Age of the respondents.	29
4.4	Educational Qualification.	30
4.5	Area belongs to	31
4.6	Training has achieved my individual goals	32
4.7	Training program has increased productivity of both quality and quantity	33
4.8	Firm has a training and development policy applicable to all employees.	34
4.9	Organization frequently conducts training sessions.	35
4.10	I have effective training and development opportunities in the organization.	36
4.11	Organization involves knowledgeable faculty to conduct training programmes.	37
4.12	Training packages you have attended has helped you to change your ways of dealing with people and situation.	38
4.13	My department provides training/learning opportunities to meet the changing needs of my job role.	39
4.14	Training and Development activities are encouraged in my department.	40

4.15	Are you satisfied with the information provided by the trainer during training session?	41
4.16	Our trainer has good knowledge about the training topic.	42
4.17	Training programs have increased my performance level.	43
4.18	Training and Development programs are well scheduled in our institute.	44
4.19	Sufficient time duration is given for training session	45
4.20	Training programs have increased my skill level	46
4.21	Training programs plays an important role in minimizing the errors & risk and increase the productivity of the organization.	47

LIST OF GRAPHS

Graphs. No	Particulars	Page No
4.1	Classification of gender.	27
4.2	Work experience in present company.	28
4.3	Age of the respondents.	29
4.4	Educational Qualification.	30
4.5	Area belongs to	31
4.6	Training has achieved my individual goals	32
4.7	Training program has increased productivity of both quality and quantity	33
4.8	Firm has a training and development policy applicable to all employees.	34
4.9	Organization frequently conducts training sessions.	35
4.10	I have effective training and development opportunities in the organization.	36
4.11	Organization involves knowledgeable faculty to conduct training programmes.	37
4.12	Training packages you have attended has helped you to change your ways of dealing with people and situation.	38
4.13	My department provides training/learning opportunities to meet the changing needs of my job role.	39
4.14	Training and Development activities are encouraged in my department.	40

4.15	Are you satisfied with the information provided by the trainer during training session?	41
4.16	Our trainer has good knowledge about the training topic.	42
4.17	Training programs have increased my performance level.	43
4.18	Training and Development programs are well scheduled in our institute.	44
4.19	Sufficient time duration is given for training session	45
4.20	Training programs have increased my skill level	46
4.21	Training programs plays an important role in minimizing the errors & risk and increase the productivity of the organization.	47

EXECUTIVE SUMMARY

The project entitled “A study on Training and Development and its Impact on Employee Performance with special reference to Fortune Inn Valley view, Manipal” is submitted in partial fulfilment of the requirement for the award of Master of Business Administration (MBA). This project includes objectives of the study, methodology, industry profile, company profile, SWOT analysis and other part deals with statement of the problem, analysis and interpretation based on findings, suggestion and conclusion.

The main intention of this study was to understand the effectiveness of training and development and its impact on employee performance in the organisation. The primary information was obtained by questionnaire and information also collected from company report and journals are used as resources of secondary data. This study used the simple analytical methods like pie charts are used to inspect the data collected.

The role of an 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 skill and capacity required to perform the job successfully in role. This can be achieved only when there is an effective training and development opportunity in the organisation.

Researcher has found that employees are satisfied to a larger extent by the employee training and development followed by the company. There is much importance has been given to the training and development to motivate the employees and increase their performance. Study also clears that effective training programmes leads to increase the performance of the employees.

A PROJECT REPORT ON
“A STUDY ON FINANCIAL STATEMENT ANALYSIS
AT EXIDE INDUSTRY LIMITED”.

Submitted By

SUDHAKAR N

USN: 4AL18MBA78

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. Nagendra S

Sr. Assistant Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Mr. Manjunath

FINANCE DEPT

EXIDE INDUSTRIES LIMITED

BANGALORE.



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY



Exide Industries Limited
Survey No. 246,
Chichurakanapalli,
Sevigerapalle Panchayath,
Hosur Taluk, Krishnagiri Dist.,
Tamilnadu. Pin - 635 103.
email: exidecorp@exide.co.in
visit @ : www.exideindustries.com
Ph : 09994458251-252,
Fax : 04344-258255

REF : EIL/HR/2020/PC-101

Date : 18.02.2020

CERTIFICATE

This is to Certify that **Mr. Sudhakar. N (Reg. No. 4AL18MBA78)**, MBA Student of **Alva's Institute of Engineering & Technology, Mijar, Mangalore**, has successfully completed '**A study on Financial Statement Analysis**' at our Factory in partial fulfillment of the requirement for the award of his degree. The period of internship was from 04.01.2020 to 15.02.2020

During his studies, he has evinced keen interest and his conduct and character were satisfactory.

We wish him all the success in his future endeavours.

For Exide Industries Limited

Ambuj Srivastava
Sr. Deputy Manager – Plant 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.

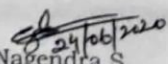
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

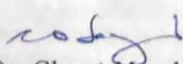
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 201

CERTIFICATE

This is to certify that, SHRADDHA C SHETTY bearing USN 4AL18MBA69 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A STUDY ON PERFORMANCE EVALUATION OF EQUITY MUTUAL FUNDS" at R.R Enterprises, Bangalore is prepared by her under the guidance of Dr.Nagendra S, Sr. Assistant Professor, PG 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
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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


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

DECLARATION

I, **SUDHAKAR N**, hereby declare that the report on internship at **EXIDE INDUSTRIES LIMITED** is prepared by me under the guidance of **Prof. Nagendra S**, **Sr.Assistant Professor, Department of Business Administration, Alva's Institute of Engineering and Technology**, and external assistance by **Mr. Manjunath, finance department, EXIDE INDUSTRIES LIMITED, BANGALORE**.

I also declare that this internship work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by **Visvesvaraya Technological University, Belgaum**.

I have undergone the internship for a period of one and half month. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

A small, square image showing a handwritten signature in blue ink on a light-colored background. The signature appears to be 'Sudhakar N'.

Place: BANGALORE

Date:

SUDHAKAR N

(4AL18MBA78)

ACKNOWLEDGEMENT

I am happy to take this opportunity to thank all those who have supported me, directly and indirectly for the completion of the project.

My heartfelt gratitude to the Dean **DR. CLARET MENDONCA**, Department of Business Administration and Alva's Institute of Engineering and Technology, Moodbidri for providing me an opportunity to complete the study.

I am extremely grateful to the management of "**EXIDE INDUSTRIES LIMITED**", for giving me this opportunity to pursue my internship. This internship would not have been a successful one without the guidance of **Prof. Nagendra S, Sr.Assistant Professor**, Department of Business Administration, Alva's Institute of Engineering and Technology, Moodbidri. Her feedback and solutions have greatly helped me in this internship.

I express my gratitude to **Mr.Manjunath, finance department, EXIDE INDUSTRIES LIMITED**, for guiding and teaching me the core concepts at the organizational level and explaining in detail about the company. I am thankful for his feedback during my time at **EXIDE INDUSTRIES LIMITED**

Thank You,

TABLE OF CONTENTS

Chapter	CONTENTS	PAGE NO
1	Introduction	1 -5
2	Industry profile	6-22
3	Research design	23-46
4	Data Analysis and Interpretation	27-41
5	Findings, conclusions and Recommendations	45-47
	Bibliography	48
	Annexure	49

LIST OF TABLES

Sl no	Content	Pg. No.
1	Table showing current ratio	27
2	Table showing liquid ratio or cash ratio	28
3	Table showing acid test ratio or quick ratio	29
4	Table showing debt-equity ratio	30
5	Table showing proprietary ratio	31
6	Table showing fixed asset to net worth ratio	32
7	Table showing inventory or stock turnover ratio	33
8	Table showing debtors turnover ratio	34
9	Table showing average debt collection period ratio	35
10	Table showing total asset turnover ratio	36
11	Table showing gross profit ratio	37
12	Table showing net profit ratio	38
13	Table showing earnings per share ratio	39
14	Table showing return on total asset	40
15	Table showing operating profit ratio	41

Sl. no	Content	Pg. No
1	Graph showing the details about current ratio for 5years	27
2	Graph showing the details about cash ratio for 5years	28
3	Graph showing the details about quick ratio for 5years	29
4	Graph showing the details about debt-equity ratio analysis for 5years	30
5	Graph showing the details about proprietary ratio for 5years	31
6	Graph showing the details about fixed asset to net worth ratio for 5years	32
7	Graph showing the details about inventory turnover ratio for 5years	33
8	Graph showing the details about debtors turnover ratio for 5years	34
9	Graph showing the details about average collection period for 5years	35
10	Graph showing the details about total asset turnover ratio for 5years	36
11	Graph showing the details about gross profit ratio for 5years	37
12	Graph showing the details about net profit ratio for 5years	38
13	Graph showing the details about earning per share ratio for 5years	39
14	Graph showing the details about return on total asset ratio for 5years	40
15	Graph showing the details about operating profit ratio for 5years	41

EXECUTIVE SUMMARY

The project titled “**THE STUDY ON FINANCIAL STATEMENT ANALYSIS AT EXIDE INDUSTRY LIMITED AT BANGLORE**” is conducted at EXIDE industry Ltd. Financial statements (or financial reports) are formal records of the financial activities of a business, person, or other entity. Financial statements provide an overview of a business or person's financial condition in both short and long term. The study is made by adopting descriptive research method and both primary and secondary data is being made use. Primary data for the purpose of the study was obtained by interviewing the Exide industries ltd officials. Before using the data for the purpose of evaluating of capital structure, the document were carefully scanned and their reliability was judged. The secondary data was annual report company broucher and website. Exide is the largest company and market leader in battery products and it is at top of customer’s mind. The industry was a virtual monopolist till now but with emerging competition Exide will have to focus very hard on winning the hearts of customers and to attract them with new products and services.

