NALLA NARASIMHA REDDY

Nalla Narasimha Reddy Group of Institutions

NNRG Integrated Campus

Education Society's Group of Institutions - Integrated Campus
Approved by AICTE, New Delhi, Affiliated to JNTU - Hyderabad

Date: 11th July 2020

BRIEF REPORT ON THE INAUGURATION OF TWO DAY NATIONAL ONLINE CONFERENCE ON
INNOVATIONS AND EMERGING TRENDS IN MANAGEMENT SCIENCES (IETMS-2020) ON 9th AND
10th July 2020.

A Two Day National online Conference on "INNOVATIONS AND EMERGING TRENDS IN MANAGEMENT SCIENCES" (IETMS - 2020) organized by the School of Management Sciences was inaugurated on 9th july 2020 at 10.30 A.M. in the online through Zoom medium. Dr. Chetan Srivastava, Professor School of Management Studies, Hyderabad Central University, Hyderabad was invited to be the Chief Guest Dr C.V.Krishna Reddy,Director NNRG presided the program. All the dignitaries were invited to the online program by Mr. Suresh Kumar Nayak, Assoc Professor with a welcome speech and he invited Dean, School of Management Sciences to give an introduction of the program

At the outset, Dr. T. Ravindra Reddy, Dean, School of Management Sciences welcomed all the dignitaries, HoDs, staff and all the participants from various other colleges to the Conference. He said that the main objective of this conference is to discuss about the emerging trends in management sciences. He said that there are lots of contemporary issues in Management Sciences and this conference is apt to one and all to express their ideas and share their views with each other. There is tremendous response to this conference and good number of research papers has been received for presenting in the Conference. He said that the present conference will bring the awareness among the participants to receive emerging trends in research issues related to marketing, finance, HR, administrative, customer care development and the challenges the present organizations are facing and what are the innovative resources available in the organizations to meet the emerging trends in the market. He said that there are 141 research papers received from the participants, out of which 115 were short listed and he suggested to all the participants to make good use of this conference to express their views and to share their ideas in this platform which would definitely give some encouragement to imbibe innovative ideas and other contemporary issues related to management sciences which are helpful to the practioners, researchers, educators and students.

Prof. Chetan Srivastava, Chief Guest on the occasion gave inaugural speech to the participants and said that everyone should make use of their technical knowledge for new innovations keeping in view the changing trends in management sciences through the power point presentation in the zoom medium. Accordingly, faculty should evolve various new innovations in research and it is their responsibility to encourage the students to focus on research on new developments, innovations keeping in view the present emerging trends. He said that the researchers should use optimally the emerging technical knowledge by facing all the challenges which are connected with management and administrative aspects. Finally, he advised everyone to give equal importance to human relations along with academics

and this would have immense effect on the day to day lives of the mankind. He said that every person should feel the importance of human values without which the academic avenues and achievements carry no value; hence everyone should focus on research by safeguarding the human relations and values. He congratulated all the participants to have fruitful and creative dimensions during the two day online Conference.

Dr. C.V. Krishna Reddy, Director congratulated the School of Management Sciences for organizing the 2-Day National online Conference on Innovations and Emerging Trends in Management Sciences. He thanked Prof. Chetan Srivatsava, Chief Guest on the occasion for his gracious presence for the inaugural session of the conference. He said that the conference would create a platform to researchers, students and industrialists to share their thoughts and ideas, so that they can become part of development of technology. He narrated the importance of new innovations and leadership skills in the management sciences. He said that faculty and students should focus on research that would be useful to the society. He advised all the participants to actively involve in the deliberations and present their research papers.

The inaugural session concluded by 11:50 PM and Mr .Suresh kumar Nayak, Asso prof proposed a vote of thanks to all the dignitaries and the participants.

On DAY 1 i.e, on 9th July, morning session ended with inaugural program from 10:30am to 12:00pm and later 28 participants presented their conference papers through zoom medium in the afternoon session from 12:00pm to 4:00pm.

On DAY 2 i.e, on 10th July, 30 participants took chance to present their respective conference papers through the zoom medium in the morning session from 10:30AM to 1:00PM

Thereafter, the Valedictory session started by 2:00 PM on 10th July,2020 by Mrs.A Swathi Asst Prof, welcomed all the dignitaries on the Zoom platform. Dr.T.Ravindra Reddy,Dean,SoMS and Convenor of IETMS-2020, presented a brief report on the two days conference and also he expressed gratitude to the Chairman, NNRG Sri.Nalla Narasimha Reddy for providing an opportunity to conduct this conference in a successful way.

Dr. C.V. Krishna Reddy has released the Conference Proceedings in soft copy at 2:15 PM and congratulated Dean and faculty members of SoMS for the success of the first online conference. The participants delivered their feedback on IETMS-2020 by 2:30 PM and the Conference concluded by 3:00 PM with a vote of thanks proposed by Mr. Suresh Kumar Nayak, Asso Prof. The entire two days online conference is conducted on Zoom platform by Mr .A Sudheer(Host) ,Mr. Suresh kumar Nayak(Co host) and G. Prashanth kumar(co host) without any technical difficulties.

Day-1-(09-07-2020)-Zoom platform ID: 88327504866, 83903428987

Pass code: 336191, 938547

Day-2-(10-07-2020)-Zoom platform ID: 85909254137, 87067797619

Pass code: 197889,833234

DEAN

NNR School of Management Sciences
Nalla Narasimha Reddy Education Socy
Group of Institution
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Ghatkesar Mandal, R.R. Dist

INNOVATIONS AND EMERGING TRENDS IN MANAGEMENT SCIENCES

9ᵗʰ & 10ᵗʰ July, 2020

National Conference Proceedings

Organized by

SCHOOL OF MANAGEMENT SCIENCES

Edited by

Dr. T. RAVINDRA REDDY

Professor & Dean SoMS, NNRESGI, Hyderabad, T.S.

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About NNRG

Nalla Narasimha Reddy Education Society`s Group of Institutions (NNRESGI), popularly known as NNRG was established in 2009 is approved by AICTE and affiliated to Jawaharlal Nehru Technological University Hyderabad and the institute has been accredited by NAAC and NBA-(ECE, CSE, and MECH). The institute is an integrated campus having three schools Viz. School of Management Sciences (SMS), School of Engineering (SOE) and School of Pharmacy (SOP). The institution offers MBA, M.Tech, M.Pharm, B.Tech and B.Pharm Courses, having more than 2500 students in various disciplines on the campus, the institution encourages multi-disciplinary research by providing the state of art infrastructure, library and lab facilities along with the committed and dedicated faculty.

About SMS

The School of Management Sciences (SMS) is a part of integrated campus. The School offers Masters Degree in Business Administration with an intake of 120 students having well qualified and highly experienced faculty in all areas of Management. Ever since the inception of the School in 2009, application and research oriented education has been its top priority.

About the Conference

The National Conference on Innovations and Emerging Trends in Management Sciences (IETMS-2020) is organized by the School of Management Sciences. The basic objective of the conference is to bring together academicians, experts and students from different parts of the country to exchange knowledge and ideas in the crucial areas of Management Sciences.

Conference Themes

This conference provides an opportunity to discuss innovations and emerging trends in management sciences. The papers are invited on the following sub-themes.

Financial Management, Human Resource Management, Information Technology Management, Marketing Management, Operations & Production Management, Knowledge Management, Pharmaceutical Management and Entrepreneurship.

Organizing Committee

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Shri Nalla Narasimha Reddy

Chairman
Nalla Narasimha Reddy Education Society's Group of Institutions

MESSAGE

I am very happy to know that the School of Management Sciences of Nalla Narasimha Reddy Education Society's Group of Institutions is holding an Online Conference on "Innovations and Emerging Trends in Management Sciences (IETMS-2020)" on 9th and 10thJuly2020, in our institution. To begin with, I offer my sincere appreciation and gratitude to the members of the organizing committee and Prof.T.Ravindra Reddy, convener of this conference. I also extend my greetings to all the participants. The conduct of this Online Conference is a testimony that the School of Management Sciences of our Institution looks beyond and finds solution to situations. The COVID-19 has triggered unprecedented restrictions not only on movement of people, but also economic activities. Even during this time, there are certain sectors like pharma, telecomwhich are growing.So, this online conference on a nice theme "Innovations and Emerging Trends in Management Sciences" can bring students, academicians, entrepreneurs to a virtual platform to address the challenges and opportunities in the corporate world. I believe this conference will find aninnovative solution for disaster management. I wish the organizers all the success they deserve on account of systematic planning and careful organizing this conference during such period in our life.

Dr.C.V.Krishna Reddy
Director
Nalla Narasimha Reddy Education Society's Group of Institutions

MESSAGE

It is a matter of great pride that the School of Management Sciences of Nalla Narasimha Reddy Group of Institutions is organizing a two day online National Conference entitled "Innovations and Emerging Trends in Management Sciences (IETMS-2020) on 9th and 10thJuly 2020. I extend a wholehearted welcome to all the participants and offer sincere appreciation to the members of the organizing committee.

The theme of the conference is the Innovations and Emerging Trends in Management Sciences which focuses on the challenges and opportunities in the corporate world. The present challenges in the corporate world due to COVID-19 pandemic will have far-reaching impacts as forecasted by reputed institutions like IMF and World Bank.Theaviation, tourism, hospitality industries,Small and Medium Enterprisesare facing serious challenges.There is a real threat of significant declinesin revenue, insolvencies and job losses. During this Challenging time, IETMS 2020 will provide an excellent opportunity for different stakeholders in the society to develop innovative ideas and feasible solutions that will address the challenges faced amidst COVID-19. I would like to congratulate Dr. T. Ravindra Reddy, convener of this conference as well as the entire organizing team and wish an all round success of the national conference.

DR. T. RAVINDRA REDDY
Convener- IETMS2020
Dean, School of Management Sciences
Nalla Narasimha Reddy Education Society's Group of Institutions

MESSAGE

It gives me immense pleasure to present you all a two day online National Conference on Innovations and Emerging Trends in Management Sciences (IETMS-2020).This online national level conference is being organized by our school on 9th and 10thJuly 2020. The successful outcome of the 1st editions before this, generated an overwhelming response from all our students, academicians, guest speakers, resulting in a unanimous request for the continuation of the conference on Innovations and Emerging Trends in Management Sciences. Today we are passing through a phase that we never imagined, never wished, absolutely unprecedented and the coming reality may be very tough to digest due to COVID-19. We never gave a single thought a virus can lock the entire world, can imprison everybody and can create a bizarre human behaviour.Here I quote Robert H. Schuller, "Tough Times Never Last, But Tough People do". We at NNRG planned to conduct online conference during this phase. The sharing of knowledgeand experience of all the participants on this virtual platform will enlighten all of us for a better tomorrow. I am confident this conference will provide innovative and feasible solution during this dark period. On behalf of School of Management Sciences, NNRG, I congratulate all the participants and my sincere thanks to our Hon'ble chairman, Sri Nalla Narasimha Reddy, Director Dr. C. V. Krishna Reddy for their continuous support and inspiration. I sincerely appreciate all the members of the organizing committee and advisory board for their active participation in the conference.

A Study on Utility of Mobile Banking Technology in Hyderabad City, Telangana

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ABSTRACT:
Abstract Mobile banking is a term used for performing balance checks, account transactions, payments, credit applications, loans to farmer households, time demand deposits transfer, third- party depository, customized message, account management, personal setting and etc. Technology has a major impact in helping banks service their customer was with the introduction of the Internet banking. Internet Banking helped the customers to access their account at any time. Customers could check out their account details, get their bank statements, perform transactions like transferring money to other accounts and pay their bills sitting in the comfort of their homes and offices. The main benefit is that cell phone is more portable than even the smallest notebook. Mobile banking is convenient. Any time any where account access makes seat-of-the-pants one management possible. In this paper deals the utility of mobile banking and to study gives adoption and acceptance of mobile banking system, perception of mobile banking users, and analyze important factor is needed to adopt mobile banking system in Hyderabad City, Telangana.

Keywords: Mobile Banking, Internet Banking, Utility, Adoption, Perception and Acceptance

1. Introduction:

 Although millions of dollars have been spent on building mobile banking systems, reports on mobile banking show that potential users may not be using the systems, despite their availability. Thus, research is needed to identify the factors determining users' acceptance of mobile banking. Mobile Banking is one of the significant functions of the bank. Mobile banking is a system that allows customers of a financial institution to conduct a number of financial transactions through a mobile device such as a mobile phone or tablet. Technically speaking most of these services can be deployed using more than one channel. Presently, Mobile Banking is being deployed using mobile applications developed on one of the following three channels. 1) Interactive Voice Response 2) Short Messaging Service 3) Wireless Access Protocol. The factors affecting the acceptance of an emerging IT artifact such as mobile banking have piqued interest among researchers and remain unknown due in part to consumers' trust and risk perceptions in the wireless platform

2. Research Methodology

2.1 Primary objective

The Primary objective of this study is to analyze the utility of mobile banking system in Hyderabad City, Telangana.

2.2 objectives of a study

1. To study the adoption of mobile banking system by the bank customers in Hyderabad City, Telangana.
 2. To know the perception level of mobile banking system.
3. To identify important factors this decides the acceptance of mobile banking system.
4. To give valuable suggestions to banking sector to promote mobile banking technology among the bank customer

2.3 Research design

Descriptive research design is used in this study. Descriptive research design is a scientific method which involves observing and describing the behaviour of a subject without influencing it in any way.

2.4 Source of Data

In this study questionnaire method was used for primary data collection. The format of the questionnaire consists of four parts. They are Demographic information, Mobile banking perception, important factor to adopt and Accept mobile banking system.

2.5 Sampling

Simple Random Sampling technique was used in the study. Simple random sampling is one form of probability sampling. All the researcher needs to do is assure that all the members of the population are included in the list and then randomly select the desired number of subjects.

2.6 Sample size

150 respondents who are the customers of various banks in Hyderabad City, Telangana.

2.7 Limitations of the Study

It covers only respondents from Hyderabad, by keeping a sample of 150. The time period of the study between September 2019 to February 2020 and all the results confined to this time period alone.

3.Review of Literature

Hsiu-Fen Lin (2011), Rapid advances in mobile technologies and devices have made mobile banking increasingly important in mobile commerce and financial services. Using innovation diffusion theory and knowledge-based trust literature, this study develops a research model to examine the effect of innovation attributes (perceived relative advantage, ease of use and compatibility) and knowledge based trust (perceived competence, benevolence and integrity) on attitude and behavioural intention about adopting (or continuing to use) mobile banking across potential and repeat customers.

Chian-Son Yu (2012), Fast advances in the wireless technology and the intensive penetration of cell phones have motivated banks to spend large budget on building mobile banking systems, but the adoption rate of mobile banking is still underused

enrich current knowledge about what affects individuals to use mobile banking is required. Consequently, this study employs the Unified Theory of Acceptance and Use of Technology

(UTAUT) to investigate what impacts people to adopt mobile banking.

V Devadevan (2013), in this article titled as Mobile banking in India- issues and challenges mobile banking has an opportunity to adopt mobile users due to technological implementation. This article discussed about challenges which transaction limitation, security and authentication issues. This also highlighted some other issues related with mobile banking. The major problem was identified like facilities in mobile banking, different languages used for communication.

Muhmmad Zeeshan (2014), in their article Internet versus Mobile banking have compared that how internet banking differ from mobile banking. It explained that usefulness of internet and mobile banking are same but differs. Because the internet banking the user have to sit in front computer to operate longer time, but mobile banking is portable and easy to carry anywhere but still internet banking has used in superior level.

BossiMasamila (2015) [6], in this article State of Mobile banking in Tanzania and security issues tells about perception of Tanzania people. Most of them have mobile banking but not bank accounts. So mobile banking has been created big opportunity to increase the bank growth. Finally, there are number of opportunities to increase mobile banking user and surely mobile banking increases bank and country growth.

Harun R Khan (2016) [4], in this article titled as Digital India: Emerging challenges and Opportunities for the banking sector. It discussed about Migration from cash to electronic payments and there are over 900 million mobile users in the country. RBI conducted number of awareness program to increase mobile banking users. The plan of digital India is connecting all the Gram Panchayat through broadband network by **2017.**

Aijaz A. Shaikh, HeikkiKarjaluoto (2018), the article analyzes and synthesizes existing studies of m-banking

adoption and maps the major theories that researchers have used to predict consumer intentions to adopt it.

