

R/B/G

Internship Report on  
**"EFFECT OF SOVEREIGN CREDIT RATING ON EQUITY RETURN: A  
STUDY CONDUCTED AT ADITYA BIRLA MONEY, BELTHANGADY"**

BY

**AKSHAY KUMAR**

**USN: 4AL15MBA01**



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**

**DEPARTMENT OF MBA**

**AIET, MIJAR.**

**EXTERNAL GUIDE**

**PRASHANTH KUMAR**

**STOCK BROKER**

**ADITYA BIRLA MONEY**

**BELTHANGADY.**



**DEPARTMENT OF MBA**

**Alva's Institute of Engineering and Technology  
Shobhavana campus, Mijar, Moodbidri**

**2015-2017**

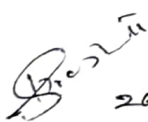
ADITYA BIRLA



MONEY

**"TO WHOM SO EVER IT MAY CONCERN"**

This is to certify that **Mr. AKSHAY KUMAR** bearing **USN-4AL15MBA01** bonafide student doing his MBA at **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI**, has undergone a project **"EFFECT OF SOVEREIGN CREDIT RATING ON EQUITY RETURN** in our organization from 2<sup>nd</sup> January 2017 to 10<sup>th</sup> March 2017. His character and Conduct is uniformly good. He deserved all the Encouragement.

  
26/04/2017

**Authorized Signatory**

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Near Aiyappa Temple,  
Santhekatte, Belthangady, Mangalore - 575012

---

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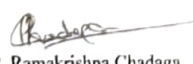
Date: 15-May-2017


### CERTIFICATE

This is to certify that **Mr. Akshay Kumar** bearing USN **4AL15MBA01** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**Effect of Sovereign credit rating on equity return: A Study Conducted at Aditya Birla Money, Belthangady**" is prepared by him under the guidance of **Dr. Nagendra S.**, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

  
Dr. Nagendra S.  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

## DECLARATION

I, **Akshay Kumar**, hereby declare that the internship report entitled “**Effect of sovereign credit rating on equity return**”, A study conducted at **Aditya Birla Money Ltd, Belthangady**” prepared by me under the guidance of **Dr. Nagendra S, Associate Professor**, Department of Business Administration, Alva’s Institute of Engineering and Technology and external assistance by **Mr. Prashanth Kumar**, Stock Broker, Aditya Birla Money Ltd, Belthangady.

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

I have undergone a summer project for a period of 10 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: 15 /May/2017



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.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well-wishers for the help I received for the successful completion of my project report.

I am deeply indebted to my faculty guide **Dr. Nagendra S**, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Prashanth Kumar**, Stock Broker, Aditya Birla Money, Belthangady and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

AKSHAY KUMAR

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## EXECUTIVE SUMMARY

Credit rating estimates credit worthiness of corporation, individual and country. It is been calculated through financial history. It is the evaluation made by credit rating agencies of debtor's ability to pay back debt and likelihood of default. It is been determined by credit rating agencies. It represents the credit rating agencies evaluation of quantitative and qualitative information for a government and company. Credit rating agency uses their judgment and experience in determining what the private and public information should be considered in rating particular company. Credit rating used by the individuals who purchase bonds issued by the companies. The proposed study focuses on Effect of sovereign credit rating on equity return. It establishes a link between risk and return. This study is made on 118 companies of 8 different industries which includes both high debt and low debt companies. And these companies are listed in BSE which makes easier to the researcher to understand. This study is conducted for 41 day event window. The date after announcement is taken as +20 and before announcement is taken as -20.

Internship Report on  
**REACTION OF INVESTORS FOR THE STOCK SPLIT ANNOUNCEMENT IN  
INDIA: A STUDY CONDUCTED AT PREMIER INVESTMENT, UDUPI**

BY

**ANUSHAK**

**USN: 4AL15MBA03**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

**Dr. Kushalappa S**

**Associate Professor**

**Department of MBA**

**AIET, Mijar, Moodbidri.**

**EXTERNAL GUIDE**

**Mr. Harish B**

**Branch Manager**

**Premier Investment**

**Udupi.**



**Department of MBA**

**Alva's Institute of Engineering and Technology  
Shobhavana campus, Mijar, Moodbidri  
2015-2017**



## Premier Investments

Premier Centre  
Old Post Office Road,  
Udupi - 576 101  
Phone: 0820 - 2525264, 2522641



Udupi

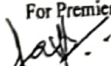
03/05/2017

### CERTIFICATE

This is to certify that Miss. Anusha K, ( USN 4AL15MBA03), student of M.B.A. at Alva's Institute of Engineering and Technology, Moodbidri, Karnataka has done a project work on "Reaction of Investors for Stock Split Announcements in India : A Study Conducted at Premier Investments, Udupi " a franchisee of Motilal Oswal Securities Limited, Mumbai from 02<sup>nd</sup> January 2017 to 10<sup>th</sup> March 2017.

During this period, her conduct and performance were good.

For Premier Investments,

  
Harish B



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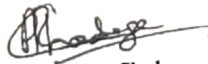
Date: 10-May-2017

### Certificate

This is certified that Ms. Anusha.K bearing USN 4AL15MBA03 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on Reaction of Investors for the Stock Split Announcement in India: A Study Conducted at Premier Investment, Udupi is prepared by her under the guidance of Dr. Kushalappa S, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.

  
Dr. Kushalappa S.  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

## DECLARATION

I, **Anusha.K**, hereby declare that the internship report entitled “**REACTION OF INVESTORS FOR THE STOCK SPLIT ANNOUNCEMENT IN INDIA: A STUDY CONDUCTED AT PREMIER INVESTMENTS, UDUPI**” with reference to “Premier Investments, Udupi” prepared by me under the guidance of **Dr. Kushalappa S**, Associate Professor, Department of M.B.A, Alva’s Institute of Engineering and Technology and External assistance by **Mr. Harish B**, Branch Manager, Premier Investments, Udupi.

I also declare that this internship work is towards 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 internship for a period of Ten 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: 15/05/2017



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 wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Dr. Ramakrishna Chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. Kushalappa S**, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Harish B**, Branch Manager, Premier Investments, Udupi and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

**Anusha,K**



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## EXECUTIVE SUMMERY

Investors assign a great deal of significance to announcement of stock split as it reflects one of the corporate actions of the company and is an indicator of the future direction of the company. A stock split is a decision by the company's board of directors to increase the number of shares that are outstanding by issuing more shares to current shareholders. A stock split is usually done by companies that have seen their share price increase to levels that are either too high or are beyond the price level of similar companies in their sector. The primary motive is to make shares seem more affordable to small investors even though the underlying value of the company has not changed.

The study has been undertaken at Premier Investment Udupi. The study comprises the sample of 275 individual stocks listed in the Bombay stock Exchange (BSE). This study takes into account historical stock split announcement of last 5 years. The price behavior for the stock split announcement for each of the five years and finally based on the average data of five years is studied and accordingly the conclusion is being drawn. The hypotheses framed in the study are accepted except in the year 2015 and thus they indicates that the stock split announcement has had insignificant impact on the stock returns. As the figures of mean abnormal returns for post announcement period are positive for most of the windows in almost all the years under study and the hypotheses tested shows the insignificant impact on the stock split announcement on stock returns.

**Internship Report on**

**"A STUDY ON JOB SATISFICATION AND ITS IMPACT ON EMPLOYEE PERFORMANCE" with special reference to Eastern Condiments Adimaly**



Submitted By

**Mr.Arun George Mathew**

**USN: 4AL15MBA04**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

**Prof.Johnson Fernandes**

**Department of MBA.**

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

**Adimaly**

**EXTERNAL GUIDE**

**Ms. Lekha**

**HR Assistant manager**

**Eastern Condiments,**



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri**

**2015-2017**



**Eastern Condiments (P) Ltd.**

An ISO 22000-2005 & HACCP certified company

ECPL/Proj/17

March 9, 2017

## **CERTIFICATE**

This is certify that Mr. Arun George Mathew (USN - 4AL15MBA04), MBA student of Alva's Institute of Engineering and Technology, Mangalore had conducted a project work titled "A study of Job Satisfaction and its Impact on employee performance with special reference to Eastern Condiments (P) Ltd., Adimali from 2<sup>nd</sup> January 2017 to 10<sup>th</sup> March 2017 and submitted his report.

For EASTERN CONDIMENTS (P) LTD

*[Signature]*  
Asst. Manager - HR & Admin



P.B. No: 15, EASTERN VALLEY, ADIMALI - 685 561, KERALA, INDIA.  
Phone: 91-04864-222206, 222050, Fax: 04864-222662  
GRAMS : EASTERN

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Date: 15-05-2017

### Certificate

This is certify that **Mr. ARUN GEORGE MATHEW** bearing USN 4AL15MBA04 is a bonafide student of the Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**A Study on job satisfaction and its impact on employee performance with special reference to Eastern Condiments Adimall**" is prepared by him under the guidance of **Johnson Fernandes Asst Prof. Department of MBA** in partial fulfilment of the requirements of the award of the Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Prof. Johnson Fernandes

Internal guide

Prof. Ramakrishna Chadaga

Dean-MBA

Dr. Peter Fernandes

Principal

## Declaration

I, Anup George Mathew, hereby declare that the internship report entitled "A STUDY ON JOB SATISFACTION AND ITS IMPACT ON EMPLOYEE PERFORMANCE" is a special reference to Eastern Condiments Adimaly. Prepared by me under the guidance of Prof. Jhonson Fernandez, Department of Business Administration, Alva's Institute of Engineering and Technology and External assistance by.

I also declare that this internship work is towards 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 ten 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

A handwritten signature in black ink, appearing to be 'Anup', enclosed within a hand-drawn oval.

Signature of the student.

### **Acknowledgement**

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well-wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my faculty guide **Prof. Johnson Fernandes** Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Ms. Lekha** for granting permission and providing requisite information regarding the project.

First and foremost, I acknowledge my deepest gratitude to **Dr. M Mohan Alva**, Chairmen, Alva's Education Foundation, Moodbidri, for his encouragement for my sports as well as academics.

It's my privilege to thank our principal **Dr. Peter Fernandez** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

**Arun George Mathew**

**USN: 4AL15MBA04**



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## EXECUTIVE SUMMARY

This project is the result of my internship program for the past two months placed at Eastern Condiments Adimali. The main objectives of this study is identified the level of satisfaction of employees towards their job. Job satisfaction is very important to any business to performance in market. This project shows that job satisfaction largely related on job promotions, compensation system, working environment, career development, feedback from supervisor, relationship with senior management.

The project was done as part descriptive research and use convenience sampling method for selecting the sample. The primary data are collected through questionnaires and secondary data collected through company records and websites Structured questionnaire is given to 100 employees and the data is collected. The data is analysed percentage, SD, mean and likert scale method. Take utmost care to preparation of questionnaire to till the end of the study. The analysis gives the proper result that majority of the employees are satisfied but some employees are dissatisfied with some factors. The study shows that job satisfaction is effect the performance of employees and productivity of organization. Valuable suggestion and recommendation are also given to the company for their better understanding.