PROJECT REPORT ON
“RECEIVABLE MANAGEMENT”
LEKSA LIGHTING TECHNOLOGIES PRIVATE LIMITED, MOODABIDRI

Submitted by
SUKSHITHA
USN: 4AL18MBA79

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM
In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION (MBA)

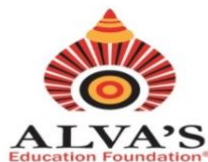
Under the guidance of

INTERNAL GUIDE

Dr. Nagendra. S
Senior-Assistant Professor
Department of MBA
AIET, Mijar

EXTERNAL GUIDE

Mr.Sharath Kumar
Asst. Account Manager
Leksa Lighting
Technologies Pvt Ltd



DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY
Shobhavana Campus, Mijar, Moodabidri Taluk D.K – 574225

June 2020



Leksa Lighting Technologies Pvt. Ltd.

INTERNSHIP COMPLETION LETTER

Date : 15.05.2020

We are glad to inform you that Ms. Sukshitha (USN:4AL18MBA79) From Alva's Institution of Engineering and Technology, Mijar has successfully completed her internship at Our company from 01.01.2020 to 15.02.2020.

During the internship she was working on the receivable management.

We found her extremely inquisitive and hard working. She was very much interested to learn the functions of our core division and also willing to put her best efforts and get in to the depth of the subject to understand it better.

Her association with us was very fruitful and we wish him all the best in his future endeavours.

Thanking you
For, Leksa Lighting Technologies Pvt. Ltd.,

Authorised Signatory

Reg. Office:
4th Floor, P-118, CIT Road, Scheme -VI – M, P.S
Phool Bagan, Kolkata, West Bengal – 700054, India
Web: www.leksalighting.com

Works:
Ashwathpura Road, Moodbidri, Mangaluru, Karnataka,
India – 574227, E-Mail: info@leksalighting.com
CIN No.: U31100WB2016PTC217745



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.

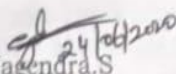
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

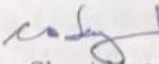
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

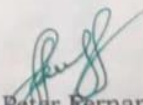
24 June 2020

CERTIFICATE

This is to certify that, SUKSHITHA bearing USN 4AL18MBA79 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A STUDY ON RECEIVABLES MANAGEMENT OF LEKSA LIGHTING TECHNOLOGIES AND PRIVATE LIMITED, MOODBIDRI" is prepared by her under the guidance of Dr.Nagendra S, Sr. Assistant Professor, PG 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
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD


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



Scanned with
CamScanner

DECLARATION

I, SUKSHITHA, hereby declare that the project report entitled "A STUDY ON RECEIVABLE MANAGEMENT" with reference to "LEKSA LIGHTING TECHNOLOGIES PRIVATE LIMITED, MOODBIDRI" prepared by me under the guidance of Prof. Dr. Nagendra.S faculty of M.B.A Department, Alva's Institute of Engineering and Technology and external assistance Mr. Sharath, Assistant Accounts Manager Leksa Lighting and Technologies Private Limited and I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Date: 03.07.2020

Place: Miraj


(SUKSHITHA)

ACKNOWLEDGEMENT

Acknowledgement is a valuable feelings expressed to valuable people. So I take this opportunity to acknowledge everyone who directly or indirectly helped me a lot to complete this project successfully.

My profound thanks to Dr. Peter Fernandes, Principal, MBA Department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and our beloved Head of the Department Prof. Claret Mendonca, Alva's Institute of Engineering and Technology, Mijar, Moodbidri for their support to undertake this project.

I would like to express my sincere and profound gratitude to my internal guide Prof. Dr.Nagendra .S, Alva's Institute of Engineering and Technology, Mijar, Moodbidri for his careful and valuable guidance, never ending patience and constant encouragement throughout the project.

At the outset, I am grateful to leksha lighting technologies pvt ltd, for giving me the opportunity to do internship with them. I express immense gratitude and thanks to Mr. Sharath Kumar, Asst. Accounts Manager, Leksa Lighting Technologies Private Limited, Moodbidri, who was my external guide in the training, for providing relevant information, his constant support, inspiration and encouragement during the period of my internship.

Finally, I thank the entire MBA faculty, my parents and all my friends for helping and encouraging me during the period of my project.

Date: 03/07/2020

Place: MIJAR

TABLE OF CONTENTS

Chapter No	TITLE	Page No
	Executive Summary	
1.	Introduction	1-2
	1.1 Industry Profile	3-4
	1.2 Company Profile	5
	1.3 Promoters, Vision, Mission & Quality Policy	6-7
	1.4 Product/ Service profile	7-12
	1.5 Areas of Operation	13
	1.6 Infrastructure facilities	13
	1.7 Competitors Information	13-14
	1.8 SWOT Analysis	14-15
	1.9 Future Growth and Prospects	15
	1.10 Financial Statement	15-17
2.	Conceptual Background And Literature Review	18
	2.1 Theoretical background of the study	19
	2.2 Literature Review with Research Gap	19-23
3.	Research Design	24
	3.1 Statement of the Problem	25

	3.2 Need for the Study	25
	3.3 Objectives	25-26
	3.4 Scope of the Study	26
	3.5 Research Methodology	26-27
	3.6 Limitations	27
	3.7 Chapter Scheme	28
4.	Analysis and Interpretation	29-39
5.	Findings, Conclusion and Suggestions	40-44
	Bibliography	45-47
	Annexure	48-49

LIST OF TABLES

Table No.	Particulars	Page No.
1.1	Table showing Balance Sheet	16
1.2	Table showing statement of profit and loss account	17
4.1	Table showing Current Ratio	29
4.2	Table showing Liquidity Ratio	30
4.3	Table showing Debt Equity Ratio	31
4.4	Table showing Proprietary Ratio	33
4.5	Table showing Debtors Turnover Ratio	34
4.6	Table showing Account Receivable Collection Period	35
4.7	Table showing Debtors to Gross Profit	36
4.8	Table showing Debtors to Total Assets Ratio	37
4.9	Table showing Debtors to PBT Ratio	38
4.10	Table showing Debtors to Current Assets Ratio	39

LIST OF GRAPHS

Graph No.	Particulars	Page No.
4.1	Graph showing Current Ratio	30
4.2	Graph showing Liquidity Ratio	31
4.3	Graph showing Debt Equity Ratio	32
4.4	Graph showing Proprietary Ratio	33
4.5	Graph showing Debtors Turnover Ratio	34
4.6	Graph showing Account Receivable Collection Period	35
4.7	Graph showing Debtors to Gross Profit	36
4.8	Graph showing Debtors to Total Assets Ratio	37
4.9	Graph showing Debtors to PBT Ratio	38
4.9	Graph showing Debtors to Current Assets Ratio	39

EXECUTIVE SUMMARY

As a part of curriculum course of Master of Business Administration Alva's Institute of Engineering and Technology, I had required to undertaken a research project in fourth semester. It enables me to know the realities of the business and application of theoretical knowledge in practical. A secondary research study was undertaken to understand the company and product segment.

The Leksa lighting technologies Private Limited incorporated in 23rd September 2018 and company comes with a clear vision to bring new lighting technologies to the society. This includes Stage lighting, Stadium Lighting, Film and studio Lighting, Architectural lighting, DJ lighting, LED Display etc., since company focused on developing innovative products that will help to satisfy the customers.