4. Data Analysis and Interpretation

The table 1.0 shows that 45(90.0%) view account activity, 5(10.0%) do not view their account activity, 8(16.0%) are using mobile banking for deposits 48(96%) are not, 25(50%) uses to transfer money and 25(50.0%) are not. 26(54.0%) pay bills by mobile banking rather 24(46.0%) are not. 11(22.0%) are using mobile banking for ticket booking 39(78.0%) are not. The responds do not prefer other operations through mobile banking. It shows that most of the customer prefers mobile banking to view account activity followed to transfer money, Pay bills, Ticker booking and deposits

Table 1.1: Some Important Factor to Adopt Mobile Banking in the Future Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Security	150	1	5	4.44	0.884
Privacy	150	1	5	4.24	0.960
Reliability	150	2	5	4.04	0.903
Service charge	150	1	5	3.62	1.105
Perceived usefulness	150	2	5	3.92	0.922
Perceived ease of use	150	1	5	3.74	0.986
Valid N (list wise)	150	-	-	-	-

Mobile Banking Operations		Frequency	Percent	Valid Percent	Cumulative Percent
View Account Activity	Valid No	5	10.0	10.0	10.0
	Yes	45	90.0	90.0	100.0
	Total	50	100.0	100.0	
Deposits	Valid No	48	84.0	84.0	84.0
	Yes	8	16.0	16.0	100.0
	Total	50	100.0	100.0	
Money Transfer	Valid No	25	50.0	50.0	50.0
	Yes	25	50.0	50.0	100.0
	Total	50	100.0	100.0	
Pay Bills	Valid No	26	52.0	52.0	52.0
		24	48.0	48.0	100.0
		50	100.0	100.0	
Ticket Booking	Valid No	39	78.0	78.0	78.0
	Yes	11	22.0	22.0	22.0
	Total	50	100.0	100.0	100.0
Others	Valid No	50	100.0	100.0	100.0

The above table 1.1 shows cross tabs between year of using mobile banking and important factors to adopt mobile banking in the future they are namely security, privacy, reliability, service charge, perceived usefulness, perceived ease of use. According to this result most of the respondents are using mobile banking 1 to 2 year. And respondent prefers security for their first choice to adopt mobile banking in the future followed by reliability, privacy, perceived ease of use, perceived usefulness and service charge.**5. Findings**

1. Mobile banking users are more in age group of 18-30 followed 31-40.

2. 68% of mobile banking user uses antivirus software in their mobile phone.

3. 76% of mobile banking user assigns password to protect their mobile.

4. Mobile banking users 100% are using mobile banking for bank account followed by commodities 90%.

5. Reasons for using mobile banking is to access 24*7 (44%) and for convenience (24%)

6. Frequency of using mobile banking is 1 to 2 times per month (44%) followed 3 to 4 times (38%).

7. The respondents 80% of them are using mobile banking to view account activity operations, 70% are using for money transfer and 58% of them to pay bill

8. Mobile banking perception differs according to the user age, qualification, occupation, monthly income and year of using mobile banking. But finally every mobile banking user accepted that mobile banking is useful and affordable service to everyone.

6. Suggestions

1. Bank provides number of facilities to their customer to attract and to increase the revenue of the banking sector. Mobile banking is an emerging technology which is used by most of the bank customers. It is mainly used by age group between 18-30 and it is also to be noted that most of the male customer uses mobile banking than female user. Mobile banking user prefers antivirus to protect their mobile and also they uses password to access it. Compare with net banking it is more convince and also portable. It has same usefulness like net banking but facilities are higher in mobile banking than net banking. In India most of them uses mobile but they do not have account. The bank can increase their customer by mobile banking.

2. The perception of mobile banking among the respondent are mostly same. Mobile banking users still worry about security of mobile banking and privacy. The mindset of the mobile banking customer should be changed. It has much security policy like net banking, but it didn't reach to the people. Most of the user accepted that mobile banking has much facilities and its convenience also 24*7 accesses. The customer can access their account at anytime and anywhere.

3. Finally, mobile banking did not reach in Hyderabad that much. The acceptance of mobile banking among the bank customer is below expectations because out of 100 only 50 of them uses mobile banking may be because low levels of awareness and acceptance, inability of banks to seed the mobile number with the account number, absence of collaboration and revenue sharing models between banks and mobile banking operators. So the banks have to take some action like awareness and training program to promote mobile banking to their customers. It will be beneficial to bank as well as to their customer.

7. Conclusion

Mobile banking is used by all age groups of people. The current research concludes that many of the people are not aware of mobile banking. Each and every technology has its own advantages and disadvantages. Mobile banking also has number of advantages but it did not reach to the bank customer properly. If bank customer has more money than they need to manage their day to day expenses, banks offer a variety of options for saving, including market accounts, high-interest online savings accounts and basic savings accounts. Using mobile banking customer can easily access their bank accounts anywhere at any time. Bank provides much security to manage their customer mobile banking. Finally, bank has to provide awareness to their customer about mobile banking to increase bank growth. Because everyone has mobile phone, so it is better opportunity to the bank to increase their revenue. People have to consider that mobile banking is an opportunity to increase their growth. It would be better to the country growth if bank and customer consider that mobile banking is an affordable service

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WEALTH MANAGEMETN A STUDY WITH REFERENCE TO WOMEN INVESTORS IN HYDERABAD CITY

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Abstract

Women investors are changing the world by changing wealth. Income of women is growing very faster. In India majority of family women plays a significant role in wealth management. The demographic, economic, and technology changes are influencing and increases women financial strength and independence. The uneducated and illiterate women required more level of awareness regarding various levels of investment. The companies are also required more transparency in their investment instruments to attract more investments. The present research is aimed to understand the perception and the behavior of women investors with particular reference to Hyderabad city in Telangana state.

Keywords: women investor, wealth management, women behavior, economic changes, women awareness

1. INTRODUCTION

In the world women's are growing faster in wealth and income. Government also providing many schemes and loans to the women investors by this they are stronger in financial strength and independence. According to the research women wealth represents 30% of global wealth increases more 7% faster compared to men. Now a day in India many women are focused on women entrepreneur. On the other hand the Hyderabad diverse rate are increasing more and women's are facing risk for their own finances to their children case and family and single parents having more financial responsibilities to their children. By this government has came front with many schemes to the women, and women's are ready to start entrepreneurship in Hyderabad.

2. STATEMENT OF THE PROBLEM

Managing family wealth influence the economy of any nation and it plays a significance role in developed and developing countries. In India majority of family women plays a significant role. The demographic, economic, and technology changes are influencing and increases women financial strength and independence. In India the women investment are based on the economic level and their education level. It is necessary that markets and Government need to give right direction in case of uneducated and illiterates women in the segment of wealth management market. Thus the study aimed at to understand the level of behavior and perception of women in various investments in case of wealth management and also the women participation in various sectors of investments in India with special reference to Hyderabad city.

3. OBJECTIVES

- To understand the needs of women investor in various types of investment.
- To know impact of personal goals on total wealth invested by women investors
- To provided strategies for wealth management services for women investors

4. SCOPE OF THE STUDY

The study is aimed to understand the behavior of women investor in wealth management. It is confined to various places of Hyderabad city by considering 120 Number of women respondents with various backgrounds of their education

and other economies level along with age group.

5. RESEARCH METHODOLOGY

The research is descriptive in nature which is followed by a well structured questionnaire.

Data Collection

Primary data is collected with questionnaire through survey method. The questionnaire is pretested with 10 sample respondents who are the regular investors, by considering the comments from the sample respondent the questionnaire was redrafted with necessary adjustments. Secondary data is used for the study is journals, magazines, research article, books, websites, and other related materials with is already collected.

Sample

Convenience sampling method is used for the study with the help of 120 size of sample of women investors from Hyderabad comprising salaried, housewife, and self employed. A simple percentage is used for data analysis.

Limitations

1. The study is limited to Hyderabad city only thus the findings may not applicable to other areas of India.
2. The study is confined to the sample size of 120 women investors.

6. Results and Discussion

6.1. DEMOGRAPHIC PROFILE OF RESPONDENTS

1. AGE

Age of the investor is an important factor which influences the investment decision. The following table describes the age background of the respondents

Table No-1.0 Age of the Respondents

S.No.	Age of Respondents	No of Respondents	Percentage
1	25 - 35	24	20
2	36 - 45	45	37.5
3	45 - 55	28	23.33
4	Above 55	23	19.16
	Total	120	100

Source Primary data

The above table shows that 20 percent of the respondents are in the age group of 25 to 35, 37.5 percent of the respondents are in between 36 to 45, 23.3 percent are in between 45 to 55 and 19 percent are above 55 years. About 47 percent are in between 36 to 45 years.

2. OCCUPATION

Occupation of the investor is an important factor which influences the investment decision. The below table indicates the occupation level of the respondents

Table No-2.0 -Occupation of the Respondents

S. No.	Occupation of Respondents	No of Respondents	Percentage
1	Self employed	51	42.5
2	House wife	31	25.8
3	Professional	38	31.7
		120	100

Source Primary data

The above table shows that the occupation of the respondents is taken as self employed, house wife and professionals. About 43 percent of the respondents are self employed, 26 percent of the respondents are house wives and 32 percent are professionals. The income of the house wives are considered as their family income for the investment.

6.2. Choice of model for wealth management service

Some of the women's may prefer their own knowledge in investing especially the educated women's may prefer a model of self services. The below table 3.0 shows that 46% of respondent is

taking decisions with their own knowledge on investment. This is also in categories of education women and they are responding more thus the level of education is influencing a factor of self services in investment decisions of women investor. This is identified that some of the women investor prefer to use the services of an investors who is already invested in the market. They may influence the friend's investors and their returns on investment. The below table 3.0 shows that that more than 50% of respondent are influencing with their friends and other relatives in their investment decision process. The research found that the advertisement form other advisors in partners of investment is also prefers to use services of an advisors the study indicates that uneducated investors are depending on the advices of others. Investors are also referring the websites towards the portfolio for types of investment. The below table 1.0 shows that only 35% of respondent are searching through website for their investments. This factor is also influencing the educational background of investors and the women who are computer literates only.

Women are most social being group members as such they may follow any decision on the basic of the relatives and colleagues, as such the relatives and colleagues influences in wealth management services. The below table 3.0 shows that majority of respondent are depending their relatives and colleagues at the time of investing.

Table No- 3.0- Choice of model for wealth management services

Factors	Most Important	Important	Neutral	Not important	Least important	Total
...ervice						
Investor	29 (24)	35 (29)	19 (15)	31 (25)	6 (5)	120
Advisor	28 (23)	34 (28)	21 (17)	29 (24)	8 (6)	120
Website	22 (18)	21 (17)	19 (15)	28 (23)	30 (25)	120
Relatives and Colleagues	48 (40)	32 (26)	12 (10)	18 (15)	10 (8)	120
Selfs	32 (26)	21 (17)	26 (21)	29 (24)	12 (10)	120

Source Primary data

6.3.Rank your financial goals

Career is also one of the important factors which influence the financial goal of women. The below table shows that a less number of women purpose of investing is career advancement because their investment are not only for the sake of their benefit but also caring of family that is children, husband and parents. Women plays a vital role regarding the development of their children as such children education is one of the important factor in a financial plan of the family thus children education is a vital factor in their investment. The below table shows that Majority of women purpose of investment is for the sake of children for their health and education. This is irrespective of their age and education.Generally some of the investors may prefer the accumulation of their capital in their investment. The below table 2.0 shows that wealth accumulation is one of the important factor which influencing the decision of

investment. In above table 67% of respondent are showing their interest in wealth accumulation.Very few of investors may give priority of one of financial goal in their investments to start ventures or startups. The below table 4.0 shows that very few of respondent are investing with an objective of startups and new ventures. Generally the savings and investments objective is to fulfill for medical needs and to lead the life at old age. The below table indicates that medical needs are an important factor which is influencing at the time of investment.

Table No-4.0- Financial Goals

Factors	Most important	Im	N	Not Important	Least Important	T
Career advancement	24 (20)	26 (21)	8 (6)	39 (22)	23 (19)	120
Children education	69 (57)	32 (26)	4 (3)	9 (7)	6 (5)	120
Wealth accumulation	42 (35)	39 (32)	11 (9)	12 (10)	16 (13)	120
Entrepreneurial ventures & Start ups	18 (15)	19 (15)	17 (14)	35 (29)	31 (25)	120
Old age & Medical needs	58 (48)	39 (32)	7 (5)	11 (9)	5 (4)	120

Source Primary data

6.4.Factors Responsible for Changing Model of Wealth Management Services

In the present scenario social media plays a vital role in daily life of the people as such which also influence the investment and wealth management of the people. The below table shows that 73% of respondent are influencing through social media to their investment and wealth management. Market performance is an indicator of successful source of investment. The below table 5.0 shows that 74% of respondent are influenced by the past performance at the time of their investment. Thus it indicates that women investor are more rational minded in their investment process. Availability of investment products is one of the major factors which influence wealth management services. The below table shows that 57% of respondent are investing on the basis of availability of product. Generally women decisions are influenced by their friends' relatives. As such in the pattern of investment the sentiments of other investors may influence the investment decisions. In Indian culture the sentimental of others may influence in any planning and decision making. Especially the women may influence more rather than men. Advertisement and publicity is an important factor which influence the decision of investors. The following table shows that 69% of respondent is giving priority towards the sentiments of others investors and 57% of respondent are giving priority to advertisement in their investment decisions.

Table No- 5.0- Changing Model of Wealth Management Services

Factors	Most Important	Important	Neutral	Not Important	Least important	Total
Social Media	48 (40)	40 (33)	19 (15)	8 (6)	5 (4)	120
Market Performance	59 (49)	31 (25)	12 (10)	11 (9)	7 (5)	120
Investment Product	32 (26)	38 (31)	26 (21)	18 (15)	6 (5)	120
Other Investors	52 (43)	32 (26)	21 (17)	11 (9)	4 (3)	120
Advertisements	32 (26)	38 (31)	22 (18)	19 (15)	9 (7)	120

Source Primary data

6.5. Factors consider while utilizing wealth management services

Factors	Most important	Important	Neutral	Not important	Least important	Total
Transparency	82 (68)	21 (17)	11 (9)	3 (2)	3 (2)	120
Privacy	89 (74)	17 (14)	8 (6)	3 (2)	3 (2)	120
24x7 portfolio	52 (43)	22 (18)	21 (17)	11 (9)	14 (11)	120
Consider fees	62 (51)	28 (23)	9 (7)	14 (11)	7 (5)	120
Wealth firm	71 (59)	22 (18)	9 (7)	9 (7)	9 (7)	120

Accuracy and transparency is an important factor while utilization the wealth management services. The below table shows that 85% of respondent are giving more priority regarding accuracy and transparency in dealing with investments. Security and privacy also play a vital important in dealing wealth management services by women investor. The below table shows that 88% of respondent are giving more priority to the factor of security and privacy while investing in various sources of investments. Regular digital accessibility to portfolio is an important factor to consider while utilizing to wealth management services. The below table shows that more 60% of respondent are interesting regarding the digital accessibility to portfolio of this investment at regular period. Thus it shows that digital accessible of various investments also shows a significant role in case of educated women investors. The fee structure also influences the behavior of an investor while investing in various investments. The below table shows that 74% of respondent are influencing regarding to fees structure of the investment instruments. The wealth of a firm

and its goodwill also influence investor behavior. The following table shows that the reputation and the wealth of the firm influence while utilizing wealth management services by women investors. The below table indicates the more than 70% of respondent are referring the wealth of a firm while investing, thus the above table reveals that the factor of wealth of a firm is also influencing in a greater extant while investing by the women investors.

> Table No 6.0--Factors influencing while utilizing wealth management services

Source Primary data

7. CONCLUSION

The objective of this research was to assess the investment pattern and behavior of women investors. The analysis indicates that the preferences of women investors their choice and the factors influencing the investment decision of women investors like return on investments and opinion of others, social media safety and security, transparency children education, old age and medical needs and performance of instruments have a great deal of impact on behavior of women investors. The study found that women investors are giving more priority on children education and

other needs of the family rather than their personal goals alone. The firms must prioritize to achieve the most cost effective solutions for their clients. The study indicates that wealth managers need to be well versed in their ability to act as financial coaches for female investors and also they need to pay attention to targeted content development , e communities and forums for information sharing , investment avenues awareness investor education among the existing and potential investor clients.

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A COMPARATIVE ANALYSIS OF FINANCIAL PERFORMANCE OF ICICI BANK AND HDFC BANK

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ABSTRACT

This paper focuses on the comparative analysis of the financial performance of two largest private banks in India namely HDFC Bank and ICICI Bank. A banks overall financial health in terms of Liquidity, Activity, Leverage, and Profitability can be assessed by performing a Financial analysis. This study examines the financial performance of HDFC Bank and ICICI Bank by using the trend analysis and ratio analysis for a period of five years from 2014 -15 to 2018-19. This paper uses ratios like Gross Non-performing asset ratio, Net non-performing asset ratio, CASA ratio, Capital adequacy ratio, and return on assets to analyse the financial performance of two banks. This paper examines the alarming growth of NPAs and the asset quality of these two largest private banks. We find the stable and healthy performance of HDFC Bank over ICICI Banks with respect many key performance indicators. This can give an indirect hint on the overall soundness of our economy as the existence of efficient and profitable banks are central pillar of an economy.

Keywords: Comparative Analysis, Trend Analysis, Ratio Analysis, FinancialPerformance, Asset Quality, Liquidity,Profitability, Capital Adequacy

1. INTRODUCTION

Banks cater the need of all sectors of the economy and play an important intermediary role in economic resource mobilization and balanced economic growth of a country. In India, Banking sector has a long history which can be broadly classified as pre-independence era and the post-independence era. In both these time periods, we have witnessed the co-existence of both private sector banks and public sector banks and their co-functioning for

socioeconomic progress of our country. From time to time the reforms in banking sector such as Nationalisation of Banks, Banking sector reforms in 1991, The Insolvency and Bankruptcy Code, 2016 has brought a number of significant changes in the Indian Banking Sector.