12 BG  
Internship Report on

**A STUDY ON EMPLOYEE SATISFACTION TOWARDS COMPENSATION  
AND BENEFITS AT YAJAMANA INDUSTRIES, MAVINAKATTE**

Submitted By

**Mr. BHARATH KUMAR SHETTY**

**4AL15MBA08**

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. Gurudatt Somayaji**

Faculty

Department of MBA

AIET, Mijar

**EXTERNAL GUIDE**

**Mr. Madhav Nayak**

HR Manager

Shri Lakshmi Venkataramana

Yajamana Industries Mavinakatte



**MBA Department**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri, DK**

**2015-2017**

TIN - 299/0821893

Managing Partner,  
T. Varadaraja Patil



**YAJAMANA**  
Estd 1989

ESTD 1989

PAICO



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94480 68844  
94490 38844  
94490 48844

## SHRI LAKSHMI VENKATARAMANA YAJAMANA INDUSTRIES

Mavinakatte - 574 324, Bantwal TO, D.K. District, KARNATAKA

Shri Lakshmi Venkataramana Yajamana Industries Pvt. Ltd. Email: yajamana@rediffmail.com, yajamana@rediffmail.com  
Website: www.yajamana.com, www.yajamana.com

Date 11.03.2017

### CERTIFICATE

This is to certify that Mr. Bharath Kumar Shetty (Reg No. 4AL15MBA08), student of Alva's Institute of Engineering & Technology Mangalore has completed his project "Employee Satisfaction towards Compensation and benefits" in our Organisation January 4<sup>th</sup> 2017 to March 4<sup>th</sup> 2017.

We wish you all the success in your future endeavors

For SHRI LAKSHMI VENKATARAMANA YAJAMANA INDUSTRIES

Managing Partner





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

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

Date: 15 May 2017

### CERTIFICATE

This is to certify that **Ms. Bharath Kumar Shetty** bearing USN 4AL15MBA08, is a bonafide student of Master of Business Administration course of the Alva's Institute of engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum.

The Internship report on "**A Study on Employee satisfaction towards compensation and benefits at Yajamana Industry, Mavinakatte,**" is prepared by him under the guidance of **Prof. Gurudatt Somayaji**, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

  
Prof. Gurudatt Somayaji

Project Guide

  
Prof. P. Ramakrishna Chadaga

Dean- MBA

  
Dr. Peter Fernandes

Principal

## **DECLARATION**

I, **BHARATH KUMAR SHETTY**, hereby declare that the internship report entitled "**A STUDY ON EMPLOYEE SATISFACTION TOWARDS COMPENSATION AND BENEFITS**: with reference to "**SHRI LAKSHMI VENKATARAMANA YAJAMANA INDUSTRIES MAVINAKATTE**" prepared by me under the guidance of **PROF GURUDATT SOMAYAJI**, faculty of Department of M.B.A, Alva's Institute of Engineering and Technology and External assistance by **Mr. MADAV NAYAK, HR MANAGER, YAJAMANA INDUSTRY MAVINAKATTE**.

I also declare that this internship 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 internship for a period of Twelve 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: 16-5-2017**

**Signature of the student**



## ACKNOWLEDGEMENT

Completion of task in an effective way within the period of given time, the Assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

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

I am extremely grateful to my research guide **Prof. Gurudatt Somayaji**, Department of Business Administration, for his valuable advice and guidance rendered to me complete this project successfully.

I am thankful to **Mr.T.Varadaraja Pai**, Managing Partner Shri Lakshmi Venkataramana Yajamana Industries Mavinakatte for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle, **Dr.Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology,Mijar,Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Bharath Kumar Shetty)

USN: 4AL15MBA08

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## EXECUTIVE SUMMARY

The study was conducted at Shri Lakshmi Venkatarama Yajamana Industries Mavinakatte; title of this project is Employee satisfaction towards compensation and benefits. This research was conducted for the 10 weeks and is submitted to the partial fulfilment of requirements of the award of master of business administration. The main aim of this study is to know the certain factors improve the job satisfaction level also bring good result for the company and to the individual career. And provide valuable suggestion to the company.

The project contains company profile and industry profile, objectives, needs, swot analysis, research methodology, data analysis and the interpretation, findings, suggestions and conclusion relating to this study.

A questionnaire was prepared to get relevant information. It was distributed to 200 employees in the organization. Where the primary data which was collected with the help of observation, direct interaction with HR Manager and the employees and with structured questionnaire and also the secondary data which was collected with the help of magazines, company website, journals and library.

The research is conducted to get a clear idea about the job satisfaction level of the employees in the organization. The main objectives of this study are to identify the factor that influence the job satisfaction of the employees and provide valuable suggestion to improve the satisfaction level of employees. And to know the satisfaction plays an important role in performance of the employees.

To increase the productivity of employees in the organization one has to appreciate the performance of the employees and also motivate the employees. Another outcome of this is the increased motivation among employees to work hard.



Internship Report on  
“AN ANALYTICAL STUDY ON FUNDAMENTAL ANALYSIS OF TOP TEN  
AUTOMOBILE COMPANIES” (BSE)

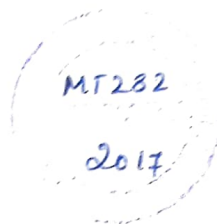
A STUDY CONDUCTED AT KOTAK SECURITIES LTD, MANGALORE

*Submitted by*

**BHARGAVA K S**

**USN: 4AL15MBA09**

*Submitted to*



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAUM**

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

**MASTER OF BUSSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

**Dr. Vishwanath G Y**

**Senior Asst. Professor**

**Department of MBA**

**AIET, Mijar, Moodbidre.**

**EXTERNAL GUIDE**

**Mr. Rajesh Kumar**

**Marketing Manager**

**Kotak Securities ltd**

**Mangalore.**



**Department of MBA**

**Alva's Institute of Engineering and Technology  
Shobhavana campus, Mijar, Moodbidri  
2015-2017**



05/05/2017

This is to certify that Mr. Bhargava K S, (USN 4AL15MBA09), student of MBA at Alva's Institute of Engineering Technology, Mijar, Karnataka has done a project work on "Fundamental Analysis of Top Ten Automobile sectors". A study conducted at Kotak Securities Ltd, Mangalore from 02-01-2017 to 10-03-2017.

Rajesh Kumar





## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

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


DATE: 15-05-2017

### CERTIFICATE

This is to certify that, **Mr. BHARGAVA K S**, bearing **USN 4AL15MBA09**, is a bonafide student of Master of Business Administration course at the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technological University, Belgaum.

The Internship report on "**An Analytical study on fundamental analysis of top 10 automobile sectors**", A study conducted at **Kotak Securities Ltd, Mangalore** is prepared by him under the guidance of **Dr. Vishwanath, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

  
Mr. Vishwanath G Y  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean-MBA

  
Dr. Peter Fernandes  
Principal

## 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 wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset, I would like to acknowledge my gratitude to **Dr. Ramakrishna chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. Vishwanath**, Senior Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Rajesh Kumar**, Marketing Manager, Kotak Securities Ltd, Mangalore and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally, I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

(Mr. Bhargava ks)

USN: 4AL15MBA 09

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## EXECUTIVE SUMMARY

The present study, fundamental analysis of top ten automobile sectors gave a opportunity to know about the significance of fundamental analysis and different tools used in fundamental analysis.

Fundamental analysis helps to know the basics of financial statements which are essential for the investors before making any investments and fundamental analysis helps to decide which companies make valuable investments.

Fundamental analysis is a method of evaluating a security or asset by attempt to measure its intrinsic value by examining related economic, financial and other qualitative and quantitative elements. In the study financial ratios that is Earning Per Share, Dividend Per Share, PBIT Margin, Return On Equity, Total Debt Equity, Asset turnover ratio, Inventory turnover ratio, Earning retention ratio, Price to Book ratio, P/E ratio of a firm is used to determine the financial health of a companies (ten years ratio from 2007-2016).

The first part gives an insight about the company and its various aspects. I got an opportunity to learn what is really meant by fundamental analysis and how it is used to take decision before making investment.

The study has been undertaken at, "Kotak securities Limited", Mangalore. In this study have chosen automobile sector as study of my research and selected top ten companies in BSE which are: Tata Motors, Mahindra and Mahindra, Maruti Suzuki, Hero Motocorp, Bajaj Auto, Ashok Leyland, TVS Motor company, Eicher Motor, Force Motor and V.S.T Tillers.

I have collected all the information from different sources, for my analysis I have taken the balance sheet, profit and loss account and ratios of these top ten companies and compared some parameters to know where one should have to invest. I also show the past performance of these top ten companies, to know the condition and growth of the company.

I came to know that all the top ten automobile companies except Tata Motors and Force Motors, are having excellent growth in the past ten years and it's expected that all the companies except Tata motors and Force Motors have better growth in the coming years.

**“A STUDY ON PRODUCT ANALYSIS AT NAYAK PLASTIC KUMTA”**

**CHAITRA NAIK**

**II MBA**

**USN No. 4AL15MBA10**

**AIET, MIJAR**

**MOODBIDRI**

*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. Vishwanath**

**Department of MBA,**

**Mijar, Moodbidri,**

**A.I.E.T.**

**EXTERNAL GUIDE**

**Mrs. Ganesh Shanbhag**

**Marketing Manager**

**Industrial area,**

**Kumta.**



**DEPARTMENT OF MBA**

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

**2016-2017**



# NAYAK PLASTICS

(Manufacturers of Virgin Quality Plastic Houseware Products)

## CERTIFICATE

This is to certify that Miss **CHAITRA R. NAIK** Reg. No. **4AL15MBA10** student of **MBA 4<sup>th</sup>** semester of **Alvas Institute of Engineering and Technology Mijar**, has undergone two months industrial study in our factory from 2-1-2017 to 10-3-2017. She has done the project work on the topic product analysis.

We are happy to state that, she has successfully completed her study and she has been sincere and hard working in her Endeavour.

We wish her bright future.

For Nayak Plastics

  
Manager

Place : Kumta







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


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

**Date: 15-May-2017**

### **Certificate**

This is certified that **Miss. CHAITRA NAIK** bearing **USN 4AL15MBA10**, is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on "**A STUDY ON PRODUCT ANALYSIS AT NAYAK PLASTIC, KUMTA**" is prepared by her under the guidance of **Dr. Vishwanath, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.

  
Dr. Vishwanath  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

## DECLARATION

I, **Chaitra Naik**, hereby declare that the internship entitled, “**A STUDY ON PRODUCT ANALYSIS AT NAYAK PLASTIC KUMTA**” is prepared by me under the guidance of Dr. Vishwanath, Department of M.B.A, Alva’s Institute of Engineering and Technology and external assistance by Mrs. Ganesh Shanbhag at Nayak Plastic at Kumta.

I also declare that this internship work is toward the partial fulfilment of the university regulation for the award of degree of Master of Administration by Visvesvaraya Technology University, Belgaum.

I have undergone a summer project for a period, 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, Moodbidri

Date: 20/05/2017



Signature of the student

## ***Acknowledgement***

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my faculty guide **Dr. Vishwanath**, Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mrs. Ganesh Shanbhag**, Marketing Manager nayak plastic kumta.

First and foremost, I acknowledge my deepest gratitude to **Dr. M Mohan Alva**, Chairmen, Alva's Education Foundation, Moodbidri, for his encouragement for my sports as well as academics.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Dr. Ramakrishna chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

**CHAITRA NAIK**

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## **EXECUTIVE SUMMARY**

The study was undertaken by me at Nayak plastic pvt ltd incorporated on 2007 and with an objective of setting up a good quality of products manufacturing unit on a small scale. Nayak plastic is a dynamic and progressive company, manufacturing industry segment such as across all over the state.

The study is undertaken in Nayak plastic 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 give possible suggestion.

The study was conducted through the annual reports of the company and personal interview with the concerned personnel of the company. The findings were analyzed and interpreted using analytical tools like tables and charts. Based on the study some suggestions are made the company has to improve the collection efforts and increase the efficiency.