Sincere efforts have been done to analyze the receivables management, to achieve the objectives of the study and find out the present position of the lekxa lighting technologies and pvt ltd compared last 2 years. Efforts have been done, to suggest the management some of the facts which the outcome of the findings.

A firm grants trade credit to protect its sales from the competitors and to attract the potential customer. The main three parts of the credit policy are credit standards, credit terms and credit collection policy and procedures.

The two financial statements used in the study are profit and loss account and balance sheet. The data for the last five years are compared to draw meaningful conclusion. Some ratios are used to analyze the company's receivable position. By these ratios one can have picture about the firm's position. The data required for the study was collected through annual reports, company website.

PROJECT REPORT ON
A STUDY ON WORKING CAPITAL OF MANAGEMENT
WITH REFERENCE TO M N CHEMICAL PVT LTD KUMTA

Submitted by

SUPRIYA ANNAYYA NAIK

USN:4AL18MBA81

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

Senior Assistant Professor
Department of MBA

EXTERNAL GUIDE

Mr. Nityanand Nayak

Manager
M N Chemical Pvt
LtdA.I.E.T Mijar



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI

Batch 2018-2020



M N CHEMICALS LIMITED

Manufacturers of Bulk Drugs & Fine Chemicals

An ISO 9001 : 2015 & GMP Certified



Ref. no.: MNCL/19/PS/2019-20

CERTIFICATE

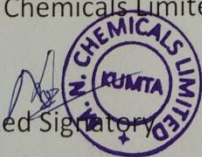
This is to certify that Miss **SUPRIYA ANNAYYA NAIK** Reg. No. **4AL18MBA81 MBA IIIrd** semester student of **Alva's Institute of Engineering and Technology Mijar, Moodabidri** has undergone six weeks in-plant training in our factory from 01.01.2020 to 15.02.2020. She has prepared project report named **"Study of Working Capital Management"** 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 : 15.02.2020



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.

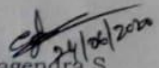
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

24 June 2020


CERTIFICATE

This is to certify that, Ms. SUPRIYA ANNAYYA NAIK bearing USN 4AL18MBA81 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A STUDY ON WORKING CAPITAL MANAGEMENT WITH REFERENCE TO M N CHEMICAL PVT LTD., KUMTA", is prepared by her under the guidance of Dr.Nagendra S, Sr. Assistant Professor, PG 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
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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


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



Scanned with
CamScanner

DECLARATION

I, **SUPRIYA ANNAYYA NAIK** Reg. No.(4AL18MBA81), I hereby declare that the project report on “Study on **WORKING CAPITAL MANAGEMENT WITH SPECIAL REFERENCE TO M N CHEMICAL LTD, KUMATA**”. Is Prepared by me under the guidance of Dr. Nagendra, faculty of MBA Department, at Alva’s Institute of Engineering and Technology, Mijar, Moodbidri. I also declared that this summer project work is toward partial fulfillment of the university regulation for the of **MASTER OF BUSINESS ADMINISTRATION**.

I have undergone summer project is an organization for a period of one and half month. I further declare that; these reports are based on the original study undertaken by me and has not been submitted for award of any degree from any other university/ Institution.

Place: Mijar

Date: 29/06/2020.



Signature of the student

ACKNOWLEDGEMENT

At the outset, I would like to take this opportunity to acknowledge the support and cooperation of all those who enabled successful completion of this major concurrent project.

I would like to extend my sincere gratitude to *Mr. Naveen Patil and Mr. Nityanand Nayak QA Manager, Kumta (U.K)* and their them under whose guidance I undertook this project and completely successfully.

I have immense pleasure in expressing my deepest gratitude to our honorable *Manager Nityanand Nayak* for this guidance, which goes a long way to set my future career.

I extend my thanks to *Dr. Nagendra S* and other faculty members of our institute for extending valuable advice and support during the project period.

And also, I would like to thank *Dr. Nagendra Senior Assistant Professor* and internal guide for giving direction and valuable suggestion while doing this project work.

Last but not the least there were so many who shared valuable information that helped in successful completion of this project all of whom me also wish to thank.

SUPRIYA NAIK

TABLE OF CONTENT

Chapter 1: Introduction	1-16
Chapter 2: Conceptual Background and Literature review	17-30
Chapter 3: Research Design	31-36
Chapter 4: Data Analysis and Interpretations	37-56
Chapter 5: Findings, Suggestions and Conclusions	56-58
Bibliography	59-61
Annexure	62-70

LIST OF TABLES:

TABLE.NO	TITLE	PAGE NO
Table-4.1	Changes in working capital for the year 2014-2015	37
Table-4.2	Changes in working capital for the year 2015-2016	38
Table-4.3	Changes in working capital for the year 2016-2017	39
Table-4.4	Net working capital	40
Table-4.5	Gross working capital	41
Table-4.6	Current Ratio	42
Table-4.7	Quick Ratio	43
Table-4.8	Working capital turnover ratio	44
Table-4.9	Inventory turnover ratio	45
Table-4.10	Debtors turnover ratio	47
Table-4.11	Creditors turnover ratio	48

Table-4.12	Average collection period	49
Table-4.13	Absolute liquid ratio	50
Table-4.14	Net profit Ratio	51
Table-4.15	Operating Cycle	52
Table-4.16	Cash Conversion Cycle	53
Table-4.17	Net asset turnover Ratio	54
Table-4.18	Current asset turnover Ratio	55
Table-4.19	Balance sheet for the year 2014-15, 2015-16, 2016-17, 2017-18	14-15
Table-4.20	Profit and loss account for the year 2014-15, 2015-16, 2016-17, 2017-18	16-17

LIST OF CHARTS:

CHART.NO	TITLE	PAGE NO.
Chart-4.1	Net working capital	40
Chart-4.2	Gross working capital	41
Chart-4.3	Current Ratio	42
Chart-4.4	Quick Ratio	44
Chart-4.5	Working capital turnover Ratio	45
Chart-4.6	Inventory turnover Ratio	46
Chart-4.7	Debtors turnover Ratio	47
Chart-4.8	Creditors turnover Ratio	48
Chart-4.9	Average collection Period	49

Chart-4.10	Absolute Liquid asset	50
Chart-4.11	Net profit Ratio	51
Chart-4.12	Operating Cycle	52
Chart-4.13	Cash conversion cycle	54
Chart-4.14	Net asset turnover Ratio	55
Chart-4.15	Current asset turnover Ratio	56

EXECUTIVE SUMMARY

M N Chemicals Pvt Ltd. Incorporate on 1995 and with an objective 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 4th fluid, electrolyte, dialyses, enzymes and pharmaceutical establishment, food beverages and laboratory chemical industries across the company.

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 thought the annual reports of the company and personal interview with the concerned personal 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 CONSUMER BUYING BEHAVIOUR TOWARDS MALENADU
COFFEE”**

By

SUSHMITHA D

USN: 4AL18MBA82



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

INTERNAL GUIDE

Mr.GURUPRASAD PAI

ASSISTANT PROFESSOR

ALVAS INSTITUTE OF

ENGINEERING AND TECHNOLOGY

MIJAR

EXTERNAL GUIDE

Mr.SHIVA SHANKAR

HR MANAGER

MALENADU PLANTERS

COFFEE CURING WORK

CHIKKAMAGALURU



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

JUNE 2020



MALENADU PLANTERS COFFEE CURING WORKS PRIVATE LIMITED

Market Road, Chikkamagaluru - 577 101, Karnataka

Phone : 08262-236456, 230161

TO WHOM SO EVER IT MAY CONCERN

It is certified that Ms. Sushmitha D, student of fourth semester of MBA from "Alva's Institute of Engineering and Technology", has done her project on "**Analysis of consumer buying behaviour towards Malenadu Coffee**" from M/s Malenadu Planters Coffee Curing Works Private Limited for the period from 01.01.2020 to 15.02.2020.

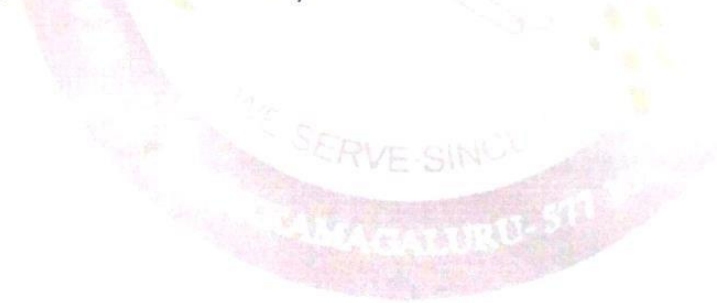
We appreciate her sincere efforts during her project and we found her conduct to be good .