The Financialperformance analysis of banks is a matter of great interest in the field of academic as well asindustrial research as an efficient and profitable banking system make the economy run. In this study, ratio analysis and trend analysis for the last 5 years have been used to find the best performing bank between ICICI Bank and HDFC Bank

SCOPE OF THE STUDY

This paper examines the financial performance of ICICI Bank and HDFC Bank by using Ratio Analysis and Trend Analysis.

OBJECTIVES OF THE STUDY

- ➢ To compare financial performance between HDFC Bank and ICICI Bank for last 5 years from 2014-15 to 2018-19.
- ➢ To find out the best performing Bank among the selected Banks on the basis of key performance indicators.
- ➢ To examine the factors affecting the profitability of the two Banks, measured by Return on Assets and Earnings Per Share.

RESEARCH METHODOLOGY

The secondary data used in this paper has been collected from Bank annual reports, RBI website, journals and some other text books. To analyse the data, various arithmetical and statistical tools like Percentage, Arithmetic

Mean, CAGR and financial ratios like GNPA, NNPA, ROA have been used. A brief description of the above-mentioned tools and techniques are given below:

1. Arithmetic Mean
Arithmetic Mean, also known as average is one of the measures of centraltendency. It is obtained by adding together all the values of a particular variableand dividing this total with the number of observations. Symbolically arithmetic mean canbe written as under:

$$\text{Arithmetic Mean} = \frac{x_1 + x_2 + x_3 + \cdots\cdots\cdots + x_n}{n}$$

2. Compound Annual Growth Rate
It is the measure of an investment's annual growth rate over time, with the effect of compounding taken into account. It is used to measure the relative performanceover time. It is calculated as below.

$$CAGR = \left[\frac{\text{End Value}}{\text{Beginning Value}}\right]^{\text{No. of Years}} - 1$$

DATA ANALYSIS AND INTERPRETATION
Total Assets of HDFC Bank and ICICI Bank are as below

Year	HDFC Bank	ICICI Bank	Annual Growth Rate	
			HDFC Bank	ICICI Bank
2014-15	6,07,096	6,46,129		
2015-16	7,30,262	7,20,695	20.29%	11.54%
2016-17	8,92,344	7,71,791	22.20%	7.09%
2017-18	11,03,186	8,79,189	23.63%	13.92%
2018-19	12,92,806	9,64,459	17.19%	9.70%
CAGR	**20.80%**	**10.53%**		

Table-1.1-Source-Annual Reports of the Bank
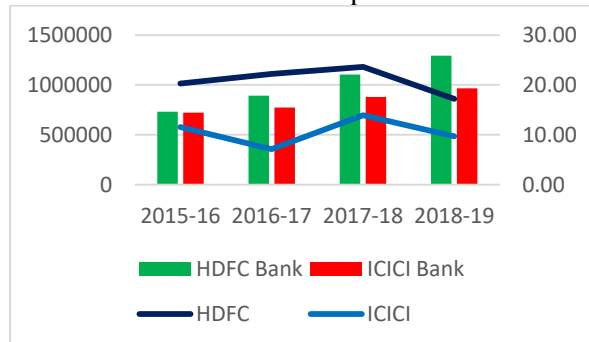
Figure-1.1-The Total Assets and its Annual Growth Rate
Interpretation

In the all the years, except, 2014-15, the HDFC Bank has highest total assets when, compared to the ICICI Bank. The annual growth rate of Total Assets of HDFC Bank are consistent and steady. But there is fluctuation in ICICI Bank. The compounded annual growth rate is 20.80% for HDFC Bank and 10.53% for ICICI Bank.

Total Advances and Total Deposits of HDFC Bank and ICICI Bank

Year	Total Advances		Total Deposits	
	HDFC Bank	ICICI Bank	HDFC Bank	ICICI Bank
2014-15	3,83,407	3,87,522	4,50,284	3,61,563
2015-16	4,87,290	4,35,264	5,45,873	4,21,426
2016-17	5,85,480	4,64,232	6,43,134	4,90,039
2017-18	7,00,033	5,12,395	7,88,375	5,60,975
2018-19	8,69,222	5,86,647	9,22,503	6,52,919
CAGR	22.71%	10.92%	19.64%	15.92%

Table-1.2-Source-Annual Reports of the Bank

Total advances as a percentage of Total Assets

Years	HDFC	ICICI Bank
2014-15	63.15	59.98
2015-16	66.73	60.40
2016-17	65.61	60.15
2017-18	63.46	58.28
2018-19	67.24	60.83
Average	65.41	59.92

Table-1.3
Interpretation
In all the years, except, 2014-15, HDFC Bank has the highest advances when compared with other banks.The compounded annual growth rate of total advances for HDFC Bank is 22.71% while ICICI Bank has a CAGR of 10.92%.HDFC Bank has the higher total deposits in all the years when compared with ICICI Bank.It was found that the compounded annual growth rate of total Depositsof HDFC Bank is 19.64% and that of ICICI Bank is 15.92%.During five year periods from 2014-15 to 2018-19,the average total advances as a percentage of total Assets for HDFC Bank is 65.41% while,that of ICICI Bank is 59.92%

Net Interest Income

Year	HDFC Bank	ICICI Bank	Annual NII Growth Rate	
2014 -15	22,396	19,040	HDFC Bank	ICICI Bank
2015 -16	27,592	21,224	23.20%	11.47%
2016 -17	33,139	21,737	20.11%	2.42%
2017 -18	40,095	23,026	20.99%	5.93%
2018 -19	48,243	27,015	20.32%	17.32%
CA GR	**21.15%**	**9.14%**		

Table-1.4-NII
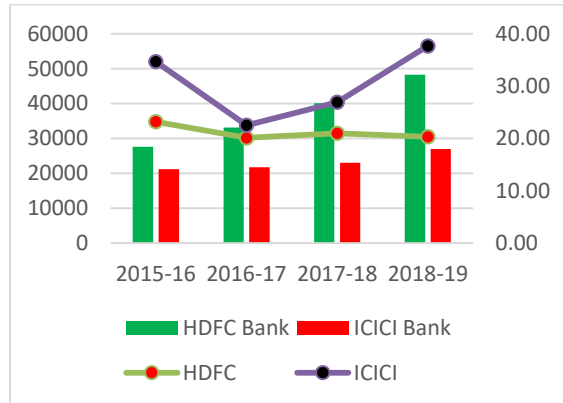
Figure-1.2-Net Interest Income

Interpretation

It can be observed and analysed from the above data that the Net interest income of HDFC Bank is higher than ICICI Bank for all the years. It was found that the annual growth rate of Net interest income of HDFC Bank is very much stable and consistent with a deviation of 3.09%, whereas ICICI Bank has a deviation of 14.9%. Its annual growth rate is first decreased from 11.47% to 2.42% and then increased to 17.32%.The Compounded Annual Growth Rate of the Net interest income of ICICI Bank is 9.14%, whereas it is 21.15% for the HDFC Bank.

Profit After Tax

Year	HDFC Bank	ICICI Bank	Annual Growth Rate	
2014 -15	10215.9	11175. 4	HDFC Bank	ICICI Bank
2015 -16	12296.2	9726.3	20.36%	- 12.97%
2016 -17	14549.7	9801.1	18.33%	0.77%
2017 -18	17486.8	6777.4	20.19%	- 30.85%
2018 -19	21078.1	3363.3	20.54%	- 50.37%
CAG R	19.85%	- 25.93%		

Table-1.5-Profit After Tax-Source-Annual Reports
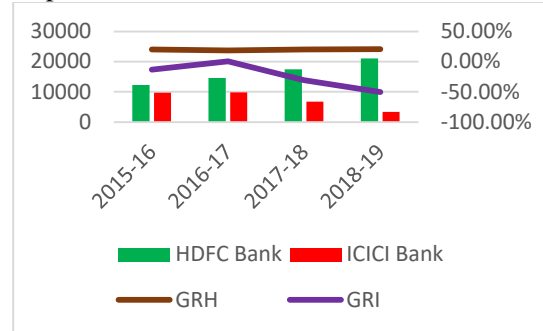
Figure-1.3-Profit After Tax

Interpretation

The Profit after tax of HDFC Bank is higher than the ICICI Bank for all the years except 2014-15. In 2017-18, the PAT of HDFC Bank is 2.58times that of ICICI Bank and in 2018-19, the PAT of HDFC Bank is 6.27times that of ICICI Bank. The Compounded Annual Growth Rate of PAT of HDFC Bank is 19.85% whereas, ICICI Bank is having a negative CAGR.The annual growth rate of PAT of HDFC Bank is consistent and positive, whereas the annual PAT growth rate of ICICI Bank is negative.

CASA Ratio of HDFC Bank and ICICI Bank

Year	HDFC Bank	ICICI Bank
2014-15	44.00	45.5
2015-16	43.00	45.8
2016-17	48.00	50.4
2017-18	43.50	51.7
2018-19	42.40	44.6
CAGR	**-0.92%**	**-0.50%**

Table-1.6-CASA Ratio
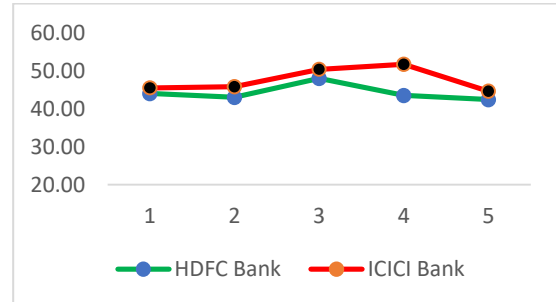
Figure-1.4-CASA

Interpretation

The CASA ratio stands for current account and savings account ratio. A higher CASA ratio

means the higher portion of the deposits of the bank has come from current and savings deposit which is good for the Bank as CASA deposits are a cheaper source of funds. When we analyze the CASA ratio of these two Banks, we find that the ICICI Bankhas an advantage over HDFC Bank.

Capital Adequacy Ratio

Year	HDFC Bank	ICICI Bank
2014-15	16.79	17.02
2015-16	15.53	16.64
2016-17	14.55	17.39
2017-18	14.82	18.42
2018-19	17.11	16.89

Table-1.7-Source-Annual Reports of the Bank
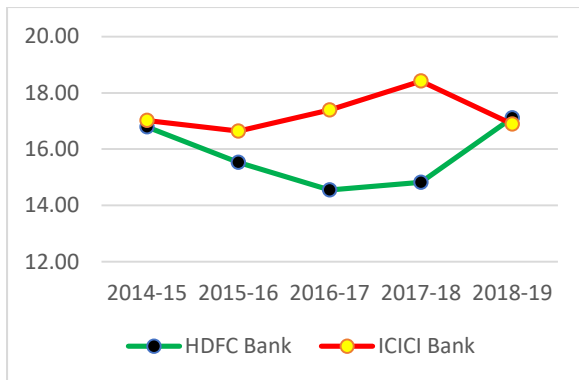
Figure-1.5-CAR

Interpretation

Capital Adequacy Ratio indicates the Bank's ability to pay liabilities, and its responses to credit risks and operational risks. A high CAR is very good for the bank as well as for the economy. As per Basel-3 Norms, the minimum total capital ratio is 12.9%. In the table showing capital adequacy ratio, we can observe that both the banks have met the Basel norms for all the years.

GNPA and NNPA in Percentage

Year	Gross NPA		Net NPA	
	HDFC Bank	ICICI Bank	HDFC Bank	ICICI Bank
2014-15	0.93	3.78	0.25	1.61
2015-16	0.94	5.21	0.28	2.67
2016-17	1.05	7.89	0.33	4.89
2017-18	1.3	8.84	0.4	4.77

2018-19	1.36	6.7	0.39	2.06
CAGR	9.97%	15.38%	11.76%	6.36%
Points Change	0.43	2.92	0.14	0.45

Table-1.8-GNPA and NNPA
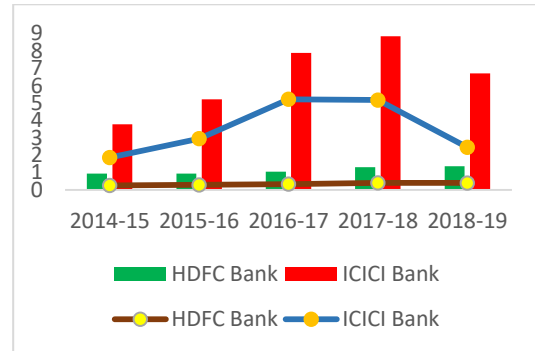
Figure-1.6-GNPA and NNPA

Interpretation

The increase in NPAs highly impacts the profitability and growth of Banks. If NPAs keep on increasing, then the survival of a bank would be in question. The GNPA of both the Bank are increasing from year to year. However, the GNPA of ICICI Bank is much higher than the HDFC Bank. The Compounded growth rate of GNPA for ICICI Bank is 15.38%, whereas it is 9.97% for HDFC Bank. The NNPA of both the banks have increased when we compare 2018-19 with 2014-15. The NNPA has increased by 0.14 and 0.45 percentage points for HDFC Bank and ICICI Bank respectively.

Return on Assets of HDFC Bank and ICICI Bank

Years	HDFC Bank	ICICI Bank
2014-15	2.02	1.86
2015-16	1.89	1.49
2016-17	1.88	1.35
2017-18	1.93	0.87
2018-19	1.90	0.39

Table-1.9-Return on Assets
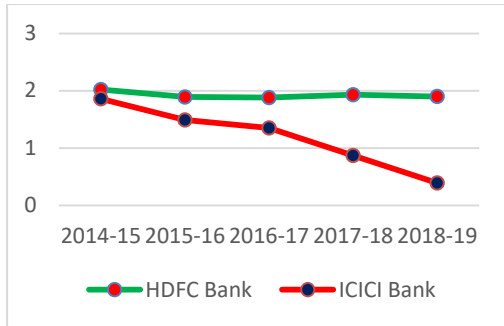
Figure-1.7-ROA

Interpretation

Return on assets measures the profitability of a Bank. The above figure shows that the return on assets of ICICI Bank are decreasing from year to year. However, with respect to ROA, HDFC Bank is performing consistently.

Table Showing Market Price of HDFC Bank and ICICI Bank

Name of the Bank	MPas on 31st March2015	MPas on 31st March2019	Growth Rate
HDFC Bank	1022.70	2318.90	126.74%
ICICI Bank	286	401	40.21%

Table-1.10-Source-National Stock Exchange

Interpretation

The Market Price per Share as on 31st March 2015 and as on 31st March 2019 has been collected from the NSE database. The market price per share usually factors all the fundamentals that a company has. It also gives an idea about the investor interest in the stock. HDFC Bank has higher market price per share than ICICI Bank for both the time period. During this period, it has a growth rate of 126.74%, whereas ICICI Bank has a growth rate of 40.21%.

EPS and PE Ratio of HDFC Bank and ICICI Bank

Year	EPS-HDFC	EPS-ICICI	PE-HDFC	PE-ICICI
2014-15	42.10	17.56	24.29	16.29
2015-16	48.80	15.23	21.95	14.12
2016-17	57.20	15.31	25.22	16.46
2017-18	67.80	10.56	28.45	26.33
2018-19	78.60	5.23	29.50	76.67

Table-1.11-EPS and PE Ratio
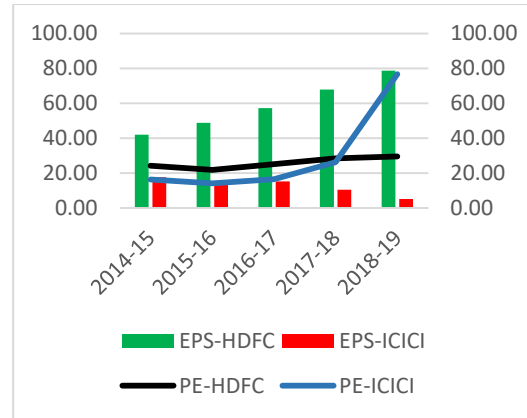
Figure-1.9-EPS and PE Ratio

Interpretation

Earnings per Share is calculated by dividing the profit after Tax with Number of outstanding shareholders, which represent the profitability of the company. For all the years, HDFC Bank has the highest Earnings per Share when compared with ICICI and its EPS is consistently increasing from 2014-15 to 2018-19 which signals good about its banking operations. The EPS of ICICI Bank is consistently decreasing. The price-to-earnings ratio is calculated by dividing the market price of share with its earnings per share. The price earnings ratio of HDFC Bank is very consistent, it means it has a stable market price. It indicates the strength of the bank. But the increasing PE ratio of ICICI Bank is due to increase in market price and decrease in earnings per share.