Product analysis can take diverse forms but in common it means asking questions regarding a product and framing the answers. Successful product design based on asking the accurate questions concerning the proposed product. It helps to know how much the product suitable for the customer use and the way of meeting the requirement of target market. It helps to a company to decide the product is worth selling. And it helps to know about feature, price, marketing of the product and response to the product by people.

**Internship Report on**  
**A STUDY ON EMPLOYEES WELFARE MEASURES WITH SPICIEAL**  
**REFERENCE TO NANDINI HI-TECH PRODUCT PLANT SHETTIHALLI**

Submitted By

**Mr. Chandru v m**

**4AL15MBA12**

Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE:**

**Prof. Johnson Fernandes**

Asst. Professor

Department of MBA

AIET, Mijar.

**EXTERNAL GUIDE**

**Mrs. Rajeshwari**

Asst. Director

NHPP

Shettihalli.



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri, DK**

**2015-2017**





ನಂದಿನಿ ಹೈಟೆಕ್ ಪ್ರಾಡಕ್ಟ್ ಪ್ಲಾಂಟ್, ಚನ್ನರಾಯಪಟ್ಟಣ (ಕ.ಪಾ.ಮ. ಘಟಕ)  
Nandini Hitech Product Plant, CHANNARAYAPATNA (A Unit of KCMF)



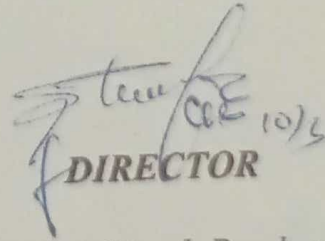
No.NHPP/ Admin / 2017-18

Date:10/03/2017

### CERTIFICATE

This is to certify, that **Mr.Chandru.V.M.** with the Reg.No. 4AL15MBA12, Studying 2<sup>nd</sup> year MBA in ALVA's Institute of Engineering and Technology, Moodbidri, has successfully completed the project work "**A Study on Employees Welfare Measures**" at Nandini Hi-tech Product Plant CRP, from January to March(10 weeks).

During the study we found that the student is sincere and eager to gather the required information.

  
DIRECTOR

Nandini Hitech Product Plant

ಶೆಟ್ಟಿಹಳ್ಳಿ, ಜನಿವಾರ ಪೋಸ್ಟ್ - 573 116, ಚನ್ನರಾಯಪಟ್ಟಣ ತಾ||, ಹಾಸನ ಜಿಲ್ಲೆ, ಕರ್ನಾಟಕ  
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Email : principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 15 May 2017

## CERTIFICATE

This is to certify that **Mr.Chandru V M**, bearing **USN 4AL15MBA12**, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technological University, Belgaum. The Internship report on "**A Study on Employee Welfare Measures with special reference to Nandini Hi-Tech Product Plant, Shettihalli Channarayapattana**" is prepared by him under the guidance of **Prof.Johnson Fernandes**, Assistant Professor Department of Business Administration in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Prof. Johnson Fernandes

Project Guide

Prof. P. Ramakrishna Chadaga

Dean - MBA

Dr. Peter Fernandes

Principal

## DECLARATION

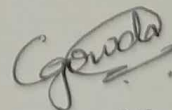
I, Chandru v m, hereby declare that the internship report entitled **A Study on Employee Welfare Measures** with reference to **Nandini Hi-Tech Product Plant, shettihalli, Channarayapattana, Hassan**. Prepared by me under the guidance of Prof. **Johnson Fernandes**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mrs Assist. Director, Nandini Hi-Tech Product Plant, Shettihalli**.

I also declare that this internship 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 Ten 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: *M<sup>o</sup>jar*

Date: *15-05-2017*



Signature of the student

## ACKNOWLEDGEMENT

Completion of task in an effective way within the period of given time, the Assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

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

I am extremely grateful to my research guide **Prof. Johnson Fernandes**, Department of Business Administration, for his valuable advice and guidance rendered to me complete this project successfully.

I am thankful to **Mrs Rajeshwari Asst. director**, Nandini Hi-Tech Product Plant, Shettihalli, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle, **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faulty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Chandru v m)

USN: 4AL15MBA12



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## EXECUTIVE SUMMARY

The study was conducted at Nandini Hi-Tech Product Plant; shettihalli. The title of this project is employee welfare measures. This research was conducted for the 10 weeks and is to be submitted to the fulfilment of requirements of the award of Master of Business Administration. The main aim of this study is to know the improve and provide certain welfare measures and giving certain suggestions to the company based on the study. It helps to increase their need of their future growth and the better work environment.

This project is mainly contain Company and Industry profile, objectives, need, SWOT analysis, research methodology based on the primary and secondary data, data analysis and the interpretation, findings, suggestions and the conclusion those are relating to the study of welfare measures.

A questionnaire was prepared to get relevant information by the respondents.it was distributed to the 200 employees in the organization. Where the primary data was collected with the help of formal and informal interaction with the manager, and the secondary data was collected with the help of journals, records of the organization, company website and the published data.

The research is conducted to get a clear outlook about the welfare measure which is provided in the company. The main objectives of this study is to understand the welfare support to improve the motivation level of the employees, and to identify new welfare measures and to manage these employee welfare measures in the company. And also increase the efficiency of the workers so that the productivity will increase by the continues performance by the employees in the organization.

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Internship Report on

**A STUDY ON CUSTOMER SATISFACTION TOWARDS NANDINI MILK AND  
NANDINI MILK PRODUCTS WITH SPECIAL REFERENCE TO KMF MOTHER  
DAIRY YELAHANKA, BANGALORE.**

Submitted By

**Mr. Darshan**

**4AL15MBA14**

Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE:**

**Dr. Guru Basava Aradhya . S**

Associate Professor

Department of MBA

AIET, Mijar.

**EXTERNAL GUIDE**

**Mr. Acharya .G**

Marketing Manager

Mother Dairy, Yelahanka

Bangalore.



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri, DK.**

**2015-2017**

**KMF MOTHER DAIRY**  
Yelahanka, Bangalore.



Date: 12-05-2017



**CERTIFICATE**

This is to certify that Mr. Darshan (USN - 4AL15MBA14) a student of Alva's Institute of Engineering and Technology, Mijar. has completed his summer internship from 2-01-2017 to 8-03-2017 at KMF Mother dairy, Yelahanka. And has submitted his project report entitled "Customer satisfaction towards Nandini milk and Nandini milk products with special reference to KMF Mother dairy Yelahanka"

During his stay with us the performance was very good as a direct result of his hard work strong focus and ability to rise to any challenge he faced.

Marketing Manager

( Acharya , G )

---

Mother dairy  
Unit of Karnataka co-operative,  
Milk Producers Federations LTD.,  
GKVK (post), Yelahanka,  
Newtown, Bangalore  
Karnataka -560065.

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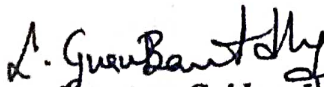
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 15-May-2017

### **CERTIFICATE**

This is to certify that Mr. Darshan bearing USN 4AL15MBA14, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum.

Internship report on "A STUDY ON CUSTOMER SATISFACTION TOWARDS NANDINI MILK AND NANDINI MILK PRODUCTS WITH SPECIAL REFERENCE TO KMF MOTHER DAIRY, YELAHANKA" is prepared by him under the guidance of Dr. Guru Basava Aradhya S, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

  
Signature Guide 15/5/17

Dr. Guru Basava Aradhya S

  
Signature of HOD

Prof. P Ramakrishna

Chadaga

  
Signature of Principal

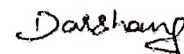
Dr. Peter Fernandez

### DECLARATION

I, **Darshan**, hereby declare that the Internship report entitled “A Study on Customer Satisfaction ” with reference to “Nandini milk and Nandini milk products , Bangalore” prepared by me under the guidance of **Dr. Guru Basava Aradhya.S**, Associate Professor, MBA Department, Alva’s Institute of Engineering and Technology and External Assistance by **Mr. Acharya G, Marketing Manager, Mother dairy , Yelahanka ,Bangalore city.**

I also declare that this Internship 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 Ten 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:** 15/may/2017

## ACKNOWLEDGEMENT

Completion of task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

I am extremely grateful to my research guide **Dr. Guru Basava Aradhya.S**, Department of Business Administration, for his regular supervision and valuable suggestions.

I am thankful to Mr. Acharya .G, Marketing Manager, Mother dairy Yelahanka , for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

**Darshan**

**USN: 4AL15MBA14**

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	▪ Questionnaire	



## **EXECUTIVE SUMMARY**

A project report titled "A Study on customer satisfaction towards Nandini milk and milk products. Bangalore." This study main purpose is to know customer satisfaction towards Nandini milk and milk products. The primary information was obtained by questionnaire which consists of open end questions and close end questions and company's records are used as a source of secondary data. This study used the simple analytical methods like bar charts, pie charts, etc., are used to analyse the data collected.

From the study it was found that services are provided by the Nandini milk are effectively satisfied their customers. In this study methods were used that service quality dimensions are Reliability, Responsiveness, Assurance, Empathy, Tangibles based on these dimensions questionnaires are prepared. In the analyse it is found that customers well satisfied by the products and services of the Nandini milk and milk products.

**Internship Report on**  
**A STUDY ON EMPLOYEE MORALE AT ADANI UDUPI POWER**  
**CORPORATION LTD**

Submitted By  
**Ms. Deeksha Kumari**  
**4AL15MBA16**

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:**

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Faculty  
Department of MBA  
AIET, Mijar.

**EXTERNAL GUIDE**

**Mr. Lalith**  
HR Manager  
UPCL  
Padubidre.



**Department of MBA**  
**Alva's Institute of Engineering and Technology**  
**Shobhavana campus, Mijar, Moodbidri, DK**  
**2015-2017**



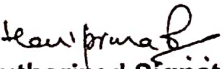
Ref: UPCL/Plant/O&M/HR/2017

Dated: 15<sup>th</sup> May, 2017

**WHOM SO EVER IT MAY CONCERN**

This is to certify that Ms. Deeksha Kumari, Reg. No.4AL15MBA16 of Alva's Institute of Engineering, Mijar Moodbidri had undergone Internship at our Power Plant from 02<sup>nd</sup> January, 2017 to 10<sup>th</sup> March, 2017 as part of her Master of Business Administration Course.

We wish you all the best for your studies and endeavor.

  
**Authorized Signatory**

Udupi Power Corporation Ltd  
(A Subsidiary of Adani Power Limited)  
Yelluru Village, Pitar Post Padubidri  
Udupi 574 113  
Karnataka, India  
CIN: U31909KA1996PLC019918

Tel: +91 820 270 3500  
Fax: +91 820 255 0854/0684  
info@adani.com  
www.adani.com



Registered Office: Lotus Towers, 1st Floor, 34, Devaraja Urs Road, Race Course, Bangalore 560 001, Karnataka, India





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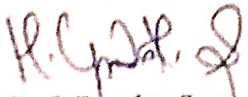
Email : principalaiet08@gmail.com, Web www.aiet.org.in

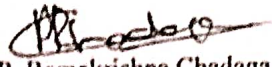
Date: 15-May-2017

### CERTIFICATE

This is to certify that **Ms. Decksha Kumari** bearing USN 4AL15MBA16 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**Employee Morale: A study conducted at Adani Udupi Power Corporation Limited, Padubidri**" is prepared by her under the guidance of **Prof. Gurudutt Somayaji, Associate Professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

  
Prof. Gurudutt Somayaji  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

## DECLARATION

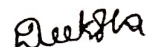
I hereby declare that the internship report titled "A study on Employee Morale at Adani Udupi Power Corporation Ltd." in Padubidre, is my original work which is carried out under the guidance of Mr Lalith, HR manager, Adani Udupi Power Corporation Ltd. and Ms Gurudatt Somayaji, faculty, Department of Business Administration, Alva's Institute of engineering and Technology, Mijar .