We wish her all the best for her future endeavours

For Malenadu Planters Coffee
Curing Works (P)

Manager
Manager

PH: 9908334134





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

24 June 2020

CERTIFICATE

This is to certify that SUSHMITHA D bearing USN4AL18MBA82 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "Analysis of Consumer Buying Behaviour towards Malenadu coffee" is prepared by her under the guidance of Mr. Guruprasad Pai B, Assistant Professor, PG 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.

Mr. Guruprasad Pai B
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

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

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

DECLARATION

I, SUSHMITHA D hereby declare that the project report entitled “**Analysis of Consumer Buying Behaviour towards Malenadu coffee**” prepared by me under the guidance of

Prof. Guruprasad Pai, professor of M.B.A Department, Alva’s Institute of Engineering and Technology and external assistance by **Shiv Shankar**, Human Resource Manager, Malenadu planters coffee curing works private limited, chikkamagaluru. I also declare that this project work is towards the partial fulfilment of the university. Regulations for the award of degree master of business Administration by Visvesvaraya Technology University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other university/ institution.

Place: Mijar

Date:



Signature of the Student

SUSHMITHA D

ACKNOWLEDGEMENT

I, SUSHMITHA D 4th semester student of MBA course Alva's Institute of Engineering and Technology Mijar, Mangalore wish to express my gratitude of all concerned people who helped me to successfully complete this reports as a part of fulfilment of master of Business Administration.

I take this opportunity to thank to **Prof. Peter Fernandes** principal of Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

It's a good opportunity to thank **Dr. Claret Mendonca**, Dean MBA, for the invariable support, encouragement and continues guidelines.

I express my deep sense of gratitude to my project guide **Prof. Guruprasad Pai**, Assistant Professor, Department of Business Administration, Alva's Institute of Engineering and Technology Mijar, Moodbidri, for cooperation and guidance.

I am very thankful to **SHIVA SHANKAR**, HR Manager, for giving me an opportunity to undergo internship and conduct my project work at Malenadu planters coffee curing, chikkamagaluru.

Finally, I would like to express my sincere gratitude to my parents for their continued encouragement and support.

TABEL OF CONTENTS

Sl. No	Contents	Page no
01	INTRODUCTION:	2-3
	PART A – INDUSTERY PROFILE	3-4
	PART B – ORGANIZATION PROFILE	4-6
02	CONCEPTUAL BACKGROUNG AND LITERATUTR REVIEW	7-12
03	RESEARCH DESIGN	13-17
04	ANALYSIS AND INTERPRETATION	18-36
05	FINDINGS, CONCLUSION AND SUGGESTION	37-40
	BIBLOGRAPHY	41
	ANNEXTURE	42-44

List of tables

Table No.	Particulars	Page No.
4.1	Age wise classification	19
4.2	Sample respondents on the basis of their qualification	20
4.3	occupation of respondents	21
4.4	Respondents on the basis of Gender	22
4.5	Respondents on the basis of their status	23
4.6	Income level of respondents	24
4.7	Respondents on the basis of consumption of coffee	25
4.8	Respondents based on how often they consume coffee	26
4.9	Respondents on the basis of brand chosen by them	27
4.10	Respondents on the basis of awareness	28
4.11	Respondents on the basis of source from which they come to know.	29
4.12	Respondents on the basis of the media from which they saw the advertisement.	30
4.13	Respondents on the basis of their opinion	31
4.14	Respondents on the basis of availability.	32
4.15	Loyalty wise classification	33

4.16	Respondents on the basis of attributes consider to purchase	34
4.17	Respondents on the basis of their opinion about Malenadu coffee	35
4.18	Respondents on the basis of price opinion about Malenadu coffee	36

List of graphs

Table No.	Particulars	Page No.
4.1	Respondents on the basis of age	19
4.2	Respondents on the basis of their qualification	20
4.3	graph shows occupation of respondents	21
4.4	graph shows sample of respondents on the basis of sex	22
4.5	graph shows sample of respondents on the basis of their status	23
4.6	Income level of respondents	24
4.7	Respondents on the basis of consumption of coffee	25
4.8	Respondents based on how often they consume coffee	26
4.9	Respondents on the basis of brand chosen by them	27
4.10	Respondents on the basis of awareness about Malenadu coffee	28
4.11	Respondents on the basis of source from which they come to know about Malenadu coffee	29
4.12	Respondents on the basis of the media from which they saw the advertisement of Malenadu coffee	30
4.13	Respondents on the basis of their opinion about Malenadu coffee	31
4.14	Respondents on the basis of availability of Malenadu coffee	32
4.15	Loyalty wise classification	33

4.16	Respondents on the basis of attributes consider to purchase Malenadu coffee	34
4.17	Respondents on the basis of their opinion.	35
4.18	Respondents on the basis of price opinion.	36

Executive summary

Executive summary explain about the systematic study done on particular topic in the organisation. It envisages brief detail about a study on “Analysis of consumer buying behaviour towards Malenadu Planters Coffee curing works Private Limited”. This consumption is helps to have a quick insight into the study covering all the topics under the study.

The need for the study arose because in the past few years a few new entrances were found in the city which gave good competition to each other. With such competition it becomes necessary for any company to maintain consumer delight and ensure that good standards are maintained in vis-à-vis competition.

For this purpose coffee consumers in the chickmagalur city are interviewed. This study is directed towards addressing consumer complaints by finding out their opinion and getting their suggestion.

The main finding of the study were that the quality and the taste were the most important factors influencing in selecting Malenadu Planters coffee. Majority of the people consider that the product is available for a reasonable price even though some says that it is costly. Consumers are totally satisfied with the present quality of Malenadu Coffee. The product has good brand image and Malenadu Coffee is not only sold in Chickmagalur but also through Karnataka and in many places in the adjoining state like Maharashtra and Andhra Pradesh. It is also sold in big cities like Pune, Mumbai and Delhi. The firm has a good number of loyal customers.

However it has to consider that the project is built on the basis of the information given by the entrepreneurs and the opinion of the randomly selected consumers.

The number of non-users of Malenadu Coffee is more because Chikkamagaluru is a coffee town. Many of the people prepare coffee power home themselves in required quantities whenever it required. They usually do not purchase any other coffee.

**“A STUDY ON BRAND AWARENESS STRATEGIES OF BAJAJ
FINSERV’S EMI CARD”**

BY

SUSHMITHA M

USN: 4AL18MBA84



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

INTERNAL GUIDE

Mr.GURUPRASAD PAI B

ASSISTANT PROFESSOR

AIET, MIJAR

EXTENAL GUIDE

Mr.SATHISH M

MANAGING DIRECTOR

BAJAJ FINSERV LTD.

MYSORE



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA’S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANACAMPUS, MIJAR, MOOBBIDRI,

JUNE 2020





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

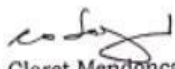
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 2020


CERTIFICATE

This is to certify that SUSHMITHA M bearing USN 4AL18MBA84 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A Study On Brand Awareness Strategies Of Bajaj Finserv's Emi Card." is prepared by her under the guidance of Mr. Guruprasad Pai B, Assistant Professor, PG 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.


Mr. Guruprasad Pai B
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

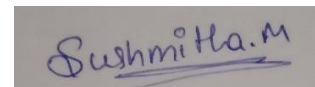
DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


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

DECLARATION

I SUSHMITHA.M hereby declare that the project report entitled “A Study on Brand awareness Strategies of Bajaj Finserv’s EMI card” with reference to “BAJAJ FINSERV MYSORE” prepared by me under the guidance of PROF. GURUPRASAD PAI B faculty of M.B.A department, Alva’s Institute Of Engineering And Technology and External Assistance by MR SATHISH M, Managing Director Bajaj Fiserv. I also declare that this project work is towards the partial fulfilment of the university.

Regulations for the award of Degree of Master Of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

A rectangular box containing a handwritten signature in blue ink that reads "Sushmitha.M".

PLACE: MIJAR

SIGNATURE

DATE : 09-06-2020

ACKNOWLEDGEMENT

I SUSHMITHA M II YEAR student of MBA course in, Alva's Institute Of Engineering And Technology, Moodbidri, wish to express my deep sense of gratitude to all concerned people who have helped me, to successfully complete this report.

I'm very thankful to Visvesvaraya Technological University for giving opportunity to undertake this project study as a part of the fulfilment of master of business administration.