CONCLUSION

After analysing the financial performance of HDFC Bank and ICICI Bank, we find with respect to many key performance indicators, the HDFC Bank has a better performance than the ICICI Bank. Its profitability, asset quality and growth rate are far better than the ICICI Bank. The growth rate of assets, advances, deposits and net interest income is consistent and growing at a healthy rate from 2014-15 to 2018-19. Even during this period, the GNPA and NNPA of HDFC Bank is stable.

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E-BANKING A STUDY IN INDIAN CONTEXT WITH REFERENCE TO RURAL CUSTOMER

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Abstract

The term 'Banking Technology' refers to the use of sophisticated information and communication technologies together with computer science to enable banks to offer better services to its customers in a secure, reliable and affordable manner. Electronic banking has been penetrated in the rural area as well with the advanced availability of infrastructure the services have been spread to the geography. But still owing to non-internet connectivity or poor internet connectivity, though bankers are ready to provide the e-services it cannot be availed. The rate of adopting e-banking services is not satisfactory in rural area. This research paper is an effort made to find out value delivered to rural customers by e-banking services. The main objective of this research is to know the awareness and significance of e-banking in rural area of Ghanpur to analyse the awareness and challenges of customers on E-banking in Ghanpur and Tatikonda of Janagaon district, Telangana State.

Keywords: Information Technology, Electronic banking, Electronic services, Rural customers

1. Introduction

Information Technology has become a necessary tool for easy access in today's instant world. The usage of information technology (IT), broadly referring to computers and peripheral equipment, has seen tremendous growth in the service sector in the recent past. The most obvious example is the banking industry, where through the introduction of IT related products in internet banking, electronic payments, security investments, information exchanges.

Banks today operate in a highly globalized, liberalized, privatized and a competitive environment. The use of IT has introduced an entirely new and previously unexplored paradigm for the banking business. It is increasingly playing a significant role in improving the services in the banking industry. Indian banking industry has witnessed a major developments due to sweeping changes that are taking place in the information technology. The banking industry also looking for new methods to expand its customer base and to counteract the aggressive marketing effort of those non-traditional banking entities. Through the competition, many banks quickly realized that there are a momentous number of customers like to do banking electronically. As such, many banks, based on their existing 24-hour telephone banking systems, have developed and implemented several important e-banking applications.

2. Statement of the Problem

Now a day Indian consumers are being provided with multiple modes of accessing banking transactions, including tele-banking, mobile banking, Internet banking, Phone banking and banking through ATMs. The advancement in IT enabled services has brought a sea change in the operations of the banking sector. With the e-banking facilities offered by the banking organizations, the customers are now transacting online sitting in their homes and offices. In India there are 6,40,867 villages and 68.84% of population resides in rural areas that offer a huge potential to the economy. Banking sector being the forefront of the economy has ventured into many innovative services to cater the need of

these non-urban residents and e-banking is one of the most splendid offers in this context this research concentrates on the awareness of e-banking in rural areas of Ghanpur and Tatikonda of Janagaon District.

3. Objectives of the study

1. To find the awareness of rural customers in electronic banking
2. To identify factors affecting to rural consumer while selecting internet banking.
3. To give the ways and mean to improve online fund transfer

4. Research methodology

The study employs primary data as well as secondary data. Secondary data collected from different published sources. The Primary data is collected by a well structured questionnaire with survey method.

Type of sample

Non probability and convenience sampling method is applied to conduct this research. Data is collected from 205 respondents with the help of well-structured questionnaire. The information collected was analysed and presented in a logical way to arrive at meaningful interpretation.

5. Results and Discussions

Demographic profile of the respondents

The gender classification of respondents represents 49% are males and 51% of respondents are females. Qualification of the Respondents shows that 32.62% are illiterate and 23.90% are above degree, up to PUC 15.12% and up to SSC 23.90%. This is one cause for non utilization of E-Banking is illiterates depend on agriculture and allied activities and their earnings also minimum. Occupation of the Respondents represents 28.78% are concerned in agriculture, 24.39% are business,14.63% are private offerings 12.19% in government services.

Frequency of usage of E-Banking by the Respondents: The following table shows that the frequency of usage of E-Banking by the respondents

Table-1-Usage of customers on E-Banking

Particular	Frequency	Percent
Not at all using	62	30.24
Monthly	46	22.43
Weekly	31	15.1
Daily	65	31.7
Total	205	100.0

Source: Primary Data

The above table represents that frequency of utilization of E-Banking with the aid of the respondents 30.24% are not at all using, 22.43% is the use of monthly,15.1% are using weekly and day by day 31.7% is the usage of daily. This table indicates that the human beings who are living in the rural areas do not exhibit the web toward electronic fund transfers.

Awareness of Customers on E-Banking: The following table shows that awareness of customers on E- Banking and to identify how their occupation influence their awareness levels on E- banking

Table-2-Awareness of customers on E-Banking

Occupation	Awareness of Customers on E-Banking					Total
	not at all aware	Partially aware	Neutral	aware	Fully aware	
Agriculture	16	13	3	25	2	59
Government Services	8	3	4	8	3	26
Private services	2	2	4	15	7	30
Business	5	7	16	6	15	49
Other	7	3	8	15	8	41
Total	38	28	35	69	35	205

Source: Primary Data

From the assessment it is concluded that 69% of the respondents are aware, 33% of the respondents are extraordinarily aware and 34% are neutral. The respondents have recognition of E-banking transactions in the chosen sample area which talent that Respondents are barely aware of E-banking

Knowledge regarding different E-Banking or digital Instrument:
The following table indicates familiarity level of the respondents involving several E-banking or digital financial units and investing forms

Table-3-Knowledge on E-Banking

Particulars		EF	F	MF	UF	EUF
Aware with using Internet Banking	N	21	70	18	59	37
	%	10.24	34.14	8.78	28.78	18.04
Aware with using Mobile Banking	N	36	70	20	50	29
	%	17.56	34.14	9.57	24.39	14.14
Aware with using Phone Banking	N	37	68	25	50	25
	%	18.4	33.17	12.19	24.39	12.19
Aware with using Tele banking	N	28	68	24	57	29
	%	13.65	33.13	11.70	27.8	14.14
Aware with using micro ATM's	N	29	63	23	57	33
	%	14.14	30.73	11.21	27.80	16.09
Aware with using RTGS	N	26	68	33	50	28
	%	12.19	33.5	16.0	25.0	13.0
Aware with using IMPS	N	25	52	37	52	39
	%	12.0	25.5	18.0	25.5	19.0
Aware with using Debit/Credit card	N	41	51	31	52	30
	%	20.0	25.0	15.5	25.0	14.5
Aware with using NEFT	N	43	53	32	48	29
	%	21.0	26.0	15.5	23.5	14.0
Aware with using Mobile Wallets	N	38	52	25	53	37
	%	18.5	25.5	12.0	26.0	18.0

Source: Primary Data

Note: EF: Extremely Familiar, F: Familiar, MF: Moderately Familiar, UF: Unfamiliar, EUF: Extremely Unfamiliar with the digital financial instrument

The above table shows that 10.24% of the respondents extremely familiar and 34.14% respondents are acquainted with the use of internet banking, 17.56% respondents extraordinarily familiar and 34.14% respondents are acquainted with mobile banking, 18.4% respondents extraordinarily acquainted and 33.13% respondents are acquainted with Phone Banking, 13.65% respondents are extraordinarily acquainted and 33.13% respondents acquainted about Tele banking. 30.73% respondents additionally extraordinarily and acquainted about Micro ATM's,12.19% respondents extremely familiar and 65% of respondents acquainted about RTGS. 12 and 25.5% respondents also extraordinarily and acquainted about IMPS, 20 and 25% respondents additionally extremely and acquainted about Debit/Credit card. 21 and 26% of respondents additionally extremely and acquainted about NEFT, 18.5 and 25.5% respondents additionally extraordinarily and familiar about Mobile Wallets. These additionally exhibit that respondents are conscious of all e-banking transactions.

Various Challenges faced by the rural customers while doing in E-banking:

The following table shows the data in a research study about their and investing patterns

Table-4-Challenges faced by the rural customers

		SA	A	N	DA	SDA
More Security Risk	N	36	80	30	29	30
	%	17.5	40.0	14.0	14.5	14.0
Less Reliability	N	25	99	35	25	21
	%	12.0	49.0	17.0	12.0	10.0

		SA	A	N	DA	SDA
Lack of Awareness on E-Banking	N	45	74	38	26	22
	%	22.0	36.5	18.5	12.5	10.5
More Privacy risk	N	37	69	37	39	23
	%	18.0	34.0	18.0	19.5	10.5
Lack of Internet Facilities	N	45	82	22	34	22
	%	22.0	40.5	10.5	16.5	10.5
Lack of Computer literacy	N	73	77	27	15	13
	%	36.0	38.0	13.0	7.0	6.0
High service charges	N	48	95	27	21	14
	%	23.5	47.0	13.0	10.0	6.5

Source: Primary Data

(**Note**:SA=StronglyAgree,A=agree,N=Neutral,DA=Disagree,SDA=StronglyDisagree about the actions /challanges)

Majority of the respondents agree that due to the fact of protection issues e-banking is now not successfully carried out and used,61% agrees that due to the fact of no trust on the electric transaction and much less reliability on web transactions no longer the use of e-banking, lack of consciousness is additionally one of the reasons opinioned by the respondents, extra privacy risk is also one purpose opinioned by using 52% of the respondents, lack of internet facilities is additionally cause for now not the reputation of e-banking opinioned by using 62.5% of the respondents.

6. Conclusion

Customers must be made literate about the use of e-banking products and services. There is a need to prioritize the protection of rural consumers by strengthening the enforcement mechanism and should introduce transparent fee structure on the use of e- banking services to maximize accessibility, frequency of services and to reduce the doubts of the customers.

Lack of cognizance on E-banking in rural areas, much less reliability on e-banking transactions, lack of computer literacy, Lack of trust, security and privacy influencing more on rural customers while using e banking. Banks are advised to offer education in net banking, Provide customer reassurance and information, improve application safety and privacy, assist shoppers in creating secure net banking practices and risk management procedures. Employees of banks must be given one of a kind technical training for the use of e- banking so that they can further motivate customers to use the same. In years to come, e-banking will not solely be a perfect mode of banking but will be a desired mode of banking.

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FACTORS EFFECTING CUSTOMER CHOICEIN SELECTIONOF COMMERCIAL BANKS IN CHITTOOR DISTRICT, ANDHRA PRADESH.

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ABSTRACT

The customer satisfaction and customer loyalty towards bank will be based on the perception and attitudes towards banking services that is based on the customer experiences in banking process. In addition to this it is also agreed that the various choices has opened today for the customers. Therefore all this require a better understanding about the customer. By conducting a survey on perception of customers towards various CRM practices, the result will leads to open an arena of issues that banks should focus to satisfy its customers. Thus, the present study is focusing on identify key issues of CRM practices in Commercial banks to attract new customers and to explore the critical factors determining the selection of the right banking service provider. In this study researcher used a structuredquestionnaire and collected 300 completely filled questionnaires. Weighted mean is used to analysis the data. The study proves that there is a significant relationship between bank offered CRM practices and the selection of the bank.
KEYWORDS: CRM Practices, Commercial Banks, Perception and Attitudes.

INTRODUCTION

As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalized and well-regulated. The financial and economic conditions in the country are far superior to any other country in the world. Credit, market and liquidity risk studies suggest that Indian banks are generally resilient and have withstood the global downturn well. The Indian banking system consists of 18 public sector banks, 22 private sector banks, 46 foreign banks, 53 regional rural banks, 1,542 urban cooperative banks and 94,384 rural cooperative banks as of September 2019. In FY07-18, total lending increased at a CAGR of 10.94 per cent and total deposits increased at a CAGR of 11.66 per cent. India's retail credit market is the fourth largest in the emerging countries. It increased to US$ 281 billion on December 2017 from US$ 181 billion on December 2014.

LITERATURE REVIEW

Pandyanayak and Venkateshwarlu (2019) conducted an exploratory study on CRM practices with a sample size of 440 respondents consisting of employees and customers from public and private sector banks in Hyderabad city. This reveals that the concept of CRM practices is based on five important dimensions such as customer acquisition, customer response, customer knowledge, customer information system and customer value evaluation.

Usha and Anand (2018) investigated on the status of the adoption and use of CRM in banking sector as comparative study in Hyderabad City. The study found that CRM practices are strong in private sector banks compared to public sector banks. The study argued that an effective implementation of CRM in banks can create a friendly environment to its customers.

Mujawar and Bodade (2016) compared the customer perspective towards CRM initiatives across retail, telecommunication, banking and life insurance industry. Based on the survey results, the study found that the word of mouth was more effective in banking industry for customer acquisition and print media is least effective in Telecom industry for customer

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acquisition. The study concluded by making a note that banking industry is lagging behind in customer satisfaction.

Sheik Abdullah et al. (2016) examined the influence of demographic variables on the perception of customers towards CRM practices in banks. The scale construction consists of 25 statements, under five dimensions such as, Customer Acquisition, Customer Response, Customer Knowledge, Customer Information System and Customer Value Evaluation. The analysis of variance test has been applied and the test result confirms the findings of the past studies, while at the same time the significant result comes out especially from the Customer Information system and Customer Value Evaluation dimension.

Love Kumar and Kush Kumar (2014) evaluated the effectiveness of CRM in banking sector and compared the structure, objectives and working styles between various Public Banks and Private Banks. Results bring out that the Private Banks have been able to implement CRM practices more effectively. However a micro analysis revealed that the Public Banks have advantage over Private Banks in terms of reliability and assurance. The analysis of the study suggested that banks (whether public or private) are equally affected by the kind of CRM initiatives they undertake.

STATEMENT OF THE PROBLEM

As a result of globalization of businesses and the evolving recognition of the importance of customer retention, customer loyalty, market economies and customer relationship economies, there has been a shift in marketing paradigm from focusing on the benefits of long-term relationships for companies to the benefits that accrue to customers. Because of this it is becoming evident that companies have to fundamentally change the way in which marketing is done i.e. a shift from managing a market to managing a specific customer. This includes establishing, maintaining and enhancing relationships in order to build up long-term relationships with customers so that the economic goals are achieved. The customer satisfaction and customer loyalty towards bank will be based on the perception and attitudes towards banking services that is based on the customer experiences in banking process. It is significantly accepted that the cost to bring a

new customer is ten times higher than to retain the existing customer. In addition to this it is also agreed that the various choices has opened today for the customers. Therefore all this require a better understanding about the customer. By conducting a survey on perception of customers towards various CRM practices, the result will leads to open an arena of issues that banks should focus to satisfy its customers. Thus, the problem of the present study is to identify key issues of CRM practices in Commercial banks and to explore the critical factors determining the selection of the right banking service provider.

OBJECTIVES OF THE STUDY

- To identify the CRM practices that affects the choice of customers in selecting acommercial bank.
- To examine the perception of the customers towards CRM practices in selected banks and their relationship with the customers demographic profile.

RESEARCH HYPOTHESES

The following Hypothesis has been framed for the purpose of the study.

- H01: There is no significant relationship between the customer Demographic profile and their evaluation of CRM practices determining the selection of the bank.
- H02: There is no significant relationship between customer perceptions towards CRM practices and their Demographic profile.

SAMPLE SIZE

The sample size of 300 respondents was selected from different types commercial banks in **Chittoor district** of Andhra Pradesh. As a Non–Probability sampling method the size of sample is chosen as per researcher judgment.

TOOLS FOR ANALYSIS

Constructed several questions in the questionnaire based on the objectives of the research. The collected data were analysed with the help of percentage method and weighted mean score.