I also declare that this Internship 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 Ten 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:** 15/03/17



**Signature of the student**

## ACKNOWLEDGEMENT

Presenting a master of business administration internship project of this type is a kind of task which demands lot of effort and lot of time. The kindness shown and contribution made by various persons are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report. I will remember all of them with gratitude.

First, I praise and thank Almighty God, family and friends from the depth of my heart, who has been the source of my strength in completion of my project work.

I am extremely grateful to my guide, Gurudatt Somayaji, Department of Business Administration, for her regular supervision and valuable suggestions.

I am thankful to Mr. Lalith, HR Manager, UPCL, for his constant guidance which helped me understand the study and successful completion of the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project.

At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members, all MBA faculty members for the continual encouragement and blessings and others who directly and indirectly helped me in completion of my given task.

**Deeksha kumari**  
**USN:4AL15MBA16**

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## **EXECUTIVE SUMMARY**

The study is made to concentrate on employee morale at Udupi Power Corporation Ltd. It covers history of company along with industry profile and company profile, vision of the company organisation chart, product of the company.

The research is done based on the population study and information is collected through questionnaire, data analysis. It is done through graph and chart based on the answer given by the employee. Findings and suggestion based on that analysis.

These research works also provide valuable recommendations to the company to work on those areas identified where opportunities for growth exist. This could help in future development of the country. Finally I conclude UPCL is one of the most leading companies in Padubidre



Internship Report on  
**"IMPACT OF UNION BUDGET ON INDIAN STOCK MARKET"**  
**A STUDY CONDUCTED AT SUGAM SHARES SERVICES, HASSAN**  
**BY**

**DHAMINI B C**

**USN: 4AL15MBA17**

**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAUM**

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

**MASTER OF BUSSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

**Prof. Dharmanand M**

**Assistant Professor**

**Department of MBA**

**AIET, Mijar, Moodbidre.**

**EXTERNAL GUIDE**

**Mr. Shantish B P**

**Branch Manager**

**Sugam Shares Services**

**Hassan**



**Department of MBA**

**Alva's Institute of Engineering and Technology**  
**Shobhavana campus, Mijar, Moodbidri**  
**2015-2017**

## **SUGAM SHARES SERVICES.**

IST FLOOR,SAHYADRI CIRCLE,SALAGAME ROAD,HASSAN-573201

Franchisee:Asit C Mehta Investment Intermediates Limited.Mumbai.

Ref No:001/Pro/2016-2017

Date:7<sup>th</sup> March 2017

### **CERTIFICATE**

This is to certify that Ms. Dhamini B.C Register Number 4AL15MBA17  
A student of Master of Business Administration (MBA) from ALVA'S  
INSTITUTE OF ENGINEERING TECHNOLOGY,MIJAR,MOODABIDRI,  
MBA Programme,has undertaken a project work titled IMPACT OF  
UNION BUDGET ON INDIAN STOCK MARKET in Asit C Mehta  
Investment Intermediates Limited,Hassan from 2-1-2017 to 10-3-2017  
in our organization.

She is Successfully completed the project work and submitted the  
report on the same.There is no obligation of our company for the said  
Project done in our organization.

During this period her enthusiastic and has appetite to learn.We wish  
her all the success in her work and future endeavours.

For Sugam Share Services,

  
Proprietor.

**SUGAM SHARE SERVICES**  
Stock & Share Brokers & Investment Consultant  
2nd Floor, Sahyadri Circle  
Salagame Road, HASSAN-573 201 Karnataka





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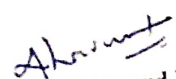
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Phone : 08258-262724 (O), 262725 (P), Telefax 08258-262726  
Email : principal@iet08@gmail.com Web: www.aiet.org.in

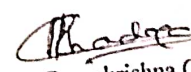
Date: 15-May-2017

### Certificate

This is to certify that, Ms Dhamini B.C, bearing USN 4AL15MBA17, is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "Impact of Union Budget on Indian Stock Market," a study Conducted at Sugam Shares Services, Hassan, is prepared by her under the guidance of Prof. Dharmanand M, Assistant Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

  
Prof. Dharmanand M  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

## DECLARATION


I, **Dhamini B C**, hereby declare that the internship report entitled “**IMPACT OF UNION BUDGET ON INDIAN STOCK MARKET**”: A STUDY CONDUCTED AT **SUGAM SHARES SERVICES, HASSAN**” with reference to “Sugam shares services, Hassan” prepared by me under the guidance of **Prof Dharmanand M**, Assistant Professor, Department of M.B.A, Alva’s Institute of Engineering and Technology and External assistance by **Mr. Shantish B P**, Branch Manager, sugam shares services, Hassan.

I also declare that this internship work is towards 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 internship for a period of Ten 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: 16/05/2017



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 wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Prof. Ramakrishna Chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Prof Dharmanand** , Assistant Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Shantish B P**, Branch Manager, Sugam share services, Hassan and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

**Dhamini B C**

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## EXECUTIVE SUMMARY

The present study, "Impact of Union Budget on Indian Stock Market," with respect to six aspects like computer software, hardware industry, personal care, automobile, private banking, and miscellaneous sectors gave an opportunity to know about the significance and impact on the stock market on them during the union budget. This study helped to know the market efficiency with various event windows, and how each sector gets affected (positive or negative) due to the budgetary changes. In this study an attempt is made to understand the reaction of the investors for the budget announcement. The returns for each share is calculated for on the date of union budget announcement, sixty days before and sixty days after the budget announcement, for the companies under different sectors which are announced on budget in 2016-17. The study tests whether the investor can make abnormal returns by depend on public information in a budget announcement. This part of the study deals with the analysis of the data collected.

The first part of the study gives an insight about the stock market and its various aspects. I got an opportunity to learn what is impact on union budget is really meant and how it is used to take decisions before making an investment. The study has been undertaken at Sugam Shares Services, Hassan. In this study I have chosen various sectors mentioned above as study of my research and selected 50 companies listed under BSE. I have collected all the information from different sources, from my analysis I have taken the announcement dates of budget and based on that event windows were created like 5days, 11days, 21 days and 41days with which paired comparison t-test, one-way, Abnormal Returns, Standard Deviation, Cumulative Average Abnormal Returns and T-Values and one-way anova was compiled, to know the various changes in stock market. I came to know that except computer software and miscellaneous sectors the investment can be made on hardware industry, personal care, automobile sector, private banking which will fetch high profitability.

**Internship Report**  
**A STUDY ON SYNDICATE KISAN CREDIT CARD**

Submitted By  
**Mr. KIRAN GOWDA M.S**  
**4AL15MBA28**

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  
Department of MBA

**EXTERNAL GUIDE**

Mr. SRINIVASA  
Branch Manager  
Chitradurga (T)(D)

AIET, Mijar.



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri, DK**

**2015-2017**

R 139



1 Floor: Western Wing: Reddy Janasangha Building: Chitradurga-577501  
PH: 8194-222435/224039. EMAIL ID: BR.1000@SYNDICATEBANK.CO.IN

Ref: 1000/

Date: 13.03.2017

## CERTIFICATE

This is to certify that **Mr, KIRAN GOWDA M.S.**, (4AL15MBA28), MBA 2<sup>ND</sup> YEAR student of Alva's Institute Of Engineering And Technology College MBA programme, Mijar, Moodbidri, affiliated to Vishvesvaraya technology university, Belgaum, Has successfully completed his "organization study" at "SYNDICATE KISAN CRIDIT CARD, from 02.01.2017 to 10.03.2017. He has worked on the organization study during his industrial training.

During the organization study period, we have found him to be sincere and hard working. He was regular and his performance was very good.

We wish him good luck in his future endeavors.

For SYNDICATE BANK.

कृते सिंडिकेट बँक  
For SYNDICATE BANK

वरिष्ठ शाखा प्रबंधक / Sr. Branch Manager  
चित्रदुर्ग - Chitradurga.

SRINIVASA  
(Sr Br MANGER)





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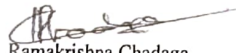
**Date: 15-MAY-2017**

### Certificate

This is certified that **Mr. KIRAN GOWDA MS** bearing **USN 4AL15MBA28** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**SYNDICATE KISAN CRIDET CARD SCHEME**" is prepared by him under the guidance of **Dr. NAGENDRA, Associate Professor, and Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

  
Dr. Nagendra,  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

### DECLARATION

I, KIRAN GOWD MS hereby declare that the Internship report entitled "A STUDY ON SYNDICATED KISAN CREDIT CARDS " with reference to "SYNDICATE BANK CHITRADURGA" prepared by me under the guidance of Dr. NAGENDRA S, Associate professor Department of Business Administration, Alva's Institute of Engineering and Technology.

I also declare that this Internship 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 Ten 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.



Signature of the student

DATE: 16/05/2017

Place: Mijar

## Acknowledgement

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my faculty guide **Dr. Nagendra S** Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Srinivasa branch manager of Syndicate bank Chitradurga** And his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Rama Krishna chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

**Kiran Gowda M S.**

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### **Executive summary**

Project report title **"A STUDY ON SYNDICATE KISAN CREDIT CARDS"**  
Chitradurga. The research is conducted to get a clear view about how agriculturist utilize the Kisan credit card scheme special reference to Syndicate Bank and this project brings about light on advantages of Kisan credit cards. The aim of the study is to know the Effective utilization of service and advances rendered by the bank to farmers in respect of the banks loan product "SKCC" and to know whether the service provided by the bank is satisfactory or not as well as to study the policy issues involved with the decisions of the bank. At the Syndicate bank Chitradurga city and provide valuable suggestion to company based on the study.  
The questionnaire was prepared to get accurate information. It was distributed to 50 Kisan Card holders of Syndicate bank.



# **“A STUDY ON PRODUCT ANALYSIS AT ANFAL MARINE PRODUCTS AT KARWAR”**

*Submitted by:*

**Mis. SOUKHYANAİK**

**II MBA**

**USN No. 4LV15MBA30**



*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. Guru Basava Aradhya.S**  
Department of MBA,  
Mijar, Moodbidri,  
AIET,

## **EXTERNAL GUIDE**

**Mrs. Vinayak Bhat**  
Marketing Manager  
Quality Control Department  
Industrial area, Karwar



**DEPARTMENT OF MBA**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI**  
**2015-2017**

## **ANFAL MARINE PRODUCTS**

**Mfrs & Exporters of Sterilized Fish Meal & Fish Oil**

**Mudga, Amadalli Village, Karwar-581416**

Ph No : 9449810260

### **CERTIFICATE**

This is to certify that Miss. **SOUKHYA R NAIK**, Reg.No **4LV15MBA30** student of MBA 4th Semester of Alvas Institute of Engineering & Technology, Mijar, has undergone two month industrial study in our company from 02.01.2017 to 10.03.2017.

We are happy to state that she has successfully completed her project work and she is sincere and hardworking in her Endeavour work. We wish her all the best.

Place: Mudga

Date: 10-03-2017





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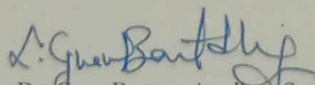
Email : principalaiet08@gmail.com, Web: www.aiet.org.in

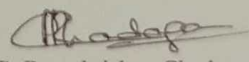
Date: 15-May-2017

### Certificate

This is to certify that Ms. SOUKHYA NAIK bearing USN 4LV15MBA30, is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on "A STUDY ON PRODUCT ANALYSIS AT ANFAL MARINE INDUSTRY, KARWAR" is prepared by her under the guidance of Dr. Guru Basava Aradhya, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.