I express my deep gratitude to my internal guide Prof. GURUPRASAD PAI B, Alva's institute of engineering and technology, Mijar, Moodbidri, for her valuable guidance, supervision and encouragement, which I received from her throughout my report.

I express my deep gratitude to my external guide Mr. SATHISH M Managing Director of Bajaj Finserv for guiding me for extending full support at all stages of this project report.

I am also thankful to the faculty members, teaching and non-teaching staff of the department of MBA, Alva's Institute Of Engineering And Technology Mijar, Moodbidri, for their cooperation extended to me during my internship report.

TABLE OF CONTENT

Chapters	Content	Page No.
Chapter 1	Introduction	1
1.1	Industry Profile	1-2
1.2	Company Profile	3
1.3	Promoters	3
1.4	Vision and Mission	4
1.5	Products/services Profile	5
1.6	Infrastructure Facilities	5
1.7	Competitor's Information	6
1.8	SWOT Analysis	6
Chapter 2	Conceptual background and Literature Review	7
2.1	Theoretical background of the study	8
2.2	Literature Review	8-14
Chapter 3	Research Design	15
3.1	Statement of the problem	16
3.2	Need for the study	16
3.3	Objectives	16
3.4	Scope of the study	16
3.5	Research Methodology	16
3.6	Chapter schemes	17
3.7	Limitation of the study	18
Chapter 4	ANALYSIS AND INTERPRETATION	20
	4.1 TO 4.26 : Data Analysis	20-54
Chapter 5	Finding, conclusion and suggestion	55
5.1	Finding	56-57
5.2	Suggestion	58
5.3	Conclusion	58
	Bibliography	59
	Questionnaire	61-64

LIST OF TABLES AND CHARTS

Graph	Titles	Page No
4.1	Graph showing EMI card users in last one year	21
4.2	Graph showing products purchased using EMI card	22
4.3	Graph showing awareness among the categories	32
4.4	Graph showing receiving any communication about the offers either through SMS or Email.	33
4.5	Graph showing best way to reach Bajaj EMI card holders	34
4.6	Graph showing types of cards most used	35
4.7	Graph showing brand recalling and order of recalling	36
4.8	Graph showing possibility of credit purchase	37
4.9	Graph showing loyalty for the Bajaj EMI card	38
4.10	Graph showing continuity of the Bajaj EMI card usage	39
4.11	Graph showing factors helpful to build a positive brand image	40
4.12	Graph showing strategy of promoting the products	41
4.13	Graph showing using EMI card depending on the convenience	42
4.14	Graph showing true statement regarding EMI card	43
4.15	Graph showing competitors	44
4.16	Graph showing popularity	45
4.17	Graph showing Familiarity of EMI card	46
4.18	Graph showing EMI card is one of the top 10 credit options in India	47
4.19	card is first option when heard about Credit option EMI	48
4.20	Graph showing Preference to get EMI card	49
4.21	Graph showing Demand of EMI card among the retailers	50
4.22	Graph showing Capability of EMI card	51
4.23	Graph showing Collaboration of EMI card	52
4.24	Graph showing Creation of positive brand image through advertisement	53
4.25	Graph showing Increasing Brand awareness through high profile facilities	54
4.26	Graph showing Bajaj EMI card recommendation to others	55

EXECUTIVE SUMMARY

The project title “**A study on brand awareness strategies of Bajaj finserv’s EMI card**” in Bajaj finserv limited is the holding company for the various financial services business under the bajaj group. Bajaj finance ltd is a non-banking finance company engaged in consumer finance, SME finance, commercial lending and wealth management.

This study focuses on brand awareness strategies how the company should have to maintain awareness strategies with their customers

.

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

A STRUCTURAL MODEL OF VENDOR SATISFACTION AND TRUST INVOLVED WITH TITAN

Submitted By

SUSHMITHA L

USN: 4AL18MBA83

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. Nagendra S

Associate professor

Dept. of PG studies in business
administration

AIET, Mijar

EXTERNAL GUIDE

Arjun C R

Divisional Manager

Titan Company Limited
Bangalore



DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

JULY-2020/21



06-March-20

CERTIFICATE

This is to certify that Sushmithal L from Alvas Institute of Engineering and Technology, has done her Internship in our Finance at Corporate Office, Bengaluru under the guidance of Arjun CR from 27-Jan-2020 to 06-March-2020

She was sincere, hardworking, and showed keen interest in her work during the course of her Internship Project.

We wish her well in future endeavors.

For TITAN COMPANY LIMITED

SOUROJIT GHOSE
MANAGER- HUMAN RESOURCES

Titan Company Limited

'INTEGRITY' No.193, Veerasandra, Electronics City P.O Off Hosur Main Road, Bengaluru - 560 100 India, Tel : 91 80 - 67047000, Fax : 91 80 - 67046262
Registered Office No.3, SIPCOT Industrial Complex Hosur 635 126 TN India, Tel 91 4344 664 199, Fax 91 4344 276037, CIN: L74999TZ1984PLC001456
www.titancompany.in

A **TATA** Enterprise



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.

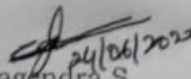
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

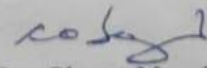
Email : principalalet08@gmail.com, Web:www.alet.org.in

24 June 2020

CERTIFICATE

This is to certify that Sushmitha L bearing USN 4AL18MBA83, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A study on Structural Model of Vendor Satisfaction and Trust Involved with Titan" is prepared by her under the guidance of Dr. Nagendra S, Sr. Assistant Professor, PG 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
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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


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



Scanned with
CamScanner

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project work. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I would like to express my sincere thanks to Principal Dr. Peter Fernandez, AITE, Moodbidri. And I express my deep sense of gratitude to my internal guide Dr. Nagendra S, Assistant professor, department of MBA, for constant support and encouragement to carry out my internship project successful without much difficulty. I would like to convey my sincere thanks for giving me proper directions and suggestions and make use of this opportunity to express my heartfelt gratitude to Mr. Arjun C R, Divisional Manager, Titan Company Limited for providing all the facilities for making my internship a successful one. I express my heartfelt thanks and for their constant encouragement and support during the entire project work

I will extend my regards to Titan Company Limited and to all the employees who gave me great support to carry out this report.

It would be a failure in my part not to mention my parents, family and friends whose undying support and encouragement kept me going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this internship.

DECLARATION

I **SUSHMITHA L** bearing USN 4AL18MBA83 hereby declare that the project report entitled” A STRUCTURAL MODEL OF VENDOR SATISFACTION AND TRUST INVOLVED

WITH TITAN” has been prepared by me under the guidance of Dr. Nagendra S, Associate Professor Faculty of MBA Department, Alvas Institute of Engineering and Technology and external assistance by Mr. Arjun C R.

I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of business administration by VTU Belgaum, Karnataka I have undergone the internship for a period of 6 weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree from any other University/Institution.

Place: Mijar

Date: 06/07/2020

SUSHMITHA L
(4AL18MBA83)

Table of Contents

EXECUTIVE SUMMERY	
CHAPTER 1: INTRODUCTION	1
CHAPTER-2: CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	15
CHAPTER-3: RESEARCH DESIGN.....	25
CHAPTER-4: ANALYSIS AND INTERPRETATION.....	28
CHAPTER-5: FINDINGS, CONCLUSION AND SUGGESTIONS	43
BIBLIOGRAPHY.....	46

EXECUTIVE SUMMERY

The main objective of this research is to gain the knowledge of the production or manufacturing process of the “TITAN COMPANY LIMITED” which is set up at Electronic City, Bangalore, Karnataka.

The information collected for this study is from primary as well as secondary sources, where I personally discussed with the Finance manager and HR manger about the process and gain information from various E-sites. The Journey of Titan Company limited (Titan) began in 1984 with small but confident steps as a joint venture between the TATA Group and Tamil Nadu Industrial Development Corporation. Starting to develop Titan watches for everyone, now it is the fifth largest integrated watch manufacturer in the world, which is only the beginning of a success story. After the success of watch business they make a plan to do some other business in it like jewelry, perfume, sarees and other accessories. They also got successes in those other business which they started. Titan will make its own design in all the business. Titan is widely known for transforming the watch and jewelers industry in India and for shaping India's retail market by pioneering experiential retail.