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TABLE 1: RESPONDENTS DEMOGRAPHIC PROFILE

Variable	Description	Frequency	%
Age	25 or below 26-30 31-35 36-40 Above 40	57 113 30 60 40	19.0 37.7 10.0 20.0 13.3
Gender	Male Female	186 114	62 38
Education	SSC or below Inter/diploma U.G P.G & Above No formal education	68 46 126 44 16	22.7 15.3 42.0 14.6 5.3
Occupation	Private Employee Government Employee Self-employed Business Student Agriculture	65 45 26 39 44 81	21.7 15.0 8.7 13.0 14.6 27.0
Income per month	10000 or below 10001-20000 20001-30000 30001-40000 Above 40000	33 165 44 21 37	11.0 55.0 14.7 07.0 12.3
Marital status	Married Single	188 112	62.7 37.3
Type of Account	Savings account Current account	282 18	94.0 06.0
Visit bank/ Doing/used Transaction	Daily Weekly Monthly Quarterly When required	21 54 74 41 110	07.0 18.0 24.7 13.7 36.6

Source: primary data

TABLE 2: CRITERIA FOR CHOOSING A BANK

Code	Dimension / Statements	← Level of Agreement →					Total score	Mean score	Rank
		1	2	3	4	5			
1FBT	**Financial benefits/ technology**								
FB01	Low interest rate on loans	42	45	42	119	52	994	3.31	VI
FB02	Attractive interest on Savings / Deposits	35	49	35	94	87	1049	3.50	V
FB03	Mobile banking facility	14	21	45	115	105	1176	3.92	II
FB04	Internet banking facility	4	24	38	126	108	1210	4.03	I
FB	Low servic e	21	24	87	98	70	10	3.57	IV

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Code	Item							Mean	Rank
05	e charge					72			
FB06	No Hidden Charges	24	28	77	122	49	1044	3.48	VII
FB07	ATM cards / Cash Deposit Machines	28	7	38	147	80	1144	3.81	III
2SP	**Customer Service**								
SP01	Quick & prompt customer services	35	35	52	119	59	1032	3.44	V
SP02	Technology initiation in customer service	14	28	45	136	77	1134	3.78	I
SP03	Helpful Staff	18	38	45	147	52	1077	3.59	II
SP04	Variety of services are offered	32	38	59	119	52	1021	3.40	VI
SP05	Pleasant Bank environment	24	31	56	133	56	1066	3.55	III
SP06	Availability of Grievance Redressal	13	35	70	147	35	1056	3.52	IV
3EI	**Peer group influence**								
EI01	My employer used the same bank	24	35	66	119	56	1048	3.49	II
EI02	My colleagues/ friends have account in same bank	24	35	38	119	84	1104	3.68	I
EI03	Recommended by others	28	35	70	94	73	1049	3.50	II
4REP	**Reputation**								
RE01	Establishment time of the bank (oldest)	28	14	73	133	52	1067	3.56	III
RE02	Banks reputation / Bank Image	17	28	52	126	77	1118	3.73	II
RE03	Being a government owned bank	17	7	59	91	126	1202	4.01	I
5PS	**Promotion strategy**								
PS01	Advertising via mass media	17	56	91	94	42	988	3.29	III
PS02	Loyalty	14	42	87	111	42	1010	3.43	II

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Code	Statement	1	2	3	4	5	Total score	Mean score	Rank
	Programs – Reward points				5		29		
PS03	Special offers to Privileged Customers	14	42	84	115	45	1035	3.45	I
6 CS	**Convenience/ security**								
CS01	Proximity to home and/ or workplace	28	21	70	122	59	1063	3.54	V
CS02	Security arrangement of the bank	11	31	70	122	66	1101	3.67	IV
CS03	Availability of several branches	21	21	70	108	80	1105	3.68	III
CS04	Availability of parking space nearby	49	38	49	129	35	963	3.21	VII
CS05	Extended operation hours	18	38	80	105	59	1049	3.50	VI
CS06	Availability of ATM services	17	14	35	147	87	1173	3.91	I
CS07	Confidentiality of Customer information	22	24	31	129	94	1149	3.83	II

Anchors: 1 – Strongly disagree, 2 – Disagree, 3 – Neither agree nor disagree, 4 – Agree and 5 – Strongly agree

It is inferred from the above table criteria for choosing a bank towards financial benefits/ technology that Internet banking facility, low hidden charges and interest on savings mostly influencing the customer decisions. Technology initiation and helpful staff are the dominating factors in Customer Service. It is also notable point that government support banks, friends/ colleges references and Special offers to Privileged Customers are the most important factors in consideringpeer group influence, references and offers. As for as Convenience/ security is concern ATM services availability, Confidentiality of Customer information, Availability of several branches and security arrangement of the bank are the dominating factors.

TABLE 3: KEY DIMENSION IN CHOOSING A BANK

Dimension / Statements	Level of Agreement →					Total score	Mean score	Rank
	1	2	3	4	5			
Financial benefits/ technology	168	198	362	821	551	7686	3.66	II
Customer Service	136	205	327	801	331	6386	3.55	V
Peer group influence	76	105	174	332	213	3201	3.56	IV
Reputation	62	49	184	350	225	333	3.7	I

						87	6	
Promotion strategy	45	140	262	324	129	3052	3.39	VI
Convenience/ security	166	187	405	862	480	7603	3.62	III

Anchors: 1 – Strongly disagree, 2 – Disagree, 3 – Neither agree nor disagree, 4 – Agree and 5 – Strongly agree

From the above analysis it is found that weighted mean score of 3.76, is of evident that the Reputation is the top most factors which influence the criteria for choosing a bank, followed by the mean score of 3.66 and 3.62 for the financial benefits/ technology and Convenience/ security. It is followed by the factors like Customer Service and Peer group influence with the mean score of 3.55 and 3.66. With the weighted mean score of 3.39of Promotion strategyfound to be the last ranks of order as far as criteria for choosing a bank.

CONCLUSION

As a result of globalization of businesses and the evolving recognition of the importance of customer retention, customer loyalty, market economies and customer relationship economies, there has been a shift in marketing paradigm from focusing on the benefits of long-term relationships for companies to the benefits that accrue to customers. Because of this it is becoming evident that banks have to fundamentally change the way in which marketing is done i.e. a shift from managing a market to managing a specific customer. This includes establishing, maintaining and enhancing relationships in order to build up long-term relationships with customers so that the economic goals are achieved. Choosing a bank is based on the customer experiences in banking process and recommendations of existing customers. It is significantly accepted that the cost to bring a new customer is ten times higher than to retain the existing customer. In addition to this it is also agreed that the various choices has opened today for the customers. Therefore all this require a better understanding about the customer. Finally this study reveals that financial benefits and technical services rendered by bank,Customer Service, reference group influence, nearness to home/workplace,offers, loyalty benefits and availability of bank services like ATM facility, Security arrangement, parking place, security of customer information brings the new customers to the bank.

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A STUDY ON QUALITY OF WORK LIFE
AT
AMAZON, HYDERBAD

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Abstract: Inpresent scenario the importance of **QUALITY OF WORK LIFE** has being increasing day to day. It classifies about human values and professionalenvironment that are reduced to some extent. As professionals are facing problems to balance their professional and personal life. This modification has made an organization to implement new policies;which finally leads to enhance job satisfaction and performance of employees. The performance level has been referred to **QUALITY OF WORK LIFE.**This method improves the employees active participation and effective work process. The present study focuses on performance of employees.The measures are taken place to observe the QWL in this study are economic factors training, social factors and to develop of the employees performance. The main aim of this study is to consider about the different factors determines the QUALITY OF WORK LIFE at Amazon. The sample size had taken for this modern study is 100 samples of the procedure followed for taking sample is questionnaire method in AMAZON in Hyderabad. Correlation is used for this technique in this scenario. The techniques used in this test are quality of work life is an single variable and performance of the employee is conditional variable.

Key words:job security, job performance, employee's satisfaction.

I. INTRODUCTION

Quality of Work Life mentions about the level of satisfaction performance and commitment those who observed with respect to their lives at work. The Quality of labor Life is that measures the degree of peoplesquares and ready to satisfy their basic personal wants by the firm. Companies look after in enhancing employees Quality of Work Life of employees the feelings of security, equity, pride, internal democracy, ownership, autonomy, responsibility and flexibility. They treat workers with a polite manner, good communication at all the levels and allow them to participate in decision making process and complete their works efficiently. It has also been related with organizational changes which are aimed at increasing the levels of job enrichment. Quality of life concept studies about jobsatisfaction, organizational climate and acquiring of new concepts. Quality of labor life may be overviewed because the environment at the work place provided to the individuals on the task given. QUALITY OF WORK LIFE program is another proportion in which organization has the control to provide working conditions where employees can perform excellent working as well organization economic wealth.

II. OBJECTIVES

1. To study and understand the quality of work life at AMAZON..
2. To find out the infrastructure facilities of the organization.
3. To find out the satisfaction levels in each and every one with regard to remunerations they are getting.

HYPOTHISIS

H0- Quality of work life doesn't impact on performance of the employee
H1- Quality of work life has impact on performance of the employee

III. REVIEW OF LITERATURE

Gary (1989) tested the specific hypothesis regarding apprenticeship socialization strategy,

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using sample of new insurance company employees. He found that perceived quality of intern-assignment managers work relationship to have important direct and moderating effect on intern work outcomes. Quality of work relationship was significantly positively related to intern meet expectations, role, clarity, organizational commitment, and performance
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Pederson (1965). Ego-Strength is a person's ability to deal with reality. He observed that subject with high Ego-Strength will have greater unconscious concern for achievement than subject with low Ego- Strength.

Singh (2002) conducted a study on Ego-Strength among tribal and non-tribal males and female. The finding of the data reveals that non-tribal males and females have higher Ego-Strength as compared to tribal and females respectively.

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IV. RESEARCH METHODOLOGY is the scientific way to resolve the research problem. This includes discovering all possible means of solving research problem; study the different methods one by one and arriving at the best conceivable method considering the resources at the clearance of the researcher.

DATA COLLECTION METHOD

PRIMARY DATA: The primary data is gathered through questionnaire in AMAZON distributed among the employees to gather information

SECONDARY DATA: The secondary data has been composed from books, websites, digital libraries, journals, and online database

RESEARCH TOOLS

A prepared questionnaire has been set to get the collected information from the respondents. The questionnaire covers of a change of questions obtainable to the respondents for their response. The types of questions are used in this survey are:

1. Multiple choice questions
2. Closed ended questions

SAMPLE SIZE: 100

RATIO:2:1

STATISTICAL METHODS USED

1. Bars &charts

2. Percentage analysis

STATSTICAL TOOLS USED:

VARIABLES:

Independent variable: Quality of work life is an independent variable

Dependent variable: Performance of the employee is dependent variable

V. DATA ANALYSIS AND INTERPRETATION

TABLE1: How can rate yourself that you are best suited for the job?

Particular	No of respondents	percentage%
Strongly agree	32	32
Agree	42	42
Neutral	15	15
Disagree	9	9
Strongly disagree	2	2
Total	100	100
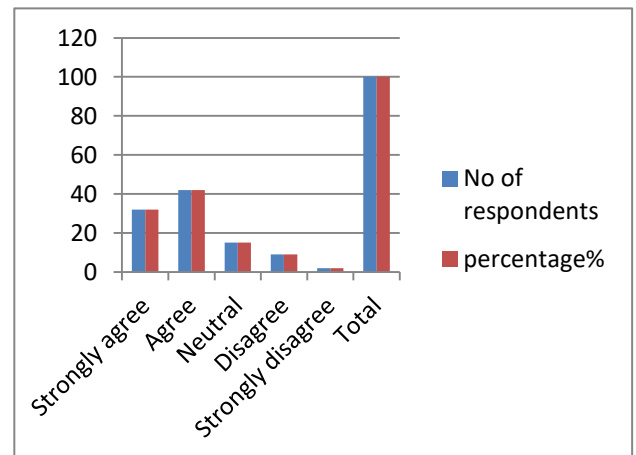
Interpretation: The employees agree (32%) and strongly agree for developing their skills and abilities in their job, and some of the employees are disagree (18%) for developing their skills & abilities.

TABLE2: How does pay and compensation package is adequate when compared to performance?

Particular	No of respondents	percentage%
Strongly agree	55	55
agree	20	20
Neutral	15	15
Disagree	7	7
strongly disagree	3	3
Total	100	100

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Interpretation:some of the employees are strongly agree (55%)that there would be fair unbiased pay and some of them are neutral (15%).

TABLE3: Based on employee performance reward & recognition are given?

Particular	No of respondents	percentage %
Strongly agree	85	85
Agree	5	5
Neutral	10	10
Disagree	0	0
Strongly disagree	0	0
Total	100	100
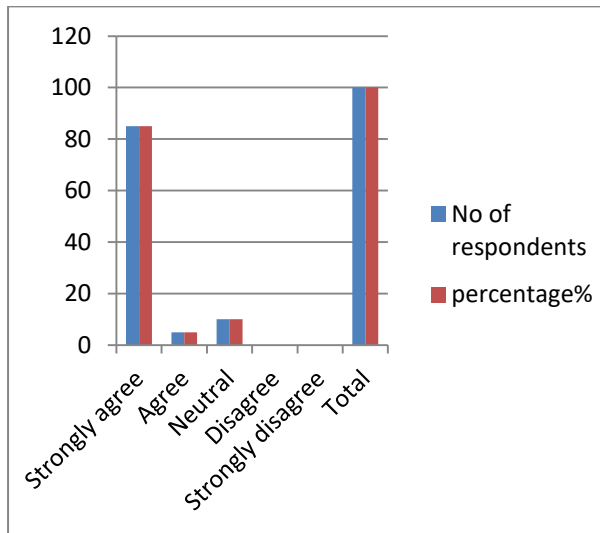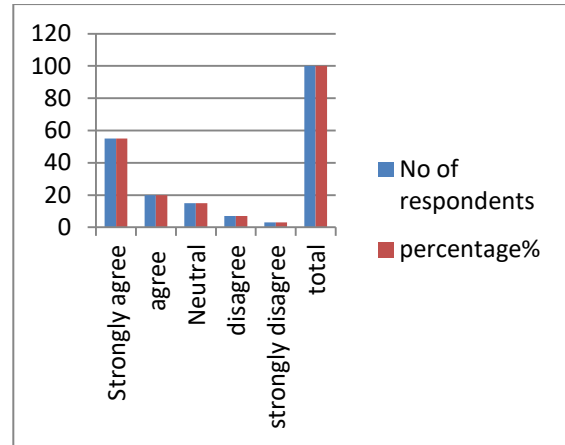
Interpretation: most of the employees are strongly agree (85%) that there will be rewards and recognition in AMAZON.

TABLE4: Is the organizational atmosphere is based on fairness, integrity, and trust

particular	No of Respondents	percentage %
Strongly agree	30	30
Agree	15	15
Neutral	20	20
Disagree	23	23
Strongly disagree	12	12
Total	100	100
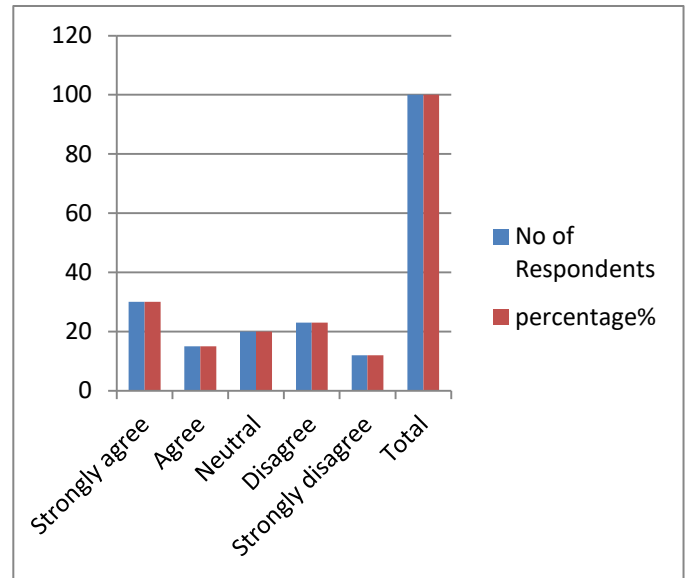
Interpretation: here many of the employees strongly agree (30%) that the administrative atmosphere based on trust, and integrity, fairness and some of them are disagree (12%) the atmosphere in the organization.

TABLE5: Does the medical facilities provided by the organization are helpful for your health needs?

Particular	No 0f Respondents	percentage%
Strongly agree	58	58
Agree	22	22
Neutral	15	15
Disagree	5	5
Strongly disagree	0	0
Total	100	100
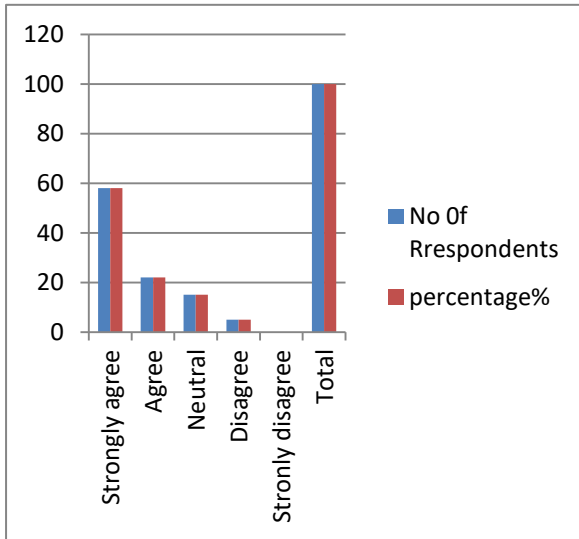
Interpretation: Here many of the employees strongly agree(58%) and agree(20%) the hospitals facilities that are assumed by the organization suitable for their healthy needs, and few persons are neutral(15%).

FINDINGS

1. Most of the employees strongly agreeand agree for practice their skills and abilities in their job.
2. The majority of the employees strongly agree that there would be fair pay and compensation
3. The employees believethat there will be rewards and reorganization in AMAZON.
4. Now employees strongly agree that the organizational atmosphere is based ontrust, fairness and integrity.
5. Themajority of the employees strongly agrees and agrees for the reason of the hospitals facilities provided by the organization which suits their health needs, and little are disagree.

SUGGESTIONS

Work should be distributed among employees uniformly. There should be Transparent in communication both ways (Top level to Low Level vise versa) more motivational classes on the attitudinal of the employee towards a job. Suggestion schemes should improve in the organization so that employees will be effective towards work.