  
Dr. Guru Basava Aradhya  
Project Guide  
15/5/17

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

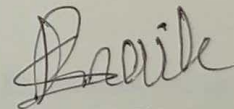
  
Dr. Peter Fernandes  
Principal

## DECLARATION

I, **Soukhya Naik**, hereby declare that the internship entitled, **“A STUDY ON PRODUCT ANALYSIS AT ANFAL MARINE PRODUCTS AT KARWAR”** is prepared by me under the guidance of Dr. Guru Basava Aradhya.S, Department of M.B.A, Alva's Institute of Engineering and Technology and external assistance by Mrs. Vinayak Bhat, Anfal Marine Industry at Karwar.

I also declare that this internship work is toward the partial fulfilment of the university regulation for the award of degree of Master of Administration by Visvesvaraya Technology University, Belgaum.

I have undergone a summer project for a period, 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.



(Soukhya Naik)

Place: Mijar, Moodbidri

Signature of the student

Date:



## 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 wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Dr. Ramakrishna chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. Guru Basava Aradhya.S**, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mrs. Vinayak Bhat**, Marketing Manager, Industrial area, Karwar and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.



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## EXECUTIVE SUMMARY

The project is based on small scale industry. Fishing industry is one of the small scale bases. & project is based on product concept. In product concept included several components of industry. The fish meal are used in the feeding animal protein, poultry & fish oil are used for diabetes, asthma etc.

Anfal Marine Products Industry is one of the major fish oil and fish meal manufacturing industries. Anfal Marine Products Company is established in the year 2010 with an objective of setting up fish oil & fish meal was a manufacturing unit on small scale basis. The owner is Mrs. Vinayak Bhat This is the sole trading concern.

It is one of the most saleable manufacturing industries in Mudga colony, Amdalli. And it sells its products to Goa, Mumbai, Andhra Pradesh, Chennai etc. This industry purchases variety of fish from Goa, Karwar & other fishing harbours.

Anfal Marine Products Industry produces fish oil & fish meal based products. And this fish meal is used for feeding animal protein and poultries mostly made from dried of fish processing. Fish meal & oil are easily digestible products used in fertilizers and animal feed ranging from beef and chicken (livestock) to salmon and aquaculture.

12/13/16

Internship report on

**“A STUDY ON CUSTOMER EXPECTATIONS & SATISFACTION LEVEL  
TOWARDS AFTER SALE SERVICE PROVIDED AT TRIDENT RENAULT”**

**By**

**LAXMISH KRISHNA NAIK**

**USN: 4AL15MBA31**

**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

**Prof. DHARMANAND M.**

**Department Of Business Administration**

**AIET, Mijar.**

**EXTERNAL GUIDE**

**PRAKASH. H**

**Assistant Marketing**

**Trident Renault, Bangalore.**



**Department of MBA**

**ALVAS INSTITUTE OF ENGINEERING & TECHNOLOGY**

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

**Phone: 08258-262725, Fax: 08258-262726.**

**2015-2017**

**TRIDENT AUTOMOBILES PRIVATE LIMITED**

# 1, Lower Palace Orchards, Sankey Road, Bangalore - 560 003.  
Tel: 91-80-4343 3333 Fax: 91-80-2336 8152 CIN: U50500KA1997PTC023159

Date: 16-05-2017

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Mr. Laxmish Krishna Naik (Reg No: 4AL15MBA31) who is studying at Alva's Institute of Engineering & Technology Moodbidri, has successfully completed his "Project Work for "Customer Expectation and Satisfaction Levels towards after Sales & Service provided" in our organization during the period of 02<sup>nd</sup> January 2017 to 10<sup>th</sup> March 2017

His performance & conduct during the internship was good.

We wish his luck for her future endeavor.

Yours sincerely

For Trident Automobiles Pvt Ltd.,

  
Metha Nanjappa  
Dy. General Manager – HR





## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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

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

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

**Date: 15-May-2017**

### Certificate

This is certified that **Mr. LAXMISH KRISHNA NAIK** bearing USN 4AL15MBA31 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on **A Study on Customer Expectations & Satisfaction Level Towards After Sale Service Provided at Trident Renault and A Study Conducted at Trident Renault Mysore road, Bangalore**, is prepared by him under the guidance of **Prof. Dharmanand M, Assistant Professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Prof. Dharmanand M.  
Project Guide

Prof. P. Ramakrishna Chadaga  
Dean - MBA

Dr. Peter Fernandes  
Principal



## DECLARATION

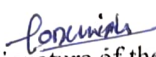
I Laxmish Krishna Naik hereby declare that the internship report entitle **“A study on customer exportation and satisfaction level towards after sales service provided at Trident Renault”** prepared by me under the guidance Professor. Dharmanada M. faculty of MBA department Alva's Institute of Engineering & Technology and External Assistance by Prakash.H Assistant Marketing, Trident Renault.

I also declare that this internship work is towards 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 10 weeks. I further declare that this project based on the original study under take by me as not been submitted for the award of any degree from any other university/institution.

Place: *MiTar*

Date: 15/May/2017

  
Signature of the student

(Laxmish Krishna Naik)

## 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 trident Renault had not permitted me to do work on the topic of mutual choice in their company.

I express deep sense of gratitude to Prakash. H assistant marketing of Trident Renault Bengaluru who gave me the permission and support to my project

I would like express my sincere thanks to Sunil (service manager) for his permission and faith in me and for his guidance and for spending his precious time even in between his busy schedule

I would like to express my sincere thanks to professor Ramakrishna Chadaga, the dean MBA program for his direction and motivation and honorable principle of our college Dr. peter Fernandes

My project work and this report would have been incomplete without the continues direction and correction. So I should be very grateful to acknowledge my mentor Prof. Dharmanada M. for guiding me thought 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

(Laxmish Krishna Naik)

USN: 4AL15MBA31

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## **EXECUTIVE SUMMARY**

The intention of the study is to acknowledge the degree of customer expectation and satisfaction towards different models of products and services provided by Trident Renault. For each industry customer satisfaction is important. If the companies properly study the customer expectation to provide Satisfaction, company gets the good result in both profit and popularity. So it is important to study the post service customer expectation and satisfaction. The project titled "A study on customer expectation and satisfaction level towards after sale service provided" was intended to explore the customer behavior and their expectation about Renault product. This project work explored to identify and evaluate the customer response towards after sale service provided at Trident Renault Bangalore. It also identified the change expected in the Renault car segment. This project work would help the company to formulate better strategies to become a dominant player in the market

12/8/17

Internship report on  
**"A CALENDAR ANOMALIES IN INDIAN STOCK MARKET: - A STUDY  
CONDUCTED AT SHAREKHAN STOCK EXCHANGE, DAVANAGERE"**

Submitted By

**M H PRASHANTH**

**USN: 4AL15MBA33**

Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

**Prof. Dharmanand. M**

Department of Business Administration

Aiet, Mijar.

**EXTERNAL GUIDE**

**Veeresh Babu**

Stock Broker Sharekhan

Stock Exchange, Davanagere



**Department of MBA**

**ALVAS INSTITUTE OF ENGINEERING & TECHNOLOGY**

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

**Phone: 08258-262725, Fax: 08258-262726.**

**2015-2017**





Sharekhan Limited  
#361, 1<sup>st</sup> floor, 4<sup>th</sup> Main, 9<sup>th</sup> Cross,  
Behind vishweshwariah Park P.J. Extension  
Davangere- 577 002.  
Tel: 08192-230922, 234446.

Ref: SHK/PRO2017/257

Date: 11/03/2017


## CERTIFICATE

This is to certify that **Mr M H PRASHANTH** Reg No.4AL15MBA33 IV Sem. A student of Master of Business Administration (MBA) from **ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY, MIJAR, MOODBIDRI, MBA Programme**, has undertaken a project work titled **"CALENDER ANOMALIES IN INDIAN STOCK MARKET"** In Sharekhan Ltd., Davangere from **02-01-2017 to 10-03-2017** in our Organization.

He is successfully completed the project work and submitted the report on the same.

During this period his enthusiastic and has appetite to learn. We wish him all the success in his work and future endeavors.

**Manager**

  
(Veeresh Babu)

SHAREKHAN  
# 361, 1<sup>st</sup> Floor, 4<sup>th</sup> Main,  
9<sup>th</sup> Cross, P.J. Extension,  
Behind Vishweshwariah Park,  
DAVANGERE - 577 002.



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Phone : 08258-262724 (O), 262725 (R), 262726 (F), 08258-262726


Email : principal@iet08@gmail.com, principal@iet08.org.in


**Date: 15-May-2017**

### Certificate

This is to certify that, **Mr. M H Prashanth**, bearing **USN 4AL15MBA33**, is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**Calendar Anomalies In Indian Stock Market**" - A Study Conducted At Sharekhan Stock Exchange, Davanagere is prepared by him under the guidance of, **Prof. Dharmanand.M**, Assistant Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

  
Prof. Dharmanand M.  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

## DECLARATION

I, **M H Prashanth**, hereby declare that the internship report entitled "**Calendar anomalies in Indian stock market**" a study conducted at **Sharekhan stock exchange, Davanagere** prepared by me under the guidance of **Prof. Dharmanand. M**, Assistant Professor, Department of M.B.A, Alva's Institute of Engineering and Technology and External assistance by **Mr. Veeresh Babu**, Stock broker, Sharekhan stock exchange.

I also declare that this internship work is towards 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 internship for a period of Twelve 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:-16-06-2017

  
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 wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Prof. Dharmanand M** Assistant Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Veeresh Babu**, Stock Broker, Sharekhan stock exchange, Davanagere. And his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

**M H Prashanth**

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## EXECUTIVE SUMMERY

Stock price go beyond a seasonal pattern in the same time of year, month or week as the number of brokers in the market promote and shrinks and as technical analysis makes it more probable that historical patterns are repeated. Stock market is subject to an occasional effect in that at specific circumstances of the year, month or even week, share prices can rise or fall.

The study has been undertaken at Sharekhan stock exchange Davanagere. The study comprises the returns of 100 individual stocks which are listed in Bombay stock exchange (BSE). The stock market liable to perform well toward the start of the year as this is when more speculators have new capital to put into the market. Therefore more liked to purchase shares and increases the prices. Truly, shares of some small companies will get some benefit from this effect. For a similar reason, in any case, January is additionally frequently an unstable month at impart prices to huge, prices will moves as dealer action surges. The month is also nearly viewed because many brokers trust that how stock securities exchanges perform in January will foretell their performance for whatever is left of the year. The proposed study focuses on investigating the impact of calendar Anomalies in Indian Stock Market.

Based on the study it is observed that there is no clear pattern in the investment based on the day of week. But there is a reasonable trend occurring in the case of month effect with February to April period being the right period to invest.

Internship Report on

**“IMPLEMENTING SALES FUNNEL IN DIRECT  
MARKETING AT SSG SOFTWARE SYSTEMS PVT LTD,  
BANGALORE”**

*Submitted by*

**VENKATESHA M G**

**USN: 4LV15MBA37**

*Submitted to*



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

Internal Guide

**Dr. Guru Basava Aradhya. S**

Associate Professor

AIET, MBA Department

Mijar, Mangalore

External Guide

**Mr. S Gupta**

Managing Director

SSG Software Systems



**MBA DEPARTMENT**

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

**MIJAR, MOODBIDRI, Mangalore**

**2015-2017**

# SSG Software Systems Pvt. Ltd.

"Committed to Improve Your Profits"

## SSGINDIA

Date-

Date:07-03-2017

### CERTIFICATE

This is to certify that **Mr. Venkatesha M G** (USN: 4LV15MBA37) an MBA (Marketing) student of Alva's, Institute of Engineering and Technology has undergone "Internship" from 06.01.2017 to 07.03.2017 (Sixth January Two Thousand and Seventeen to Seventh March Two Thousand and Seventeen) in our organization under the guidance of Mr. S Gupta (Managing Director) and has completed a project entitled as "Implementing Sales Funnel in Direct Marketing".