**“A STUDY ON BRAND PREFERENCE OF CONSUMERS WITH
REFERENCE TO POWERPOINT BAG INDUSTRIES”**

Submitted By

SWAROOP RENJALA

USN: 4AL18MBA85

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Guruprasad Pai. B

Assistant Professor

Department of MBA

AIET MIJAR

EXTERNAL GUIDE

Mr Vincent D'Souza

Marketing Executive

Power Point Bag Industries

Jodukatte, Karkala Taluk



POST GRADUATION DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri Taluk D.K-574227

July 2020



POWER POINTTM BAG INDUSTRIES

Date: 26/06/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Swaroop Renjala, (USN 4AL18MBA85) a MBA Programme course student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, Moodbidri-574225 has successfully completed the internship project at our organization from 1-1-2020 to 15-2-2020 as a part of his curriculum requirement.

His performance and conduct during the project were good.

We wish him all the success in his future endeavors.

For Power Point Bag Industry


Partner

Mahaveer Hegde
(Managing Director)

SHOWROOM & FACTORY : Behind Lord Gommateshwara Hill, N.H.-169, Karkala - 574 104, Udupi Dist., KARNATAKA. G.S.T. : 29AATFP2804J1ZR, Ph. : 08258-298 788 : 8497 041 888 ☎ 8497 830 999
Web. : www.powerpointbagindustries.in e-mail : powerpointbagindustry@gmail.com



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

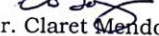
A Unit of Alva's Education Foundation (R)
(Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka)
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email : principalalet08@gmail.com, Web:www.alet.org.in

24 June 2020


CERTIFICATE

This is to certify that **SWAROOP RENJALA** bearing USN **4AL18MBA85**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON BRAND PREFERENCES OF CONSUMERS WITH REFERENCE TO POWER POINT BAG INDUSTRIES**" is prepared by him under the guidance of **Mr. GURUPRASAD PAI B**, Assistant Professor, PG 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.


Mr. Guruprasad pai B
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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

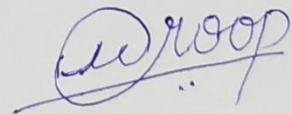

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I, SWAROOP RENJALA, hereby declare that the project report entitled "A STUDY ON BRAND PREFERENCES OF CUSTOMERS WITH REFERENCE TO POWERPOINT BAG INDUSTRIES" prepared by me under the supervision and guidance of Prof. Guruprasad Pai B, faculty of M.B.A department, Alva's Institute of Engineering and Technology, Mijar, and external assistance Mr. Vincent D'Souza, the Marketing Executive of Power Point Bag Industries and I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any Degree/ Diploma from any other university/institution.

Date: 1.7.2020

Place: Mijar.



(SWAROOP RENJALA)

ACKNOWLEDGEMENT

It is my great pleasure to extend my thanks and gratitude to those who have been instrumental in the completion of this project report.

I thank Prof. Peter Fernandes, Principal, MBA Department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and our beloved head of the department Prof. Claret Mendonca, Alva's Institute of Engineering and Technology, Mijar, Moodbidri for their support to undertake this project.

I sincerely express deep sense of gratitude to my internal guide Prof. Guruprasad pai B Alva's Institute of Engineering and Technology, Mijar, Moodbidri for his careful and valuable guidance, never ending patience and constant encouragement throughout the project.

I am also thankful to Mr Mahaveer Heggade, the owner of Power Point Bag Industries, Mr Vincent D'Souza, the Marketing Executive of Power Point Bag Industries for providing me the opportunity to undertake this project, without which this project would not have been possible.

Lastly I would like to thank my family and friends for extending their support in completing the report.

(Swaroop Renjala)

4AL18MBA85

TABLE OF CONTENTS

Chapter No	Name	Page No
1	Introduction	2-29
2	Conceptual Background And Literature Review	25-34
3	Research Design	36-39
4	Analysis & Interpretation	41-53
5	Findings, suggestions and conclusion	55-57
	Bibliography	58-59

List of Tables

Table No	Content	Page No
1.1	Showing Balance sheet of the company	19-20
1.2	Showing Current Ratio	21
1.3	Showing Quick Ratio	22
1.4	Showing Asset Turnover Ratio	23
4.1	Showing Gender Wise Data	41
4.2	Showing Qualifications of respondents	42
4.3	Showing Age wise Data	43
4.4	Showing Types of Branded bags used	44
4.5	Showing usage of branded bags.	45
4.6	Showing Help of media to know about the brand	46
4.7	Showing Awareness about PowerPoint bags.	47
4.8	Showing purchase decisions	48
4.9	Showing Type of purchasing	49
4.10	Showing Average price ready to spend	50
4.11	Showing Buying Behaviour	51
4.12	Showing Alternative brands.	52
4.13	Showing purchase decisions	53

List of Graphs

Graph No	Content	Page No
1.1	Showing Current Ratio	21
1.2	Showing Quick Ratio	22
1.3	Showing Asset Turnover Ratio	23
4.1	Showing Gender Wise Data	41
4.2	Showing Qualifications of respondents	42
4.3	Showing Age wise Data	43
4.4	Showing Types of Branded bags used	44
4.5	Showing usage of branded bags.	45
4.6	Showing Help of media to know about the brand	46
4.7	Showing Awareness about PowerPoint bags.	47
4.8	Showing purchase decisions	48
4.9	Showing Type of purchasing	49
4.10	Showing Average price ready to spend	50
4.11	Showing Buying Behaviour	51
4.12	Showing Alternative brands	52
4.13	Showing purchase decision	53

Executive summary

The topic deal with “A STUDY ON BRAND PREFERENCE OF CUSTOMERS WITH REFERENCE TO POER POINT BAG INDUSTRIES”. Consumer attitude is said to be an applied discipline as some decisions are significantly affected by the behaviour or expected action. Understanding the customers attitude can help a business understand their customers better and perhaps even change their attitudes. Attitude loads any person’s decision of activity, and reactions to challenges. A person with an inspirational mentality is bound to purchase an item and this result in the chance of loving or despising an item.

The information collected for this study is from primary and secondary sources, where I personally discussed with the marketing executive about the process and gained information from various E-sites. The aim of the study is to analyse the customers attitude and perception towards the power point bag industries, Karkala. Based on the 100 sample analysis and interpretation has been carried out. Study tried to reveal that how customers attitude on bags and their brand preferences with related to bag. Study revealed customers attitude, perception, satisfaction influence them to opt for particular brand.

In this study, there was a good exposure for learning day to day activity of the organisation and it provides theoretical background and the analysison the customer attitude.

PROJECT REPORT ON
ANALYSIS OF CUSTOMER SATISFACTION TOWARDS
PRODUCTS OF MAHARAJA SOAPS INDUSTRY PVT. LTD

Submitted by

VIDYA T

USN:4AL18MBA86

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. GURUPRASAD PAI

Dep of MBA

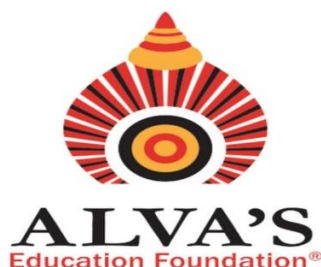
AIET, Mijar

EXTERNAL GUIDE

Mr. SHEKAR

H R MANAGER

MSIPL Davanagere



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOOBBIDRI, MANGALORE TALUK, D.K – 574225

Batch 2018-2020

CERTIFICATE OF COMPANY



MAHARAJ SOAPS INDUSTRY (P) LTD.,

#768/500, Lokikere Main Road, Near KIADB Industrial Area, Davanagere -577005

Trade Name: **SHASHI** & **SAYALI**. Fax No: 08192 262896. Office No: 08192 262826

Web: www.msipgroup.com. GST No: 29AAGCM2311R1Z3. E-mail: msipl99@outlook.com

Mfr: **SHASHI** & **SAYALI** Detergent cakes, Washing Powder, Scouring Powder, Dish wash Bar, Salt & Liquid Detergents.



REF: 115/2019-20

Date: 23/03/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Vidya T (USN: 4AL18MBA86)** Pursuing **MBA.**, from “**Alva’s College**” Moodubidire has successfully completed her project report with special reference to “**Maharaj Soaps Industry Pvt Ltd., Davanagere** for a period from 06 weeks under the guidance of **Ms. Lakshmi Jois HR(HR Executive)**

During this tenure we found her to be very keen in learning. Her conduct during this period was satisfactory.

For Maharaj Soaps Industry Pvt., Ltd.

Lakshmi Jois
23/3/2020
Authorised Signatory





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

24 June 2020

CERTIFICATE

This is to certify that VIDYA T bearing USN 4AL18MBA86 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "ANALYSIS OF CUSTOMER SATISFACTION TOWARDS PRODUCTS OF MAHARAJA SOAPS INDUSTRY PVT. LTD." is prepared by her under the guidance of Mr. Guruprasad Pai B, Assistant Professor, PG 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.