CONCLUSION

After conducting an intense study on quality of work life in AMAZON following conclusions are derived. Organization ought to specialize in the profit that are aimed to words self improvement of the workers. Organization should maintain appropriate balance of work. Opportunity for career growth should improve. Benefits provided by the organization are excellent to satisfy the worker personal desires. Organization ought to specialize in the coaching sessions so as to encourage the workers. Organizations have to be compelled to give scope for the worker development. There is no discrimination at work place. The relationship with superior at workplace is good. On the total the standard of labor life smart**.**

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PORTFOLIO MANAGEMENT OF DIFFERENT SECTORS

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ABSTRACT

Portfolio management may be a process encompassing many activities of investment is assets and securities. It is a dynamic and versatile concept and involves regular and systematic analysis, judgment, and action. It is a combination of securities held together will provide a beneficial result if they grouped during a manner to secure higher returns after taking into consideration the danger elements. Portfolio management is an art of choosing right investment policy for the individuals in terms of minimum risk with maximum returns. The main objective is to study the investment decision process. The need of portfolio management is presents the best investment plan to the individuals as per their incomes, budget, age and ability to undertake risks. The Sample size is calculated by taking 5 years of data from 5 different companies. Statistical tools used in this are mean, standard deviation, covariance and correlation coefficient.

KEYWORDS: portfolio management, expected return on portfolio, portfolio weights, Analysis of risk and return.

INTRODUCTION
PORTFOLIO MANAGEMENT

A portfolio is a collection of assets. The assets could also be physical or financial like Shares, Bonds, Debentures, preferred stock etc. The individual investor or a fund manager wouldn't wish to put all his money within the shares of one company that might amount to great risk. He would therefore, follow the age-old maxim that one shouldn't put all the eggs into one basket. By doing so, we are able to do objective to maximize portfolio return and at an equivalent time minimizing the portfolio risk by diversification Portfolio management is that the management of varied financial assets which comprise the portfolio.

1. Portfolio management is a decision support system that is designed with a view to meet the multi-faced needs of investors.

2. According to Exchange Board of India and Securities of Portfolio Manager is defined as "Portfolio means total holdings of securities belonging to any person"

NEEDOFTHESTUDY

Portfolio management has emerged as a not equally academic discipline in India. Portfolio theory that deals with the rational investment decision-making process has now become an integral a part of financial literature. Investing in securities such as shares, debentures & bonds s profitable well as exciting. It is indeed rewarding but active participate in a great deal of risk & need artistic skill. Investing in financial securities is now considered to be one of the most risky avenues of investment. It is rare to seek out investors investing their entire savings during a single security. Instead they have a tendency to take a position during a group of securities. Such group of securities s called as PORTFOLIO. Creation of portfolio helps to scale back risk without sacrificing returns. Portfolio management deals with the analysis of individual securities also like the idea & practice of optimally combining securities into portfolios.

OBJECTVESOFTHESTUDY

- To Study the investment pattern and its related risk & returns.
- To see whether the portfolio risk is less than individual risk on whose basis the portfolios are constituted.
- To understand, analyse and select the best portfolio.
-

HYPOTHESIS FORMULATION

H0: There is no significant relation between portfolio risk and portfolio return
H1: There is a significant relation between portfolio risk and portfolio return

Sample size:
We aredealingandstudyingthe securitiesof
- TataMotors(Auto mobiles)
- Ultratechcement(Cement company)

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- SunPharma(pharmaceutical)
- Wipro(IT company)
- ICICI bank.(Bank)

Research methodology is the procedure which we used to collect the information and data from making decisions. It may include past and present information**.**

DATA COLLECTION:

Primary source
- Information gathered from interacting with employees in the organization.

Secondary source
- Daily prices of scripts from newspapers.
- And the data from the BSE and other magazines

TOOLS&TECHNIQUES:
- Statistical tools which are used for the study are return, average return, standard deviation, covariance, portfolio risk &portfolio return, T-Test.

PORTFOLIO ANALYSIS:
- Standard Deviation $=\sqrt{\text{variance}}$
- Variance $=\frac{1}{n}$ (R-R̄)^2
- Co-variance (COV ab) $=\frac{1}{n}$ (RA-$\overline{RA}$) (RB-$\overline{RB}$)
- Correlation Coefficient $=\frac{COV\ ab}{\sigma a * \sigma b}$
- weights of portfolio:
- Wa$=\frac{\sigma b[\sigma b-(nab*\sigma a)]}{\sigma a^2+\sigma b^2-2nab*\sigma a*\sigma b}$
- Wb=1-Wa
  Portfolio risk:
- R
  $$\sqrt{(\sigma a * Wa)2 + (\sigma b * Wb)2 + 2 * \sigma a * \sigma b * Wa * W}$$
  =
- Portfolio return: Rp=(RA*WA) +(RB*WB)

REVIEW OF LITERATURE
Catherine P. Killen, Robert A. Hunt, Elko J. Kleinschmidt 2008

project portfolio management for product innovation Journal of quality of reliable management , Vol.35, No.3 pp.327-342.The purpose of this paper is to form a benchmark and determine best practices for Project Portfolio Management (PPM) for each tangible product-based and repair product-based development project portfolios.

– A questionnaire was developed to collect data to copy the PPM methods used PPM performance, PPM

challenges, and resulting new product success measures in 60 Australian organizations during a diverse range of service and manufacturing industries.

LourenceWormald and Elmarievandermerwe (2014):

It deals with the connection between conventional shrinkage approaches to the development of the covariance matrix for portfolio optimization. Here, we use Quadratic constraints on each part of the total risk (variance) measure, such as the systematic or specific risk associated with risk factor. For examine the practical value of this approach, using a well documented set of alphas, we set out the result of 13-year simulation exercise over the Russell 3000 Growth U.S. equity universe. The results shows the effect of constraints on decline on covariance matrix related with span a part of alpha will end in different portfolio allocations.

DATA ANALYSIS:
TABLE 1: CALCULATION OF AVERAGE RETURNS:

COMPANY	RETURN
TATA MOTORS	-4.4589
ULTRATECH CEMENT	16.077
SUN PHARMA	13.3256
WIPRO	2.9058
ICICI	18.5509

RETURN

INTERPRETATION: From the above graph, the returns of ICICI Bank are having higher i.e., (18.55) than all the selected companies and the returns Of TATA Motors are having lesser i.e., (-4.45) than all the selected companies

TABLE 2: CALCULATION OF STANDARD DEVIATION:

COMPANY	RISK
TATA MOTORS	27.64
ULTRATECH CEMENT	18.58
SUN PHARMA	45.89

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WIPRO	13.23
ICICI	28.70

INTERPRETATION: From the above graph, the risk of SUN PHARMA are having high i.e., (45.89) when compared to other selected companies and WIPRO is having low i.e., (13.23) when compared with the other selected companies.

Covariance

COMPANIES	C0Var iance
TATA MOTORS COMPANY WITH ULTRA TECH CEMENT	360.3
TATA MOTORS COMPANY WITH SUNPHARMA	312.37
TATA MOTORS COMPANY WITH WIPRO	-129.62
TATA MOTORS WITH ICICI BANK	286.9
ULTRATECH CEMENT WITH SUN PHARMA	332.27
ULTRA TECH CEMENT WTH WIPRO	48.55
ULTRA TECH CEMENT WITH ICICI BANK	274.48
SUNPHARMA WITH WIPRO	248.24
SUNPHARMA WITH ICICI BANK	-353
WIPRO WITH ICICI BANK	92.13
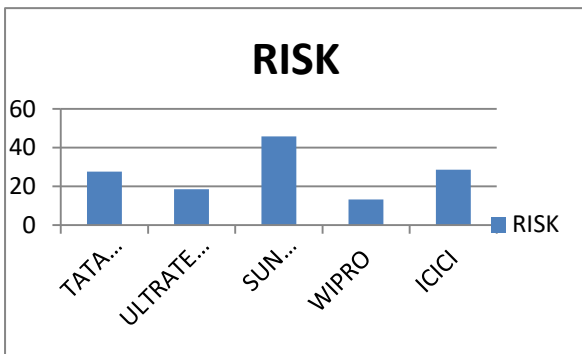
INTERPRETATION: From the above graphs it is shown that covariance is greater for TATA MOTORS COMPANY WITH ULTRA TECH CEMENT i.e., (360.3) and lesser for SUNPHARMA WITH ICICI BANKI.e., (-353) when compare to other selected companies.

COEFFICIENT OF CORRELATION:

COMPANIES	Coefficient of correlation
TATA MOTORS COMPANY WITH ULTRA TECH CEMENT	0.701
TATA MOTORS COMPANY WITH SUNPHARMA	0.25
TATA MOTORS COMPANY WITH WIPRO	-0.353
TATA MOTORS WITH ICICI BANK	0.36
ULTRATECH CEMENT WITH SUN PHARMA	0.389
ULTRA TECH CEMENT WTH WIPRO	0.2
ULTRA TECH CEMENT WITH ICICI BANK	0.51
SUNPHARMA WITH WIPRO	0.41
SUNPHARMA WITH ICICI BANK	-0.27
WIPRO WITH ICICI BANK	0.18
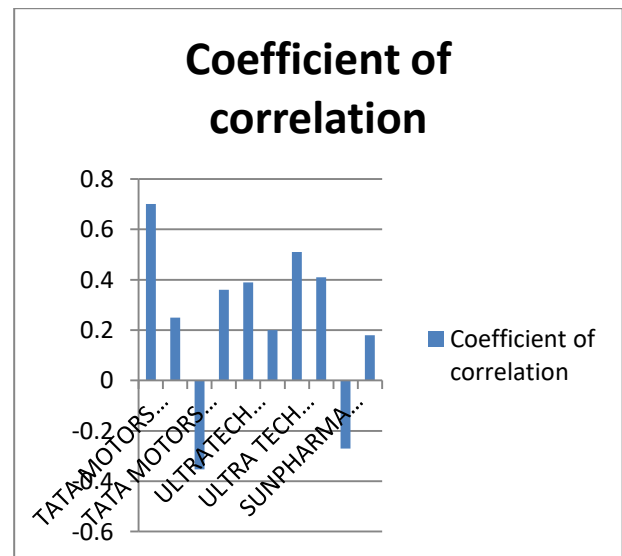
INTERPRETATION: From the above graph it is shown that correlation of coefficient is greater forTATA MOTORS COMPANY WITH ULTRA TECH CEMENTi.e., (0.701) and lesser forTATA MOTORS COMPANY WITH WIPROi.e., (-0.353) when compare to other selected companies.

PORTFOLIO RISK AND PORTFOLIO RETURN:

COMPANIES	Portfo lio Risk	Portfol io Return
TATA MOTORS COMPANY WITH ULTRA	18.56	16.89

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TECH CEMENT		
TATA MOTORS COMPANY WITH SUNPHARMA	25.97	0.902
TATA MOTORS COMPANY WITH WIPRO	9.91	1.06
TATA MOTORS WITH ICICI BANK	23.21	6.35
ULTRATECH CEMENT WITH SUN PHARMA	18.57	16.05
ULTRA TECH CEMENT WTH WIPRO	11.72	6.86
ULTRA TECH CEMENT WITH ICICI BANK	18.35	16.37
SUNPHARMA WITH WIPRO	14.1	3.55
SUNPHARMA WITH ICICI BANK	21.02	16.88
WIPRO WITH ICICI BANK	13.1	4.78
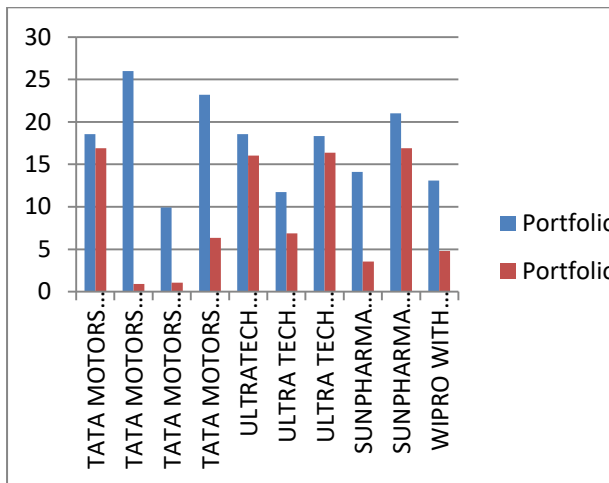
INTERPRETATION:

From the above graph it is shown that the portfolio risk of TATA MOTORS COMPANY WITH SUNPHARMA has high portfolio risk i.e., (25.97) and their portfolio return 0.902. TATA MOTORS COMPANY WITH WIPRO has the lowest portfolio risk i.e., (9.91) and their portfolio return is 1.06 when compared to other selected companies.

10. Hypothesis test:

t-Test: Paired Two Sample for Means		
	portfolio risk	portfolio return
Mean	17.451	8.9692
Variance	26.84877	46.23229
Observations	10	10

Pearson Correlation	0.23938	
Hypothesized Mean Difference	0	
Df	9	
t Stat	3.577403	
P(T<=t) one-tail	0.002977	
t Critical one-tail	1.833113	
P(T<=t) two-tail	0.005955	
t Critical two-tail	2.262157	

Here the calculated value is more than the table value, so we reject H_0 and accept H_1. Which means there is a significance relation between portfolio risk and portfolio return.

11. FINDINGS:

1. Individual returns on the selected stocks including TATA MOTORS, ULTRATECH CEMENT, SUN PHARMA, WIPRO, ICICI BANK are -4.46%, 16.08%, 13.32%, 2.90%, 18.55% respectively.

2. Individual risks on the selected stocks including are TATA MOTORS, ULTRATECH CEMENT, SUN PHARMA, WIPRO, ICICI BANK27.64, 18.58, 45.89, 13.39, 28.70 respectively.

3. Covariance of TATA MOTORS WITH ULTRATECH CEMENT i.e., (360.30) are very high while SUN PHARMA WITH WIPROi.e., (-353.03) are very low when compared to other companies.

4. Coefficient of correlation of TATA MOTORS WITH ULTRATECH CEMENTi.e., (0.701) are very high while coefficient of correlation of TATA MOTORS WITH SUN PHARMA i.e., (-0.353) are very low when compared to other companies.

5. Portfolios Returns ofTATA MOTORS WITH ULTRATECH CEMENT (16.89) are very high while TATA MOTORS WITH SUN PHARMA(-3.15) are very low compared to other companies.

6. Portfolios Risk of TATA MOTORS WITH ULTRATECH CEMENT(25.97) are very high while Portfolio Risks of TATA OTORS WITH SUN PHARMA (9.91) are very low compared to other companies.

SUGGESTIONS:

1. TATA MOTORS is having negative returns it should increase its value in the market to get positive returns.
2. It is suggested that the investors who require minimum return with low risk can invest in TATA MOTORS AND SUN PHARMA.
3. It is suggested that the investors who require high risk with high return should invest in SUN PHARMA.

CONCLUSION:

Before we invest in shares you should look at the type of shares you want to buy and the way in which you want to deal on the stock market. The different ways for investing in shares are;An investor should invest in a company giving him the highest average return. Investment should be in a company for which standard deviation is high as the return on investment will also be high. Even the risk involved is high.Wipro standard deviation is less when compared to other companies indicating the risk and return involved will also be low.Risk & Return goes hand in hand and they are directly proportional to each other. Invest your capital in a different number of companies (a portfolio of shares). Invest indirectly and spread your risk through collectively investments

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A Study on Recruitment and Selection in Techstar It Services

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Abstract: From beyond decade the enterprise institutions are all the greater focusing on the human capital given that they are the most esteemed and most loved sources. While selecting the candidates the institutions desires to delineate the reachable HR in view that they make the upper hand for the institutions. The word recruitment has improved closer to turning into as a calculated of human asset capital for the numerous associations. Business institutions are propelling cutting-edge recruiting and determination strategies because of the passage of firm organizations. The point of the paper is to consider the recruitment and selection manner took after at Organisation. The best human capital accessibility in associations makes them top hand and that they grow to be the genuine blood of the associations. This exploration examines the survey of writing for recruitment and determination technique took after at institutions. The exam became completed making use of each crucial and auxiliary information. Essential records was gathered from forty representatives utilizing ballot method. The outcomes were gotten from fee method. The exploration discoveries discover that sai international yarntex personal limited takes after best recruitment and selection process and they may be satisfied with the authoritative atmosphere and the association takes after ethical recruitment method. Keywords: Employees, recruitment, selection, recruitment policy, enterprise weather, ethical values.

I. INTRODUCTION

Human Resources Management is concerned with human beings, who are the energetic elements of management. The success of any organization or an enterprise will depend upon the ability, strength and motivation of person's working in it. The Human Resources Management refers to the systematic approach to the problems in any organization. It's involved with achievement, coaching and Development of personnel.Human resource is the most important asset of an organization. It ensures sufficient supply, proper quantity and as well as effective utilization of human resources.