During the above period, performance and conduct of **Mr. Venkatesha** has been good.

We wish him success in all future endeavors.



For SSG Software Systems (P) Ltd

S.Gupta  
Managing Director

75, Dinnur Main Road, R T Nagar, Bangalore – 560032, [www.ssglogic.com](http://www.ssglogic.com) 23339502





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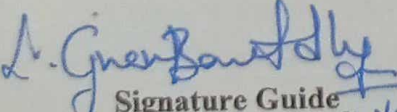
Email : principalaiet08@gmail.com, Web:www.aiet.org.in


Date: 15-May-2017


## CERTIFICATE

This is to certify that **Mr. Venkatesha M G** bearing USN 4LV15MBA37, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum.

Internship report on **"IMPLEMENTING SALES FUNNEL IN DIRECT MARKETING AT SSG SOFTWARE SYSTEMS PVT LTD, BANGALORE"** is prepared by him under the guidance of **Dr. Guru Basava Aradhya S**, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

  
Signature Guide  
15/5/17  
Dr. Guru Basava Aradhya S

  
Signature of HOD  
Prof. P Ramakrishna  
Chadaga

  
Signature of Principal  
Dr. Peter Fernandez

## DECLARATION

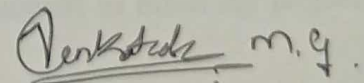
I, **Venkatesha.M.G**, hereby declare that the Internship report entitled "**Implementing sales funnel in direct marketing at SSG Software systems Pvt ltd, Bangalore**" prepared by me under the guidance of **Dr. Guru Basava Aradhya. S**, Associate Professor, MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr. S Gupta**, Director, SSG Software systems Pvt ltd Bangalore.

I also declare that this Internship 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 Ten 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: 15-May-2017



Signature of the student

Venkatesha.M.G

USN-4LV15MBA37



## ACKNOWLEDGEMENT

For to complete this project in efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

Here by I make a humble effort to place on record, my sense of gratitude and sincerity to all my well-wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my internal guide **Dr. Guru Basava Aradhya. S**, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions.

I wish to convey my whole hearted gratitude to **Mr. S Gupta (Director) SSG SOFTWARE SYSTEMS Pvt Ltd. Bangalore**. And his staff for granting permission and providing valuable information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Venkatesha.M.G

USN-4LV15MBA37

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## Executive summary

SSG Software systems Pvt Ltd is a computer software development company. 20 years old software product company from Bangalore. Provide superior service delivered and quality products. SSG 7 logo software certified product sand area of operation is not limited one particular area. Is services customer all over the world.

The topic of the study is “**Implementing sales Funnel in Direct Marketing**” with special reference to SSG software systems Pvt ltd Bangalore. This topic helps to find and asses the prospect customers and turning then as sales lead. Using sales Funnel, and by identify number of prospects at each stage of the steps: I can expect the number of prospects, convert consumer.

The company's main aim as of now is to become a world class software product company from India.

The analysis of the data led a wide pool of findings about various aspect related to the Implementation of sales funnel in marketing and sales lifecycle towards SSG Company and ACE contact Manager Software based on the findings logical conclusion were framed.



**Internship Report on**  
**A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT AND**  
**ITS IMPACT ON EMPLOYEE PERFORMANCE**

Submitted By

Mr. Vikas H N

4LV15MBA39

Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE:**

**Prof. Johnson Fernandes**

Assistant Professor

Department of MBA

AIET, Mijar

**EXTERNAL GUIDE**

**Mrs Sangeetha**

HR. Manager

SS Health Care PVT LTD

Ramanagar



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri, DK**

**2015-2017**



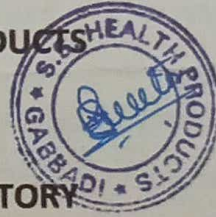
**S. S. HEALTH PRODUCTS**

Mark of quality

**TO WHOM SOEVER IT MAY CONCERN**

This is to certify that, Mr.Vikas.H.N. S/o.H.V.Narasimha Murthy studying in Alvas Institute of Engineering and Technology, Moodbidri has made his Project work from 02-01-2017 to 10-03-2017 successfully in our company.

For S.S.HEALTH PRODUCTS



**AUTHORISED SIGNATORY**





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Email : [principalaiet08@gmail.com](mailto:principalaiet08@gmail.com), Web: [www.aiet.org.in](http://www.aiet.org.in)

15-05-2017

## CERTIFICATE

This is to certify that Mr.Vikas HN bearing USN 4LV15MBA39, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum. Internship report on "A Study on Effectiveness of Training and Development and its Impact on Employee Performance" is prepared by him under the guidance of Prof. Johnson Fernandes, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Prof. Johnson Fernandes

Signature of Internal Guide

Prof. P. Ramakrishna Chadaga

Signature of HOD

Dr. Peter Fernandes

Signature of Principal

## DECLARATION

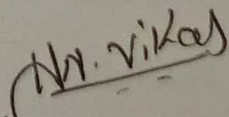
I, Vikas HN, hereby declare that the Internship report entitled "Effectiveness of training and development and its impact on employee performance" with reference to "SS HEALTH CARE PVT LTD, Ramanagar" prepared by me under the guidance of Prof. Johnson Fernandes, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mrs. Sangeetha, HR Manager, SS HEALTH CARE PVT LTD.

I also declare that this Internship 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 Ten 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

## ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble effort to place on record, my sense of gratitude and sincerity to all my well wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my internal guide **Prof. Johnson Fernandes**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mrs. Sangeetha, HR Manager, SS HEALTH CARE PVT LTD**, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Mr. Vikas HN)

USN: 4LV15MBA39



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## EXECUTIVE SUMMARY

A project report titled "A study on effectiveness of training and development and its impact on employee performance at SS HEALTH CARE PVT LTD Gabbadi village, Ramanagar". The research is conducted to get a clear view about the training and development given in the organisation. The main aim of the study is to know the level of quality in training and development in the company given to employee in SS HEALTH CARE pvt ltd and to provide a valuable suggestion to the company based on the study.

A questionnaire was prepared to get accurate information. It was distributed to 100 employee in the organisation. The primary data is collected with the help of questionnaire, observation and interview. Secondary data is collected through the company websites and journals.



**“A STUDY ON COMPETENCY MAPPING WITH SPECIAL REFERENCE TO  
L&T MYSORE”**

**MEGHANA N.M**

**II MBA**

**USN No. 4AL15MBA39**

**AIET, MIJAR**

**MOODBIDRI**



*Submitted to*

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSINESS ADMINISTRATION**



*Under the guidance of*

**INTERNAL GUIDE**

**Prof. Johnson Fernandes**

**Department of MBA,**

**Mijar, Moodbidri,**

**A.I.E.T.**

**EXTERNAL GUIDE**

**Rahul Nayak**

**HR .Manager**

**(HR and personnel)**

**L & T Mysore.**



**DEPARTMENT OF MBA**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI**  
**2016-2017**



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Fax: 91 821 2405491  
www.LNTBG.com

MYS / ABS

Mar 10<sup>th</sup> 2017

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Meghana N M**(USN NO: 4AN15MBA39) student of Alva's Institute of Engineering & Technology, Moodbidri has completed internship Training on "Competency Mapping at L&T" in our organization from 2<sup>nd</sup> Jan 2017 to 10<sup>th</sup> Mar 2017.

The Internship Training was guided by **Mr. Rahul Nayak - Manager - HR & Personnel**.

During this period **Ms. Meghana N M** has shown keen interest and completed the Internship Training successfully.

We wish her success in all her endeavors.

for LARSEN & TOUBRO LIMITED

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

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

Date: 15-May-2017

### Certificate

This is certified that **Miss. MEGHANA N M** bearing **USN 4AL15MBA39**, is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on "**A STUDY ON COMPETENCY MAPPING WITH SPECIAL REFERENCE TO L&T MYSORE**" is prepared by her under the guidance of **Prof. Johson Fernandes**, Assistant Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.

Prof. Johson Fernandes  
Project Guide

Prof. P. Ramakrishna Chadaga  
Dean - MBA

Dr. Peter Fernandes  
Principal

## DECLARATION

I, **Meghana N.M**, hereby declare that the internship entitled, **“A STUDY ON COMPETENCY MAPPING WITH SPECIAL REFERENCE TO L&T MYSORE”** is prepared by me under the guidance of Prof. Johnson Fernandes, Department of M.B.A, Alva's Institute of Engineering and Technology and external assistance by Mr. Rahul Nayak L&T at Mysore.

I also declare that this internship work is toward the partial fulfilment of the university regulation for the award of degree of Master of Administration by Visvesvaraya Technology University, Belgaum.

I have undergone a summer project for a period, 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, Moodbidri

Signature of the student

Date:

## ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my faculty guide **Prof. Jhonsonfernandes**, Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Rahul nayak**, HR Manager (HR & personal), **Ms. Preethi**, Asst. Manager (HR & Admn) L&T Mysore.

First and foremost, I acknowledge my deepest gratitude to **Dr. M Mohan Alva**, Chairmen, Alva's Education Foundation, Moodbidri, for his encouragement for my sports as well as academics.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Dr. Ramakrishna chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

MEGHANA N M

4AL15MBA39



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3	Theoretical background of the study	11-16
4	Data Analysis and interpretation	18-117
5	Findings, suggestions and conclusion	118-120
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## **EXECUTIVE SUMMARY**

The study has been undertaken at L&T which is one of the leading electrical manufacturing company in India. And also the market leader with 24% of market share. Larsen and Toubro is a conglomerate industry into products such as Construction, Heavy equipment, Electrical equipment, Power, Shipbuilding, Real Estate (Realty), financial services and electrical services.

In addition to Electronic Industry which include information about Electrical Industries in India, Top 10 Electrical Companies of India 2015, along with 5years financial history to illustrate the recent performance of the market. Discussion of the key macro and micro market influences impacting the sector are provided with thought-provoking qualitative comment on future opportunities and threats, including a SWOT & PEST analysis. This report combines the best of both, with statistically relevant quantitative data from the organization, coupled with relevant and insightful qualitative analysis.

Competency is a primary characteristic of a person, which enables him to deliver superior performance in a given job. Combining the best of both quantitative and qualitative input, this exclusive report is based on a wide range of primary sources. The pages of report illustrates competency mapping used for development of the employees. Competency mapping involves the process by which we determine the nature and scope of a specific job role, the skills required, the level of knowledge required, and the behavioral capacities required to apply those skills and knowledge in that role.

**Internship Report on**  
**"A STUDY ON EMPLOYEE JOB SATISFACTION IN M/S QUALITY**  
**ENGINEERING WORKS MYSORE"**

**Submitted By**  
**Mr. Mohammed Afeef Owaise**  
**4AL15MBA40**

**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:**

**Mrs. Shiny Joseph**

Asst Professor

Department of MBA

AIET, Mijar.