Mr. Guruprasad Pai B
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

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

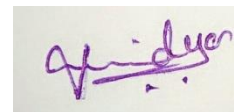
Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I, **VIDYA T** Reg. No. (4AL18MBA86), I hereby declare that the project report on “**ANALYSIS OF CUSTOMER SATISFACTION TOWARDS PRODUCTS OF MAHARAJA SOAPS INDUSTRY PVT. LTD.**” Is Prepared by me under the guidance of **Prof. GURUPRASAD PAI**, faculty of MBA Department, at Alva's Institute of Engineering And Technology Mijar, Moodbidri, and External assistance by **Mr Shekar MS Maharaja Soaps industries private limited Davangere city.**

I also declared that this internship work is toward the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Six weeks. I further declared that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.



Date: 24 June 2020

Place: Mangalore

VIDYA T

MBA

ACKNOWLEDGEMENT

Completion of a task by shaping and achieving the objective is often a result of valuable contribution from number of individuals, directly or indirectly.

I wish to express my heartfelt gratitude to a number of people who have been associated with me through out this project. At the outset I would like to acknowledge my gratitude to **DR. CLARET MENDONCA**, HOD of Department of Business Administration.

I am deeply indebted to my faculty and research guide prof **Guruprasadpai**, Assistant Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to Mr **Shekar MS** Maharaja soaps industries Pvt Ltd, Davangere and staffs for granting permission and providing requisite information regarding the project.

VIDYA T

TABLE OF CONTENT

CHAPTER NO	TITLE	PAGE NO
1	Introduction	1-15
2	Conceptual background and literature review	16-20
3	Research Design	21-23
4	Data Analysis and Interpretation	24-34
5	Findings, Suggestions and Conclusions	35-36
	Bibliography	37-39
	Annexure	40-43

LIST OF TABLES

TABLE NO	TITLE	PAGE NO
Table-4.1	Table Showing the Gender of Respondents	24
Table-4.2	Table Showing Income of Respondents	25
Table-4.3	Table Showing Education of The Respondents	26
Table-4.4	Table Showing Unique inShashi Soap Products to Other Brands	27
Table-4.5	Table Showing Which Factor Influences You to Buy Shashi Soap Products	28
Table-4.6	Table Showing Which Media You Come to Know About Shashi Soap Products	29
Table-4.7	Table Showing Suitable Media to Creating Awareness	30
Table-4.8	Table Showing Which Promotional Tool Is Suitable forShashi Soap Products	31
Table-4.9	Table Showing Which Promotional Activities Create Long Term Impact	32
Table-4.10	Table Showing What Should Be the Ideal Time Slot to Advertise toShashi Soap Products	33
Table-4.11	Table Showing Consumer Opinion Regarding Shashi Soap Performance	34

LIST OF GRAPHS:

GRAPH NO.	TITLE	PAGE NO.
Graph-4.1	Graph Showing the Gender of Respondents	24
Graph-4.2	Graph Showing Income of Respondents	25
Graph-4.3	Graph Showing Education of The Respondents	26
Graph-4.4	Graph Showing Unique inShashi Soap Products to Other Brands	27
Graph-4.5	Graph Showing Which Factor Influences You to Buy Shashi Soap Products	28
Graph-4.6	Graph Showing Which Media You Come to Know About Shashi Soap Products	29
Graph-4.7	Graph Showing Suitable Media to Creating Awareness	30
Graph-4.8	Graph Showing Which Promotional Tool Is Suitable forShashi Soap Products	31
Graph-4.9	Graph Showing Which Promotional Activities Create Long Term Impact	32
Graph-4.10	GraphShowing What Should Be The Ideal Time Slot To Advertise To Shashi Soap Products	33
Graph-4.11	Graph Showing Consumer Opinion Regarding Shashi Soap Performance	34

EXECUTIVE SUMMARY

I have selected topic for my project is “A study on Customer Satisfaction towards Maharaja soap, Davanagere”

As a part of course requirement that students of Master Degree in Business Administration course of Visvesvaraya Technological University, to take up project for Six weeks. The basic purpose of the project is to enable the students to be exposed to the working of an organization and managers, to relate the concept learned by students to the working of the organization, to understand the practical aspect of working of the organization

The objective of my research is to identify and evaluate factors that influence customers, store image in the minds of customers, to measure the buying decision of customers.

For the Tools of data analysis I have used SPSS which analyse data to Pearson Chi-Square for findings there is association between two variables. Also prepare frequency table for the same I have Used Microsoft Excel for Prepare a frequency chart.

This Practical course helps in understanding the importance of the Customer satisfaction

**A STUDY ON PERFORMANCE ANALYSIS OF VANDE MATHARAM
VIVIDHODDESHA SOUHARDA SAHAKARI (VVSS)LTD .**

Submitted by:

VIDYASHREE

4AL18MBA87

Submitted to:



VISVESHVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Internal guide:

Dr. Nagendra S.

Sr.Asst.Professor

AIET, Mijar

External guide:

Mr.D Shrikar

Branch Manager

VVSS Ltd

Moodbidre



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

MIJAR, MANGALORE

(2019-2020)



ವಂದೇಮಾತರಂ ವಿವಿಧೋದ್ದೇಶ ಸೌಹಾರ್ದ ಸಹಕಾರಿ (ಸಿ.)

ರ. ಸಂಖ್ಯೆ 2219 / 2010-2011

ಮೊದಲ ಮಹಡಿ, ಮಗ್ಗುಲೆ ಕಾಂಪ್ಲೆಕ್ಸ್, ಮೂಡುಬಿದ್ರೆ - 574227

☎ 08258 - 236171

ಕ್ರ. ಸಂ.

ದಿನಾಂಕ

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms.Vidyashree, IInd year MBA (Finance and Marketing) Reg No.4AL18MBA87, student of Alva's Institute of Engineering and Technology has undergone project on "Financial performance of Vandematharam V S S Ltd Moodbidri" in our organization for 45 days as part of their academic curriculam from V T U University Belgaum.

During the period she has shown keen interest in her work and her conduct was found good.

We take this opportunity to wish her all success in future endeavors.

Date 22/02/2020

Place: Moodbidri

Manager



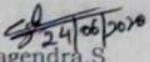
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

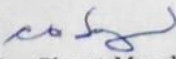
A Unit of Alva's Education Foundation (R)
(Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka)
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726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

24 June 2020


CERTIFICATE

This is to certify that, VIDYASHREE bearing USN 4AL18MBA87 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF VANDE MATHRAM VIVIDHODDESHA SOUHARDA SAHAKARI (VVSS) LTD" is prepared by her under the guidance of Dr.Nagendra S, Sr. Assistant Professor, PG 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
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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


Dr. Peter Fernandes
Signature of Principal

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

DECLARATION

I VIDYASHREE, hereby declare that the project report entitled "A STUDY ON PERFORMANCE ANALYSIS OF VANDE MATHARAM VIVIDHODDESHA SOUHARDA SAHAKARI (VVSS) LTD" with reference to "MOODBIDRI" prepared by me under the guidance of DR.NAGENDRA, Assistant Professor, Department of MBA AIET and external assistance by MR. D.SRIKAR Manager, VVSS Ltd, Moodbidri .I also declare that this project work is towards the partial fulfillment of the university.

Regulations for the award of degree of master of business administration by Visvesvaraya Technological University, Belgaum. I have undergone summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any Degree/Diploma from any other University/Institution.

Name: VIDYASHREE

Place: Mijar

Vidyashree
Signature of Student:

ACKNOWLEDGEMENT

I would like to extend my heartiest thanks with a deep sense of gratitude and respect to all those who provides me immense help and guidance during my training period

I would like to thank our respected Principal, Dr PETER FERNANDES for his pillared support and encouragement under college management for providing the right atmosphere to carry out the internship.

I would like to convey my heartfelt thanks to Mrs CLARET MENDONCA, Dean of MBA Departmentt for giving me the opportunity and for her encouragement.

I am deeply indebted to my faculty guide Dr. NAGENDRA, Assistant professor,department of MBA ,AIET for his regular supervision and valuable suggestions.

I would like to thank my External guide Mr.D. Shrikar, the Branch Manager and entire staff of VANDE MATHARAM VIVIDHODDESHA SOUHARDA SAHAKARI (VVSS)LTD for their constant encouragement, suggestionsand moral support throughout the duration of my project.

Finally, I would like to mention here that I am greatly indebted to each and everybody who hasbeen associated with my project.