II. OBJECTIVES OF THE STYDY:

- ➢ To study the present Recruitment Policies in "TECHSTAR IT SERVICES"
- ➢ To study the type of recruitment/methodology undertaken in the organization.
- ➢ To study the different methods of recruitment depending on the requirements of the organization.
- ➢ To find the relationship between the qualification and the jobs offered to

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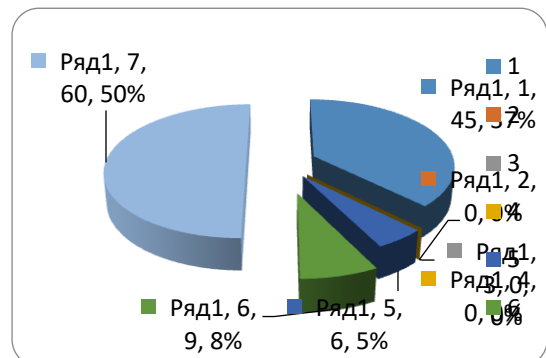
the employees in the organization.
- ➢ To study the level of job satisfaction in the organization.
- ➢ To study the changes of recruitment policy in recent times in the organization.
- ➢ To know how the company fulfills its manpower requirements.

III. RESEARCH METHODOLOGY

The study was confined to territorial division of "TECHSTAR IT SERVICES" Hyderabad with special reference to its Recruitment policy.

Sample size:
The study was conducted with sample size of 60 employees selected at random from both supervisory and management staff of" TECHSTAR IT SERVICES."

Data collection:
Primary data:
A detailed and well-structured questionnaire was presented to the managerial staff at "TECHSTAR IT SERVICES". Copies of the questionnaire being distributed to the employees at random to obtain their views followed this.

Further discussions regarding the recruitment policies were held with the HRD manager to have an in-depth knowledge and future plans of the company for its effective implementation.

Secondary data:
Secondary data was gathered from academic texts and company profile from company's website.

Analysis:
The data collected through questionnaires distributed to the employees was analyzed

IV. ANALYSIS OF STUDY

1. Employees were asked whether they were allocated the post opted by them, for which the following responses to were obtained.

options	No.Of.Respondents	Percentage
Yes	48	80
N o	12	20
Total	60	100

Table 1
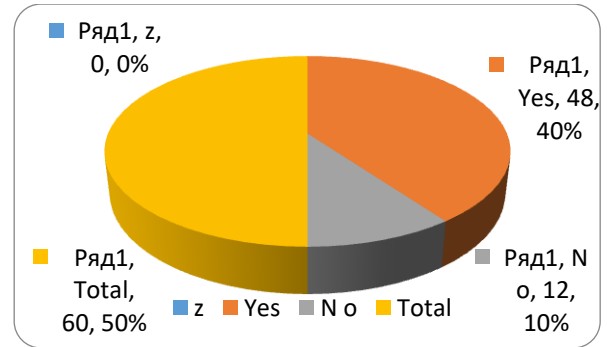
Graph 1

INTERPRETATION: Out of the 60 respondent whose opinion was asked allocation of the post , 80% of respondents said that they were allotted the post opted by them where as 20% of the respondents said that they were no allotted the opted by them.
CONCLUSION:
Majority of the employees are satisfied with their allotted post in the organization, but still a few employees are dissatisfied with the posts allotted to the in the organization.
2. Employees were asked as to how they were recruited in the company for which the following responses were obtained.

Graph 2
INTERPRETATION: Out of the 60 respondent questioned about their recruitment in the organization 75% of the respondents were recruited through open competition, 10% through consultancy and 15% through campus interviews.
CONCLUSION:
Majority of the employees were recruited through open competition which is a good sign

Options	No.Of. Respondents	Percentage
Open competition	45	75
Recommendations	0	0
Employment exchange	0	0
Trade union recommendations	0	0
Consultancy	6	10
Campus interviews	9	15
Total	60	100

of transparent recruitment policy in the company.

3. Employees were asked about the time period for which they were employed, for which following the responses were obtained.

Options	No. Of. .Respondents	Percentage
Short time period	6	10
Long time period	48	80
Daily wages	0	0
Particular project only	6	10
Total	60	100

Table 3
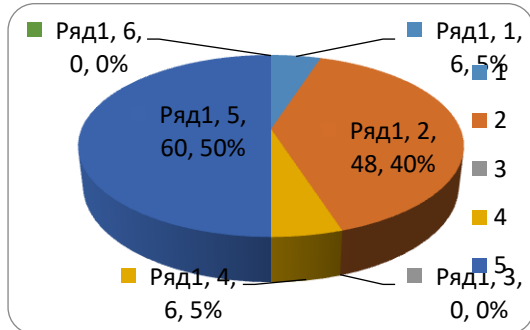
Graph 3

INTREPRETAION: Out of 60 employees who were asked about the time period for which they were recruited, 80% of employees are recruited for long time period where as 10% of employees are recruited only for particular projects.

CONCLUSION:-

Majority of the employees have been recruited for long time periods and very few employees are recruited for particular as well for short time periods. This shows the stability of the organization and the satisfaction of the employees.

4. Employees were asked the reasons for the taking up this job, for which the response was as follows.

Graph 4

Options	No. Of. .Respondents	Percentage
Good pay Scale	6	10
More benefits	6	10
Career growth	18	30
All the above	30	50
Total	60	100
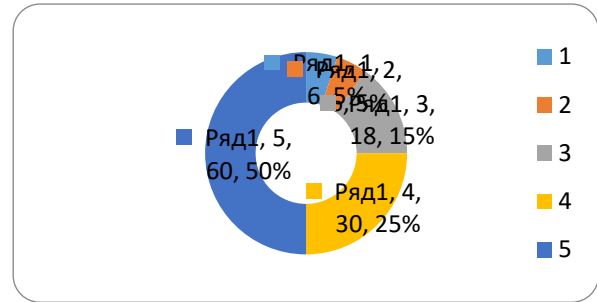
INTERPRETATION:- out of the 60 employees asked about the reason for taking up their respective jobs for which 30% of the employees said that they took the job for all the reasons like 'career growth' , 'good pay scale' as well as 'more benefits'., the rest 10% answered as 'good pay scale' was the main reason for taking up the job in APDDCF Ltd.

CONCLUSION:

Majority of the employees are of the opinion that all the factors like 'career growth' , ' more benefits' , 'good pay scale' was the main reason for taking up the job in "APDDF Ltd".

5. Employees were asked whether they found any relations there qualifications and the job offered to them, for which they responded in the following.

Options	No. Of. .Respondents	Percentage
Yes	48	80
No	12	20
Total	60	100

Table 5
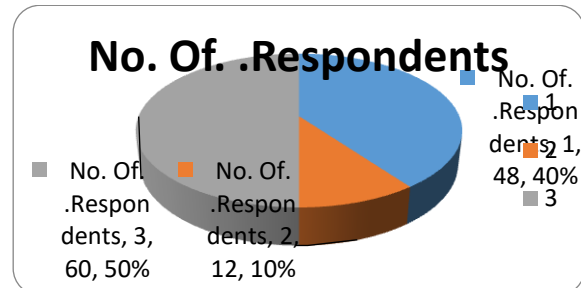
Graph 5

INTERPRETATION:

Options	No. Of. .Respondents	Percentage
Centralized	12	20
Department Recruitment	48	80
Total	60	100

Out of 60respondents who are asked whether they found any relation between their qualification and the jobs offered to them, 80% of the respondents said that they found a

relation where as 20% of the respondents said that they did not find any relation.

CONCLUSION:

Majority of the employees are satisfied with their jobs where as the rest of the employees are not satisfied with their jobs as they do not find any relation between their qualification an the job thus offered to them.

6. Employees were asked whether they observed any change in the recruitment process in recent times for the following responses were obtained.

Options	No. Of. .Respondents	Percentage
Yes	9	15
No	51	85
Total	60	100

Table 6
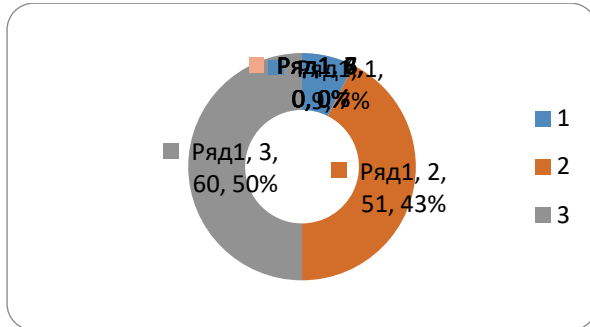
Graph 6

INTERPRETATION:

Out of the 60 employees questioned regarding any change in the recruitment in recent times,15% of the respondents did not find any change, where as 85% of the respondents found some change.

V.CONCLUSION:

Majority of the employees with vast experience, found no significant change in the recruitment policy , of the company in recent times.

Employees were asked about the type of recruitment methodology used in recruitment employees for whom the responses are in the following way.

Table 7
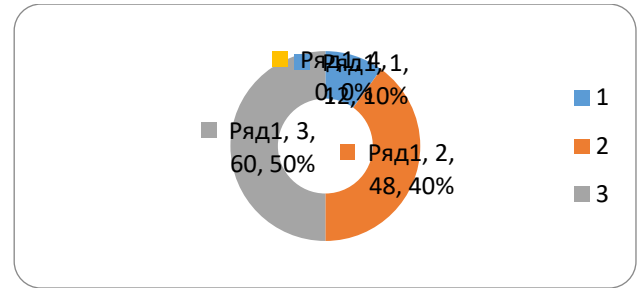
VI. FINDINGS

➤ The most significant finding of the study on Recruitment strategy prevailing in the organization is very effective. The employees are quite satisfied with the current recruitment methods.

➤ The study shows that 76% of the employees who have put in long year of service have recruited via open competition. Which shows the transparency of the recruiting policies of the company?

➤ 92% of the employees have been working in the organization for a long period which signifies the job security and satisfaction offered by the company to its employees.

➤ Our study shows that 44% of the employees have joined this organization aiming for career growth, good pay scales, and more benefits which the company offers. Thus the statistics shows that the company has a positive outlook towards the career growth of its employees in addition to the other existing benefits.

➤ The company's approach to its recruitment policy shows that the right person is very essential for the right job, as nearly 88% of the employees felt that they were offered jobs according to their qualification and experience. Thus setting a relationship between qualification and job offered.

➤ The study shows that 72% of the employees were of the opinion that the recruitment policy of the company is decentralized with each department recruiting its own employees as per their requirement from the time to time.

➤ The company gives utmost importance to its manpower requirements by identifying it well in advance taking

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into consideration the contingencies like retirement, budgetary plans, and attrition rate. The planning of the manpower requirement is being don't in the light of the business plans of the company.The company has been trying to infuse new blood in the organization by appointing fresh graduates and technologists, to set a competitive so as to face the competitive world outside.

➢ The company has been trying to meet the expectation of its employees by providing job satisfaction to them by offering jobs as per their qualification and experience.

VII. SUGGESTIONS

1. H.R Department should be more practical and efficient so that the recruitment and selection become more effective.
2. Stress should be given on proper maintenance of database of application for future recruitment in the organization.
3. The company should follow new traits / trends in the recruitment process.
4. The stress should be given on knowledge and the experience should be the major criteria for selection of employees.
5. More stress should be given to recruit qualification & skills percentage for scrutinizing the application of prospective candidates.

VIII. CONCLUSIONS

The sources of recruitment in the organization is totally based in both the factors i.e internal and external. The recruitment of the prospective candidate for a particular post is based in experience, age, qualification and percentage in the academic year. The selection process is totally based on skills, communication and technical qualities. The formal interview is conducted by the HRD. After selection the employees are inducted for 1-5 days or more than 15 days.

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IX. HYPOTHESIS

The topic selected has a linkage between Corporate Culture and its recruitment practices. The study looks at various aspects of recruitment starting from the company positioning, job descriptions, communication of job and cultural messages to the candidates. It also covers recruitment techniques, interviewing, employee on boarding etc. In fact an attempt has been made to study the entire recruitment process. The hypothesis selected bear in mind these factors in addition to impact of recruitment and Corporate Culture and their connection with people retention and attrition. The 3 hypothesis selected are as follows: H/1) Most organizations have clearly identified cultural values. H/2) Recruitments giving weightage to cultural fitments lead to longer employee retention. H/3 A structured well defined recruitment and induction process, incorporating cultural parameters, leads to more effective recruitments

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A STUDY ON BRAND IMAGE AT STAR HOSPITALS

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ABSTRACT:
The purpose of the theory is to do research about the brand image of Star hospitals in Hyderabad from the point of view of its customers the target is to find out what federations are connected with Star hospitals. Brand image is the perception of the customer regarding a particular hospital. It may be outlined as a set of ideas inside the minds of target customers. It signifies what the brand presently stands for. There are several factors which determine the brand image amongst them quality factors are taken into consideration in order to study brand image of Star hospitals. Dependent and independent variables which are considered in this study are brand image, age, gender, customer type respectively. The Sample size is taken as 100 customers from the chosen target population. The main objective of the study is to know about the relation between factors determining and brand image. The technique used in this study is chi square test. Bar graphs are the tools used in this study. In this research the source of information is in the form of questionnaire.

KEYWORDS: Brand image, Customer satisfaction and Customer perception.

INTRODUCTION:
Brand image is that the current read of the shoppers a few whole. It is often outlined as a set of ideas inside the minds of target customers. It signifies what the brand presently stands for. It is a group of beliefs held about a specific brand. In short, it's nothing however the consumers' perception concerning the service or the company. It is the style during which a selected service positioned within the market.

Brand image conveys emotional worth and not simply a image. Brand image is nothing but an organization's character.

OBJECTIVES OF THE STUDY:
1. To study about the symbol of STAR HOSPITALS.
2. To know about what customer needs and what the company is providing.
3. To know about the relation between quality factors and brand image.

REVIEW OF LITERATURE:
Whan and Bernard (1986), made research on strategic brand concept, image management. They say that transferring a complete image to a target market may be a basic promoting activity. The method for maintaining notion {this idea} image linkage depends on whether or not the complete concept is practical symbolic or experiential. Maintaining this linkage ought to crucially enhance brands market performance.
According to Park et al. (1986) the development and maintenance of the brand image is necessity to the brand management. Theoretically, all products and services can be exhibited by operable, symbolic or experimental components, through that brand image is established. Up to now, researchers haven't come back to an agreement on the definition of brand name or image. The researchers elucidate whole image primarily from four perspectives: blanket definitions, meanings and messages, personification, psychological components.
Dongdae and Ganesh (1999 on effects on divided country image within the context of nameand familiarity. The study acknowledged overall image and product's specific image and

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3 differing kinds of familiarity: product familiarity, brand familiarity and country familiarity. The study states that product specific image plays a mediating role between overall country image and consumer evaluation with product and brand familiarity moderate familiarity consumers utilize country of origin data under low or high familiarity shoppers.

RESEARCH METHODOLOGY:
Research methodology is precisely described as the specification of the strategy of collecting the data required to the structure or to resolve the matter at hand. It is the pattern of the framework of the project that stipulates what information is to be collected, from which source and by what method.

DATA COLLECTION METHOD:
PRIMARY DATA: A questionnaire was prepared helped in gaining an insight view of the factors effecting the customer needs and related issues. Further i want to seek out the long run plans of the client relating to the acquisition of the Star hospitals.
SECONDARY DATA: The secondary data is gained through websites review of books and other online sources.
RESEARCH TOOLS: A set of questions were provided to customers in order to gain information about the perception of the patient towards Star hospitals.
SAMPLE SIZE: 100
STATISTICAL METHODS: Bar graphs.
STATISTICAL TOOLS: Chi square test.
VARIABLES: Dependent variable- brand image. Independent variable-domestic factors{age, income, customer type}.

DATA ANALYSIS AND INTERPRETATION:
This study was undertaken to analyze the effect of brand image on consumer preference on purchase branded products.
1.Would you like to recommend this Hospital to others?

	FREQUENCY	CALCULATE	PERCENTAGE
Yes	91	91*100/	9 1
No	9	9*100/1 00	9 %
Total	100		100
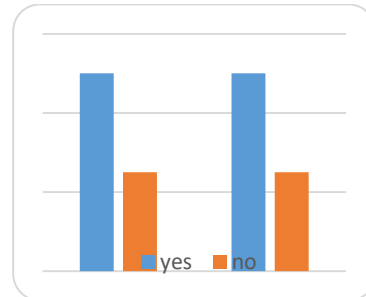
Intrepreatation: When the people were asked whether they would recommend this product to others 91 people that is 91% replied they would recommend this product to others, 9% replied in a negative way.

2. Do you know the logo of Star hospitals?

	FREQUENCY	CALCULATE	PERCENTAGE
Yes	50	50*100/ 100	50%
No	25	25*100// 100	25%
Not Sure	25	25*100/ 100	25%
Total	100	100	100

Interpretation: When the sample was asked whether they know the logo of Star hospitals or not 50 people out of 100 people that is 50% replied that they know the logo of Star hospitals and 25% of the sample that is 25 people said they do not know the logo of Star hospitals and 25% were not sure.
3.Why do you want to consult this hospital?

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	FREQUENCY	CALCULATE	PERCENTAGE
Care	30	30* 100 /10 0	30%
Service	20	20*1 00/ 100	20%
Comfort	15	15*1 00/ 100	15%
Treatment	15	15*1 00/ 100	15%
Others	20	20*1 00/ 100	20%

Interpretation: When the sample was asked why do they want to purchase the brand Star hospitals or what is the attribute which enforces him or her to make the decision 15% responded they were by the comfort of their , 15%

mention that the were driven by the care and 20% gave the other reasons and the factors like service and treatment were highlighted very high by the respondent.