**EXTERNAL GUIDE**

**Mr. Mohammed Saifulla**

HR Manager

M/S quality engineering

Works Mysore



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri, DK**

**2015-2017**



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Bannimantap Extn., MYSORE - 15  
e-mail : qualityeow@gmail.com / qualityeow@rediffmail.com

Date: 02.03.2017

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Mohamed Afeef Owaise studying Master Degree in Business Administration (MBA) in Alvas Institute of Engineering & Technology, Mijar, Moodbidre has done his Internship Project on " **Employees Job Satisfaction**" in our company from 05.01.2017 to 02.03.2017.

During the tenure of his training he was taking keen interest in his subjects and was found to be hard working.

We Wish Him Every Success.

For Quality Engineering Works

*Md. Sayulla*

Proprietor

**QUALITY ENGINEERING WORKS**  
# 3208/2, C.V. Road,  
Bannimantap Extension, Mysore-15



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


**Date: 15-May-2017**

### Certificate

This is to certify that **Mr. Mohammed Afeef Owaise** bearing **USN 4AL15MBA40** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on **"A study on Employee Job Satisfaction with reference to M/S Quality Engineering Works Mysore"** is prepared by him under the guidance of **Mrs. Shiny Joseph, Assistant professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.

  
Mrs. Shiny Joseph.  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal



## DECLARATION

I, Mohammed Afeef **Owaise**, hereby declare that the Internship report entitled "**A study on employee job satisfaction**" with reference to "**M/S Quality Engineering Works in Mysore**" prepared by me under the guidance of **Prof. Shiny Joseph**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mohammed Saifulla HR manager in M/S quality engineering works Mysore**.

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 a summer project for a period of Ten 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: 15-May-2017



Signature of the student

## ACKNOWLEDGEMENT

This project is a golden opportunity for learning and self-development. I consider myself lucky and honored to have so many wonderful people lead me through in completion of this project.

I am deeply indebted to **Mohammed Saifulla HR Manager, M/S quality engineering works Mysore**, for granting permission and providing requisite information regarding the project.

I acknowledge my fullest gratitude to my internal guide **Prof. Shiny Joseph**, Department of Business Administration, for her regular supervision and valuable suggestions.

I would like to thank to **Prof. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Mr. Mohammed Afeef Owaise)

(USN: 4AL15MBA40)

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## **EXECUTIVE SUMMARY:**

This project titled "A study on employee job satisfaction at M/S Quality Engineering Works Mysore", is submitted in partial fulfillment of the requirement for the award of Master of Business Administration (MBA)

This project includes objectives of the project, methodology, industry profile, company profile, analysis, interpretation, findings, suggestions and conclusion.

In this study job satisfaction is calculated by conducting survey, giving questionnaire to the workers, and also by using secondary source of information.

The main objective of the study is to identify the workers job satisfaction level at M/S Quality Engineering Works, Mysore. And also to know the opinion of the workers towards their work.

This study is total population study as the employees in the company are less in number. and the study is restricted to M/S Quality Engineering Works Mysore

Major finding of the study are, the management involves employees in decision making and there is good opportunity to the employees for their career development in the company.

The suggestion includes, As youth are more active, the organization can hire more of youth for improvement of the organization.

286  
Internship Report on

**“IMPACT OF BUYBACK OF SHARE ON STOCK PRICE OR STOCK  
RETURN”**

*Submitted By*

**MR.NAVAL KUMAR V**

**4AL15MBA46**

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.Dharmananda. M**

**Assistant Professor**

**Department of MBA**

**AIET, Mijar.**

**EXTERNAL GUIDE:**

**Mr. Prasanth Kumar**

**Stock Broker**

**Aditya Birla Money ltd.**

**Belthangady.**



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri, DK**

**2015-2017**



**ADITYA BIRLA**

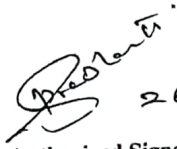


**MONEY**

**13 March 2017**

**"TO WHOM SO EVER IT MAY CONCERN"**

This is to certify that **Mr. NAVAL KUMAR V** bearing **USN-4AL15MBA46** bonafide student doing his MBA at **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI**, has undergone a project "**Impact of share buyback on Stock returns or stock price**" in our organization from 2<sup>nd</sup> January 2017 to 10<sup>th</sup> March 2017. His character and Conduct is uniformly good. He deserved all the Encouragement.

  
26/04/2017.

**Authorized Signatory**

**ADITYA BIRLA MONEY LTD.,**

**D. NO: 7 - 13 / 27**

**LOBO TOWERS, NEAR AYYAPPA TEMPLE,  
MAIN ROAD, BELTHANGADY - 574 214**

---

**PRASHANTH KUMAR**  
**Franchisee: ADITYA BIRLA MONEY LTD.**  
**Lobo Towers, 1<sup>st</sup> Floor, Near Ayyappa Temple,**  
**Santhekatte, Belthangady.**  
**Ph:-7311943942**



## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

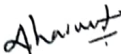
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Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.  
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726  
Email : principalalet08@gmail.com, Web:www.aiet.org.in


Date: 15-May-2017


### Certificate

This is to certify that, Mr. Naval Kumar.V, bearing USN 4AL15MBA46, is a bonafide student of Master of Business Administration course of the Institute (2015-2017), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on A Study on "Impact of Buybacks Announcement on Stock Returns", A Study Conducted at Aditya Birla Money Ltd, Belthangady is prepared by him under the guidance of, Prof. Dharmanand Montadka, Assistant Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

  
Prof. Dharmanand M  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

## DECLARATION

I, **Naval Kumar V**, hereby declare that the Internship report entitled "**IMPACT OF BUYBACK OF SHARE ON STOCK PRICE OR STOCK RETURN**" prepared by me under the guidance of **Prof. Dharmananda Montadka**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr Prashanth, Stock Broker at Aditya Birla Money, Belthangady**. I also declare that this Internship 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 Ten 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: 16-05-2017

## ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble effort to place on record, my sense of gratitude and sincerity to all my well-wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my internal guide **Prof. Dharmanad Mondadka**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr Prasanth Kumar, Stock Broker at Aditya Birla Money Ltd, Belthangady** for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to beloved **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extent my heart full of thanks to my parents, family members and friends for the continual encouragement and blessings and also for their support to finish my project successfully.

NAVAL KUMAR V

(4AL15MBA46)

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## **EXECUTIVE SUMMARY**

The study has been undertaken at Aditya Birla Money, Belthangady. The study comprises the abnormal returns of Companies which has announced the buyback of shares in the National stock Exchange (NSE). The concept of Impact of buyback announcement on stock returns or stock price, the literature review, the data sources involved, the research methodology used, result of abnormal return is explained in detail. The study makes an attempt to analyze the performance of various stocks on the event date of buyback announcement, during the past twenty days before the announcement and twenty days after the buyback announcement. The study is undertaken 100 different companies under study for the year 2007 to 2016.

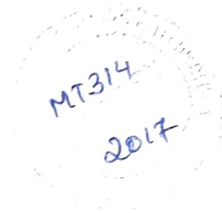
**Internship Report on**  
**A STUDY ON EMPLOYEE MOTIVATION AT PRABHAKARA TILE WORKS,**  
**KUNDAPURA**

Submitted By

**Ms. NISHA ACHARYA**

**4AL15MBA47**

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**

**GURUDATT SOMAYAJI**

Faculty  
MBA Department  
AIET, Mijar.

**EXTERNAL GUIDE**

**Mr. VISHWAS SOANS**

Managing Partner  
Prabhakara tile works,  
Kundapura



**Department of MBA**  
**Alva's Institute of Engineering and Technology**  
**Shobhavana campus, Mijar, Moodbidri, DK**  
**2015-2017**

Estd. 1931

TIN : 29150101052  
CST No.30351315

Tele Grams : 'TILES'  
Phone : 08254 - 230306  
231946

Email : prabhakaratileworks@dataone.in

# PRABHAKARA TILE WORKS

Post Box No. 3, KUNDAPURA - 576 201, Udupi Dist.

Ref. : .....

Date : .....

10.03.2017

## CERTIFICATE

This is certify that Nisha Acharya , USN 4AL15MBA47, Student of MBA, Alva's Institute of Engineering And Technology Moodbidre (D.K) has Successfully completed her project during the period 02-01-2017 to 10-03- 2017.

The project was undertaken by her in the area of Employee Motivation and it was titled "Employee Motivation of Prabhakara Tile Works, Kundapura.

We have noticed that. during this period of study she has shown keen interest in assignments and submitted a good report to the company.

We wish her all success in her future Endeavours.

For PRABHAKARA TILE WORKS

  
Managing Partner





# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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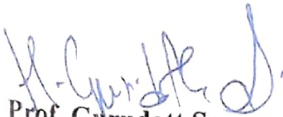
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

Date: 15 May 2017

## CERTIFICATE

This is to certify that **Ms. NISHA ACHARYA** bearing **USN 4AL15MBA47**, is a bonafide student of Master of Business Administration course of the Alva's Institute of engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum. Internship report on – **A Study on Employee Motivation at Prabhakara tile works Kundapura** is prepared by her under the guidance of **Prof .GURUDATT SOMAYAJI**, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

  
Prof. Gurudatt Somayaji

Project Guide

  
Prof. P. Ramakrishna Chadaga

Dean –MBA

  
Dr. Peter Fernandes

Principal

## DECLARATION


I, **Nisha Acharya**, hereby declare that the internship report entitled "**A Study on Employee Motivation**" with reference to **Prabhakara Tile Works, Kundapura** prepared by me under the guidance of **Prof. Gurudatt Somayaji**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr. Vishwas Soans, Managing Partner, Prabhakara Tile Works, Kundapura**.

I also declare that this internship 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 Ten 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: 15.05.2017

  
Signature of the student



## ACKNOWLEDGEMENT

Completion of task in an effective way within the period of given time, the Assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

I am very thankful to Visvesvaraya Technological University for giving opportunity to undertake this project study as a part of the fulfilment of Mater of Business Administration.

I am extremely grateful to my research guide **Prof. Gurudatt Somayaji**, Department of Business Administration, for his valuable advice and guidance rendered to me complete this project successfully.

I am thankful to **Mr. Vishwas Soans**, Managing Partner Prabhakara Tiles works, Kundapura, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle, **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

**Nisha Acharya**

**USN: 4AL15MBA47**

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## EXECUTIVE SUMMARY

The project report titled "**A study on Employee Motivation at Prabhakara Tile Works, Kundapura**". This research was conducted for the 10 weeks and is submitted to the partial fulfilment of requirements of the award of master of business administration. The main aspire of this study is to know the certain factors knowing the Employee Motivation point also bring good result for the concern and to the character career. And provide helpful suggestion to the company.

The project contains company summary and industry profile, objectives, needs, swot analysis, research style, data testing as well as the interpretation, findings, suggestions and conclusion relating to this study.

A questionnaire was organized to get relevant information. it was distributed to 200 employees in the organization. In all places the principal data which was collected with the help of watching. Direct dealings with management partner and the employees and with controlled questionnaire. Along with also the resulting data which was collect with the help of magazine, business website, journals and library.

The do research is conducted to get a understandable idea about the worker motivation level of the workforce in the organization. The main objectives of this learn are to identify the factor that authority employee motivation level and present valuable suggestion to improve the agreement level of workforce. Along with to identify the fulfilment acting an essential role in concert of the employees.

To enhance the efficiency of workers in the group one has to understand the presentation of the employees, as well as also motivate to the employees. a different result of this is the improved motivation among workers to work hard.