With sincere regards

VIDYASHREE

chapter	Particulars	Page.no
1	Introduction <ul style="list-style-type: none"> • Introduction to the topic • Industry profile • Company profile <ol style="list-style-type: none"> 1. Management of the bank 2. Vision 3. Mission 4. Service profile 5. Area of operation 6. Infrastructure facilities 7. Competitors 8. Future growth and prospectus 9. SWOT analysis 10. Financial statement 	1-15
2	Conceptual background and literature review	16- 21
3	Research design <ol style="list-style-type: none"> 1. Statement of the problems 2. Need of the study 3. Objectives 4. Scope of the study 5. Research methodology 6. hypothesis 7. Limitations 8. Chapter scheme 	22-23
4	Analysis and interpretation	24-30
5	Findings, conclusions and suggestions	31-32
	Bibliography	33-35
	Annexure	36-50

List of table and graph

Table and graph number	particulars	Page number
I.	Proprietary ratio	12
II.	Return on asset ratio	13
III.	Return on net worth ratio	14
IV.	Fixed asset to net worth ratio	15
1	Current ratio	25-26
2.	Quick ratio	26-27
3	Debt equity ratio	27-28
4	Cash ratio	28-29
5	Return on investment	29-30

Executive summary

The main perception behind this project is to examine the monetary of Vande Matharam Vividhoddessa Souharda Sahakari (VSSS)Ltd and to verify the performance whether the bank is performing in good health or lacking in performance whether the bank is performing in good or lacking in performance. The performance can be examined by financial statements of the bank. I have tried to discover the reasons lacking in the performance of the bank and I have also tried to realize the areas of enhancement.

Financial statements assume a central part in setting the agenda of the administrative verdict. It also represent the proper and formal record of financial activities.

Financial ratios is the method by which the relationship of groups of items in the financial statements are computed and presented. It can be represented in a percentage or in a ratio. It is mathematical tool which measures the two figures.

There are various techniques used in evaluating financial performance of VVSS bank such as comparative balance sheet, profit and loss account analysis of cost and margins, ratio analysis as well as cash flow statement,

**A PROJECT REPORT ON MARKETING TACTICS OF
MANDOVI MOTOR PRIVATE LIMITED, MANGALORE.**

BY

Mr.VIJAY KUMAR A

USN: 4AL18MBA88

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mr. Guruprasad pai B,

Assistant Professor

AIET, 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

June-2020



MANDOVI MOTORS PRIVATE LIMITED

(AUTHORISED DEALER FOR MARUTI SUZUKI VEHICLES)

Arvind Building, Dr. Shivarama Karantha Road, Hampankatta, Mangaluru - 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

MARUTI SUZUKI

Way of Life!

REF: MANG/HRD/3308/2020-21

DATE: 25/06/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. VIJAY KUMAR A**, student of MBA IV semester, REG No. – USN 4AL18MBA88, Department of Business administration, Alva's Institute of Engineering and Technology, Shobhavana Campus, Mijar, Moodbidri. He completed his Internship towards the partial fulfillment of the requirements for the course of Master of Business Administration in our organization.

He has worked as an Intern from **13th January 2020 to 22nd February 2020** and submitted report on “**A Project Report on Marketing Tactics**” with reference to **Mandovi Motors Private Ltd**” Mangalore.

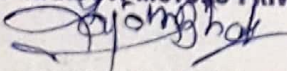
His conducts and character was good during the period of internship.

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

We wish him good luck.

For Mandovi Motors (P) Limited.,

For **MANDOVI MOTORS PRIVATE LIMITED**


RAJESH BHAT M
HR Manager
HR MANAGER




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

24 June 2020


CERTIFICATE

This is to certify that VIJAY KUMAR A bearing USN 4AL18MBA88, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "A STUDY ON MARKETING STRATEGY OF MANDОВI MOTORS PRIVATE LIMITED,MANGALORE" is prepared by him under the guidance of Mr.Guruprasad Pai B, Assistant Professor, PG 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.


Mr. Guruprasad Pai B
Signature of Internal Guide


Dr. Claret Mendonca
Signature of HOD

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

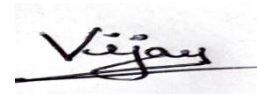

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, Moodbidri - 574 225, D.K

DECLARATION

I, VIJAY KUMAR, hereby declare that the Project report entitled on “MARKETING TACTICS OF MANDОВI MOTORS PRIVATE LIMITED, MANGALORE.” prepared by me during the year 2019-20 under the guidance of Mr. Guruprasadpai B, faculty of M.B.A Department, Alva’s Institute of Engineering and Technology, Mijar and external assistance by, Mr. Rajesh Bhat, HR Manager, Mandovi Motors Pvt. Ltd Mangalore. I also declare that this Project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date: 25-06-2020

A handwritten signature in black ink, appearing to read 'Vijay', with a horizontal line underneath.

Signature of the student

ACKNOWLEDGEMENT

Completion of a task by shaping and achieving the objective is often a result of valuable contribution from number of individuals, directly or indirectly.

Firstly, I thank almighty God for showering his choicest blessing and keeping me in good health throughout the tenure of the project.

I am using this opportunity to express my gratitude and respect towards Dr. Claret Mendonca, Dean and HOD of MBA Department, AIET Mijar.

I wouldn't have ventured into this study without the support of my internal guide, Mr. Guruprasadpai B., Department of MBA, who wholeheartedly agreed to guide me in my study work and giving me complete support throughout this project.

I profusely thank Mr. Rajesh Bhat, HR Manager, Mandovi Motors Pvt. Ltd Mangalore, for rendering extraordinary co-operation in providing all the necessary details and making things easy for me.

It's my privilege to thank our beloved principal Dr. Peter Fernandes for giving me the opportunity to take up this project. My profound gratitude to all the faculty member of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally, I extend my gratitude to my parents for their love and encouragement. And I thankful to my friends for their consent co-operation and support to completed successfully.

TABLE OF CONTENT

CHAPTER	TITLE	PAGE. NO
1.	INTRODUCTION	1 - 8
2.	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	9 - 24
3.	RESEARCH DESIGN	25 - 27
4.	DATA ANALYSIS AND INTERPRETATION	28 - 45
5.	FINDINGS, SUGGETIONS AND CONCLUSION	46 - 48
6.	BIBLIOGRAPHY	49
7.	ANEXTURE	50 -53

LIST OF TABLES AND GRAPHS

TABLE NO	DETAIL OF TABLE AND GRAPHS	PAGE NO
4.1	Table and Graph Showing Gender classification of respondents	28
4.2	Table and Graph Showing Age classification of respondents	29
4.3	Table and Graph Showing Educational qualification of respondents	30
4.4	Table and Graph Showing Occupation of respondents	31
4.5	Table and Graph Showing Respondents are recommendedthier friend to buy Maruti vehicle	32
4.6	Table and Graph Showing Respondents rate Maruti Suzuki car	33
4.7	Table and Graph Showing How long respondents are the customer of Maruti Suzuki	34
4.8	Table and Graph Showing Comfort of Maruti car	35
4.9	Table and Graph Showing Service cost of Maruti car	36
4.10	Table and Graph Showing Which are the new vehicle respondents looking to buy?	37
4.11	Table and Graph Showing Which version of vehicle respondent have.	38
4.12	Table and Graph Showing How the service provided by Mandovi motors Pvt Ltd, at the time of vehicle service	39

4.13	Table and Graph Showing What are the additional benefits Mandovi Motors PVT LTD provide to customer	40
4.14	Table and Graph Showing Customer opinion towards the behavior of sales executive of MandoviMotors PVT LTD.	41
4.15	Table and Graph Showing Respondents are satisfied by the offer provided by Mandovi Motors PVT LTD	42
4.16	Table and Graph Showing According Respondents which are the areas of improvement needed.	43
4.17	Table and Graph Showing Respondents are like to buy petrol or diesel car in future	44
4.18	Table and Graph Showing Parking facilities provided by Mandovi Motors Pvt Ltd.	45

EXECUTIVE SUMMARY

Undertaking REPORT ON MARKETING TACTICS OF MANDОВI MOTORS PRIVATE LIMITED, MANGALORE.

Mandovi Motors Pvt Ltd, is one of the principle unmistakable businesses of Maruti Suzuki vehicles in Karnataka. This organization attempts deals and administration movement of Maruti Suzuki vehicles in Karnataka. It happens to be the preeminent automobile vendor to get first situation in JD power client satisfaction study.

This investigation advantages to know Mandovi Motors have solid brand picture in advertise.

The organization is exceptionally occupied in the Marketing and offer of engine vehicles it is long haul plan which contains organizations promoting esteem ,destinations, data on the objective client.