R B G

**Internship Report on**  
**"Consumer buying behavior towards M/s Royal automobile Sadalga"**



Submitted By

**Mr. RAHUL.A.PIMPALE**

**USN: 4LV15MBA09**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

**Dr. Ravi kulkarni**

**Department of MBA.**

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

**EXTERNAL GUIDE**

**Mr. Devaraj badiger**

**Royal automobile**

**Sadalga.**



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri**

**2015-2017**

## CERTIFICATE

This is to certify that Mr. RAHUL PIMPALE (Reg. No. 4LV15MBA09) a student of final year MBA of Alvas Institution of Engineering and Technology Mijar. Had completed the summer internship project work on "A study on consumer buying behaviour towards M/s Royal Automobiles Sadalga during the year 2016-17 for period of 10 weeks from 02-01-2017 to 10-03-2017.

The project has been successfully completed by his satisfactory under our guidance, during the study his character and conduct was found satisfactory and we wish him all the best for his future.

DATE - 11-3-2017

PLACE - SADALGA

For M/s. Royal Automobiles

  
Partner

M/s Royal Automobiles

(Balagouda Patil)





## 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 08258-262725

Email principal@iet08@gmail.com, Web www.alet.org.in

Date: 15-May-2017

### Certificate

This is to certify that **Mr. Rahul.A.Pimpale** bearing USN 4LV15MBA09 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "Consumer Buying Behavior towards M/s Royal Automobiles Sadalga" is prepared by him under the guidance of **Dr. Ravi Kulkarni**, Faculty Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

  
Ravi Kulkarni,  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

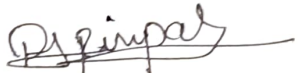
  
Dr. Peter Fernandes  
Principal

## DECLARATION

I, RAHUL PIMPALE, hereby declare that the Internship report on “CONSUMER BUYING BEHAVIOUR TYOWORDS M/S ROYAL AUTO MOBILE SADALGA” prepared by me under the guidance of Dr. Ravi Kulkarni, Associated Professor of M.B.A Department, ALVA's Institute of Engineering and Technology and external assistance by Mr. Devraj Badiger, Royal Automobile Sadalga.

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 a summer project for a period of twelve 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.

  
signature of the student

Place: Mijar

Date: 18/5/2017

## Acknowledgement

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my faculty guide **Dr. Ravi kulkarni** Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Devaraj Badiger**. **Royal automobile sadalga** And his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Place: Mijar

Signature of the student.

Date: 15/May/2017.

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## EXECUTIVE SUMMARY

The project was undertaken in Royal automobile Sadalga . the study has made to know "Consumer buying behavior towards M/s Royal automobile Sadalga ".

The project duration was ten weeks and the project dealt with studying the consumer buying behavior of Hero motor bikes . The project started with the induction program which acquainted me with the concept of service functions and gave me the overview regarding various aspects of the showroom. After having on overview as to how the showroom works, I started with the research on various dimensions of the organization. documents where provided to know about the showroom business divisions, location of offices, hierarchies, reporting relationship, welfare activities, safety measures followed, five decades journey of the showroom etc. after acquiring an insight about the organization, I prepared questionnaires to identify and analysis consumer buying behavior.

The main objective of study was to major To Know the customers are interested to purchasing the bike with respect to in plant training at "Royal automobile sadalga".

100 samples customers have been selected by using random sampling method .The collecting information by survey method, data is tabulated and analyzed lastly conclusion and suggestions have been given.

The study concludes with a view that, attitude of customers towards buying of bike is an important factor for future development of the showroom.



**Internship Report on**  
**“A STUDY ON POST DEMONETIZATION (2016) FINANCIAL SERVICES”**  
**WITH SPECIAL REFERENCE TO MYSORE CITY” A STUDY**  
**CONDUCTED AT YOU-NIQUE TALENT HUB, BANGALORE**

**Submitted By**

**ANKITH M S**

**USN: 4LV15MBA02**



**Submitted to**

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

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

**MASTER OF BUSSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

**Dr. Nagendra S**

**Associate. Professor**

**Department of MBA**

**AIET, Mijar, Moodbidri.**

**EXTERNAL GUIDE**

**Raghavendran V,**

**Managing Director**

**You-Nique Talent Hub**

**Bangalore.**



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri**

**2015-2017**



Ref No: 2017/MR/Con/290

Date: 09-05-2017

## CERTIFICATE

### YOU-NIQUE TALENT HUB

#586, 14<sup>th</sup> cross, Dhavaneshwari Nagar,  
Hebbal Kempapura, Bangalore- 560024

Phone: 9480474141  
9886883052

#### Services:

1. Personality Development,
2. Leadership Skills,
3. Workshops
4. Team Management
5. Interview Skills,
6. Communication Skills,
7. Body behavior,
8. Market research
9. Event Management

#### Branches in PAN India:

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- Mysore,
- Coimbatore,
- Mangalore,
- Chennai,
- Mumbai,
- Pune,
- Erode,
- Gorakhpur,
- Kochi and
- Kolkata

*To whomsoever it is concern*

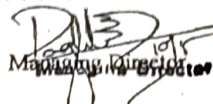
It is hereby certified that **ANJITH MS** bearing USN **4AL15MTA02** student of the Master of Business Administration course of the Alva's Institute of Engineering and Technology, Mijar (2015-2017), affiliated to Visvesvaraya Technological University, Belgaavi, have undergone internship and submitted a report on "**A STUDY ON POST DEMONITIZATION (2016) FINANCIAL SERVICES WITH SPECIAL REFERENCE TO MYSORE CITY**" is prepared by her under the guidance of Mr. Raghavendran V, Director from period on 2nd Week of December 2016 to 2nd Week of February 2017.

*His conduct and discipline was satisfactory*

*Yours truly,*

Yours truly,

For YOU-NIQUE TALENT HUB

  
Managing Director





## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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

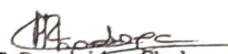
Date: 15-May-2017

### Certificate

This is certified that Mr. ANKITH M S bearing USN 4AL15MBA02 is a bonafie student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "A Study On Post Demonetization (2016) Financial Services' With Special Reference To Mysore City": A Study Conducted at You-Nique Talent Hub, Bangalore is prepared by him under the guidance of Dr. NAGENDRA S, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

  
Dr. Nagendra S.  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

### DECLARATION


I, **ANKITH M S**, hereby declare that the internship report entitled: **"A STUDY ON POST DEMONETIZATION (2016) FINANCIAL SERVICES" W.S.R TO MYSORE CITY** A study conducted at **YOU-NIQUE TALENT HUB, Bangalore**, was prepared by me under the guidance of **Dr. Nagendra S**, Senior Associate Professor, Department of M.B.A, Alva's Institute of Engineering and Technology Mijar, Moodbidri. External assistance was provided by **Mr. Raghavendran V**, Managing Director, **YOU-NIQUE TALENT HUB, Bangalore**.

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

I have undergone the project for a period of Ten 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: 16-05-2017

  
Signature of the Student

## ACKNOWLEDGEMENT

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

I wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset, I would like to acknowledge my gratitude to **Dr. Ramakrishna chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. Nagendra S**, Senior Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Raghavendran V**, Managing Director, **YOU-NIQUE TALENT HUB, Bangalore**. And his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally, I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

ANKITH MS

4AL15MBA02



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## **EXECUTIVE SUMMARY**

The study has been undertaken at You-nique Pvt Ltd, Bangalore. The study comprises post Demonetization effects on banking/financial institutions. The concept of demonetization post effects, the literature review, the data source involved, the Random research methodology used, result of post demonetization effects is explained in detail. The study makes an attempt to analysis the reaction of people and banking/financial institutions. During the 50 days after demonetization. The study is undertaken 384 respondents of Banking/Financial institution and 385 respondents of people or customers.

**Internship Report on**  
**A STUDY ON WELFARE MEASURES AND EMPLOYEE SATISFACTION, AT**  
**MANIPAL NETECH, MANIPAL**

**Submitted By**

**Ms. PRIYANKA BASAPPA TAKKANNAVAR**

**4LV15MBA08**

**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**

**GURUDATT SOMAYAJI**

**Faculty**

**MBA Department**

**AIET, Mijar.**

**EXTERNAL GUIDE**

**Mr. S. ALEXANDER**

**Managing Director**

**Manipal Netech, Manipal.**



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri, DK**

**2015-2017**



# MANIPAL NETECH

(Unit of Alex Group of Fishnet Companies)

Plot No. 17A, Shivalli Industrial Area,  
MANIPAL - 576 104, Udupi-Karnataka, India.



Phone : 0820-2570254, 2573988.  
Mobile : 9844101884, 9448381884  
Fax : 0820-2571488  
E-mail : manipalfishnets@yahoo.co.in

Date: 10-03-2017

## TO WHOM SOEVER IT MAY CONCERN

This is to certify that **Miss Priyanka Basappa Takkannavar**, bearing a Reg.No 4LV15MBA08 student of **Alva's Institute of Engineering and Technology, Mijar, Moodbidri** has attended the Project work in our organization on the topic "**WELFARE MEASURES AND EMPLOYEE SATISFACTION**" for the practical purpose with reference of Manipal Netech Manipal, from 02-01-2017 to 10-03-2017.

During the course of project work she has taken keen interest and acquired adequate knowledge about the welfare measures and employee satisfaction.

Her conduct and character were found to be good during the project work.

The Management wishes her a very success and a bright future in her academic career.

For **MANIPAL NETECH**

Partner,



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

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

Date: 15 May 2017

## CERTIFICATE

This is to certify that **Ms. Priyanka Basappa Takkannavar** bearing USN 4LV15MBA08, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum. Internship report on "A Study on Welfare measures and employee satisfaction" is prepared by her under the guidance of **Prof. Gurudatt Somayaji**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

  
Prof. Gurudatt Somayaji

Project Guide

  
Prof. P. Ramakrishna Chadaga

Dean -MBA

  
Dr. Peter Fernandes

Principal



## DECLARATION

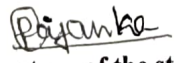
I, **Priyanka Basappa Takkannavar**, hereby declare that the internship report entitled "**A Study on Welfare Measures and Employee Satisfaction with reference to Manipal Netch, Manipal,**" prepared by me under the guidance of **Prof. Gurudatt Somayaji**, faculty of MBA Department, Alva's Institute of Engineering and Technology and External guidance by **Mr. S. Alexander, Managing Director, Manipal Netch, Manipal.**

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 a summer project for a period of Ten 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: 15-05-2017

  
Signature of the student

## ACKNOWLEDGEMENT

Completion of task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

I am extremely grateful to my research guide **Prof. Gurudatt Somayaji**, MBA Department, for his regular supervision and valuable suggestions.

I am thankful to **Mr. S. Alexander**, Managing director, Manipal Netech, Manipal, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude

to **Prof. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Priyanka Basappa Takkannavar)

USN: 4LV15MBA08

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## EXECUTIVE SUMMARY

A project report titled "**A Study on Welfare measures and Employee Satisfaction at Manipal Netech, Manipal**". This study main purpose is to know employee satisfaction by welfare measures in the organisation. The primary information was obtained by questionnaire which consists of open end questions and close end questions and company's records are used as a source of secondary data. This study used the simple analytical methods like bar charts, pie charts, etc., are used to analyse the data collected.

The organization try to provide all services which will help both employees and the company. Not only for satisfaction but try to improve the ability of the both employees and the company. If the abilities of the employees and the organization improve than they can face competition easily.

From the study it was found that Welfare Measures are provided by the Organisation is effectively satisfied their employees. In this study, methods were used that Welfare Measures are provided by the organisation are good, Reliability, Responsiveness, Assurance, Empathy, Tangibles based on these dimensions questionnaires are prepared. In the analyses it is found that employees are well satisfied by these measures and that leads to retain the employees in the organisation for future.