4. Opinion of people of different age groups on Star hospitals**?**

	FREQUENCY	PERCENTAGE
50-60	20	20%
60 and above	30	30%
30-40	15	15%
40-50	20	20%
20-30	15	15%
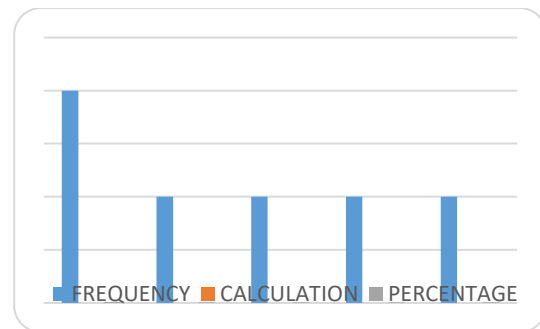
Intrepretation: The analysis for this was taken with the help of open ended question and the people who were surveyed went a long way describing their wishes for and the old age people preference is made by 50 and above age group people and the preference rate was same in other age group people.

5. Do you wish to go Star hospitals?

	FREQUENCY	CALCULATE	PERCENTAGE
Yes	50	50*10 0/100	50%
No	15	15*100/ 100	15%
Not Decid	35	35*100/ 100	35%

e d			

Interpretation: when the sample was asked about their wish to going for Star hospital is 50% of the total sample that is 50 people replied that they wish to go, 15% that is 15 people said they do not wish to go and 35% replied that they have not decided anything , after the analysis we cameto know that the those who wanted to treat urgent is extremely high

STATISTICAL ANALYSIS:
HYPOTHESIS TEST:
H0: There is no relation between brand image and domestic factors.
H1: There is relation between brand image and domestic factors.

CHI SQUARE TEST

O	E	[O-E]	[O-E]2/e
20	33	-13	5.12
30	33	-3	0.27
15	33	-18	9.81
20	33	-13	5.12
15	33	-18	9.81
total			30.13

Chi square test- 30.13
Table value- 5.95
Conclusion: calculated value of chi square value is 30.13 is more than table value 5.97 where H0 is rejected and H1 is accepted. Hence there is relationship between brand loyalty and customer satisfaction.

FINDINGS

● When the people were asked whether they would recommend this hospital to others 91 people that is 91% replied they would recommend this hospital to others, 9% replied in a negative way.
● when the sample was asked about their wish to going for Star hospital is 50% of the total sample that is 50 people replied that they wish to go, 15% that is 15 people said they do not wish to go and 35% replied that they have not decided anything , after the analysis we came to know that the those who wanted to treat urgent is extremely high
● The analysis for this was taken with the help of open ended question and the people who were surveyed went a long way describing their wishes for different hospitals which included a long list of like Apollo, Care, Kamineni ,Star, and etc, and out of the total sample 20% replied that they have not planned to go when required and out of the long list of hospitals 20% respondent laid their wish , proving that the service of Star hospitals are pretty much popular amongst the people in an aroundHyderabad.
● The analysis for this was taken with the help of open ended question and the people who were surveyed went a long way describing their wishes for and the highest rate of preference is made by 50-60 age group people and the preference rate was less in other age group people.
● When the sample was asked whether they know the logo of Star hospitals or not 50 people out of 100 people that is 50% replied that they know the logo of Star hospitals and 25% of the sample that is 25 people said they do not know the logo of Star hospitals and 25% were not sure.

SUGGESTION

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- Patient attending each hospital are responsible for spreading the good image of hospital and therefore satisfaction of patients attending the hospital is equally important for hospital management.Patient satisfaction is the key indicator that can reflect the health service quality at any level of health care facilities.Hence promotion regarding t he hospital and its services should be shown on domestic T.V channels furthermore as in newspapers and magazines.Independent variables were predisposing factors such as age, gender, education level, occupation, and marital status, no. of visits to OPD and no. of members in their family.In conclusion I would say that the brand (Star hospitals) is quite known to peoples. Star hospitals has built its brand imageamong a relatively large number of people in an around Hyderabad.

CONCLUSION

Recommendations which were mostly concerned regarding in terms of expenses and time convenience of going from patient house to OPD is first priority area for the improvement. Second priority area to be improved is the costs of the drugs in pharmacy of OPD.The provisions for reducing the waiting time before meeting the doctor is the third priority area for the improvement.I would also like to thank all the people who have been so co-operative throughout the survey.

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A STUDY ON RISK AND RETURN ANALYSIS OF INDIAN IT SECTOR
at
INDIABULLS

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ABSTRACT:
Risk and return analysis plays a major role in most single decision making process. Every capitalist desires to avoid risk and maximize return. Successful investment requires a careful assessment of the investments potential returns and its risk of loss. A firms risk and expected returns directly affect its share price. In real world situations, the Risk of any single investment wouldn't be viewed severally of alternative assets. New investment should be thought-about in light of their impact on the risk and return of the assets. In traditional financial analysis, investment management tools allow the investors to evaluate the return and risk of individual investments and portfolios. Usually, higher the danger, higher the returns and lower the danger, lower the returns. However a general understanding of this development isn't enough to form applicable choices concerning investments. This study reported a statistically significant relationship between risk and return. The study is initiated with the main objective of determining the risk and return profile of five IT firms listed on BSE .Finally, the study proves there's a relation between risk, return and capitalist the most effective company among the selected company.
KEYWORDS: Risk, Return, Bombay stock Exchange (BSE),Investment decision,Intrinisic value,share price,Indian IT industry.

1.1 INTRODUCTION
RISK:
RISK The meaning of risk in dictionary is "a situation involving to danger". In terms of finance (or) management it is "investment associated with uncertainty". It is possibility that expected return on investment is totally different from normal return. This concept is most important in finance i.e., higher risk has higher return.

In the investment world, the definition of risk is the likelihood that associate investments actual return is going to be completely different than expected. Risk means that you have got the chance of losing some, or perhaps all, of your original investment.

RETURN:
Return is "what we receive other than investment". The return says about the profit (or) loss on what you have invested.

Returns refer to the potential loss or gain experience through investments in securities. If a shareholder decides to spend in a security that has a comparatively low risk, the possible return on that savings is usually small.

II. REVIEW OF LITERATURE:
1. Kohers and others (2006) made an effort in comparing the return of the stock market with respect to emerging markets and developed markets. The study explained by way of analyzing 49 companies of which 26 countries belonged to emerging countries and the remaining 23 countries belonged to developed countries. The study found that the risk associated with the emerging market was more than in developed countries. Since the expected return of the investment in the emerging markets was commensurate with risk. The study concluded that the

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risk-averse attitudes of the investors were found to be higher in the emerging market in comparing with the developed market.

2. DWI and Others (2009) made an attempt to find out the influence of accounting information on stock return and therefore the study used multiple regression by way of identifying financial ratio, firm size, and cash flow as an independent variable and stock return as the dependent variable.

3. Sangeetha and Dheeraj (2007) made an attempt to find out the relation among the return of the scrip, market information, and accounting information. They wanted to study the influence of market information on the return of the scrip was high or the influence of accounting information was high on the scrip's return. They collected the information on the basis of monthly data related to various sectors from BSE during the year 1999 to 2006. The study used a regression model to find the significant impact of accounting information and market information on scrip's return and found that the market information made significant influence whereas the accounting information had no impact on the return of the scrip.

4. Hasan Ali and Habibolah (2010) tested the risk-return relationship by way of taking 74 companies as the sample size in the Tehran Stock Exchange during the period of 2003-2005. The study examined the characteristics of the return in terms of Skewness and Kurtosis to find out the distribution of the return series. As far as the study is concerned, the effect of Kurtosis did not show any significant relation with the return during the study period whereas the Skewness showed the important effects on returns. The study further explored that the relationship between beta and return was found to be non-linear.

III. OBJECTIVES:
1. To co-relate the firm's risk and return and state, the best company among the selected IT companies.
2. The Basic objective is to Minimize Risk and Maximize Return profile of five IT firms listed on BSE.

3. To Know the relation between risk, return the most effective company among the selected company.
4. To misuse this opportunity and win benefit by methods for interest in this segment
5. To help dissect the organization by understanding straight forward terms to contribute accurately and viably.

IV. HYPOTHESIS OF THE STUDY
H0: There is no significant relationship between the risk and return of IT companies.
H1: There is a significant relationship between the risk and return of IT companies.

V. RESEARCH METHODOLOGY:
It is the scientific way to solve the research problem. It is the systematic, theoretical analysis of the ways applied to a field of study.

DATA COLLECTION METHODS
The data assortment ways embrace each the first and secondary assortment ways.
Primary data:
Primary data is information that is collected by an examiner from the first-hand source, by means of methods like surveys, interviews, or experiments.
Secondary data:
The secondary data can be obtained from information collected through internet searches, books, government departments, and libraries, NSE, etc.
Period of study:
Period of study: Period of study is taken from 2015 to 2019 in order to calculate Risk and Return analysis of five different companies of the IT sector.

STATISTICAL TOOLS:
Statistical tools used for the study are mean, standard deviation and T-test.
SAMPLE DESIGN:
The study of analysis mainly focusing on the difference of changes in share prices of top Indian IT companies listed on BSE indexes are taken for the study.
SAMPLE SIZE: To analyze the risk and return of five IT companies.

FIVE IT COMPANIES:
1. Oracle Ltd.
2. Tech Mahindra Ltd.

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3. Mphasis Ltd.
4. Wipro Ltd.
5. MindTree Ltd.

VI. DATA ANALYSIS

1.MEAN OF IT COMPANIES:

COMPANY	MEAN
ORACLE	-2.23
TECH MAHINDRA	-6.74
MPHASIS	20.37
WIPRO	-22.22
MIND TREE	-0.08

MEAN/AVERAGE RETURN
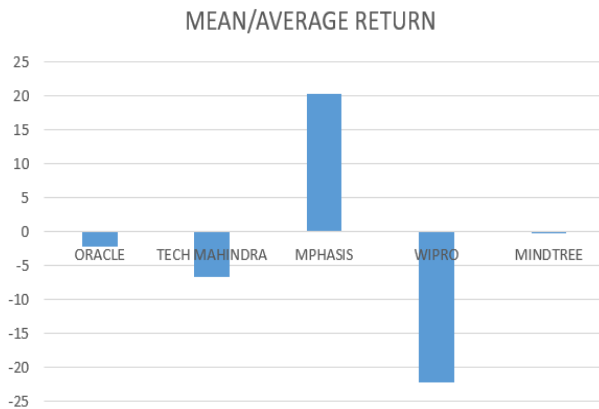
INTERPRETATION:
From the above analysis, to compare different companies of oracle, Tech Mahindra,Mphasis, wipro, andmindtree. It is observed that wiprois having less mean when compared to other companies.

2.STANDARD DEVIATION OF IT COMPANIES:

S.NO	NAME OF THE COMPANY	STANDARD DEVIATION
1	ORACLE	20.49
2	TECH MAHINDRA	40.55
3	MPHASIS	17.12
4	WIPRO	15.86
5	MIND TREE	35.31

STANDARD DEVIATION
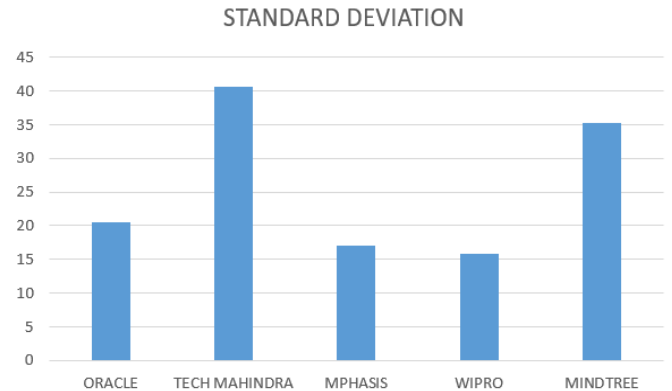
INTERPRETATION:
From the above study, we can analyze that the Tech mahindra(40.55) is having highest standard deviation and wipro (15.86) is having the lowest standard deviation.

3.MEDIAN OF IT COMPANIES:

S.NO	NAME OF THE COMPANY	MEDIAN
1	ORACLE	15.34
2	TECH MAHINDRA	1.5
3	MPHASIS	15.61
4	WIPRO	-22.96
5	MIND TREE	8.7

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MEDIAN
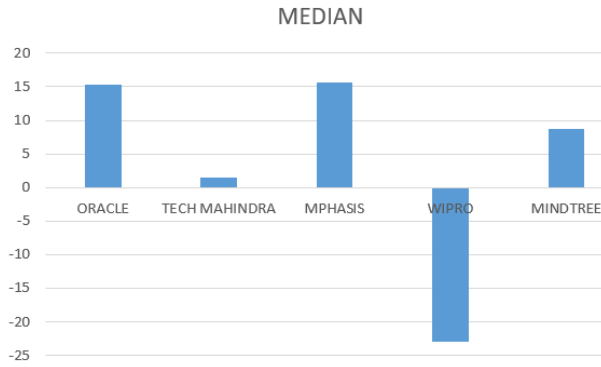
INTERPRETATION:

From the above graph, Mphasis(15.61)shows more result compared toOracle(15.34),Tech mahindra (1.5) , Wipro(-22.96),MindTree (8.7).

4.SKEWNESS OF IT COMPANIES:

S.NO	NAME OF THE COMPANY	SKEWNESS
1	ORACLE	-0.64
2	TECH MAHINDRA	4.99
3	MPHASIS	-0.2
4	WIPRO	0.04
5	MIND TREE	3.85
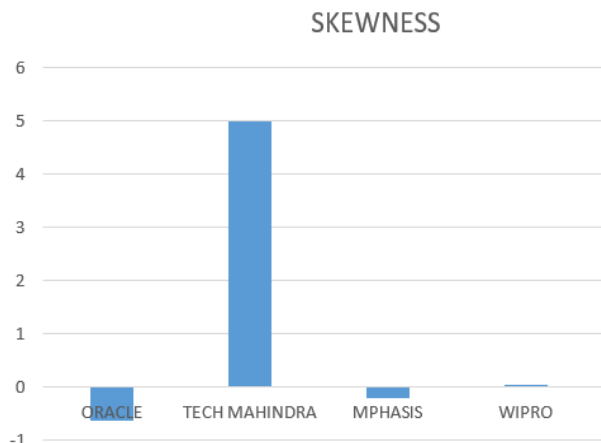
SKEWNESS

INTERPRETATION:

From the above study, the skewness of oracle(-0.64),Mphasis(-0.2) shows negative result.Tech

Mahindra(4.99),wipro(0.04),MindTree(3.85) shows posiitve result.

5.KURTOSIS OF IT COMPANIES:

S.NO	NAME OF THE COMPANY	KURTOSIS
1	ORACLE	-1.32
2	TECH MAHINDRA	-0.37
3	MPHASIS	-0.74
4	WIPRO	-0.95
5	MIND TREE	-0.49

KURTOSIS
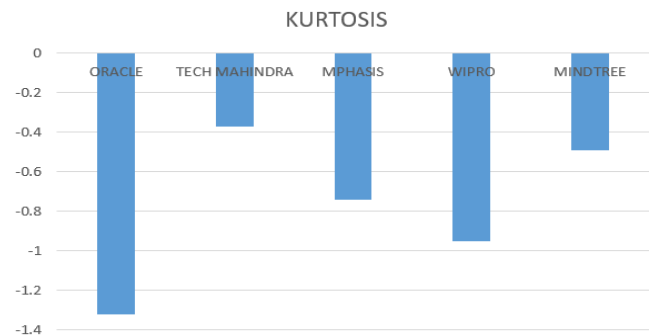
INTERPRETATION:

From the above analysis,oracle(-1.32) Tech mahindra (-0.37),mphasis (-0.74),wipro (-0.95) and mindtree (-0.49)shows negative result.

6.T-TEST RESULT OF MPHASIS WITH ORACLE:

TABLE COLUMN SUB HEAD	MPHASIS	ORACLE
Mean	57.515	75.25833
Variance	13382.48	28600.76
Observations	6	6
Pearson Correlation	0.99754	
Hypothesized Mean Difference	0	
Df	5	
t Stat	-0.79999	

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P(T<=t) one-tail	0.230009	
t Critical one-tail	2.015048	
P(T<=t) two-tail	0.460017	
t Critical two-tail	2.570582	

For the above table, H0 is accepted on the basis of calculated value -0.79999 is less than the table value.

T-TEST RESULT OF MPHASIS WITHTECH MAHINDRA:

TABLE COLUMN SUB HEAD	MPHASIS	TECH MAHINDRA
Mean	57.515	280.675
Variance	13382.48	446435.4
Observations	6	6
Pearson Correlation	0.997055	
Hypothesized Mean Difference	0	
Df	5	
t Stat	-0.98868	
P(T<=t) one-tail	0.18411	
t Critical one-tail	2.015048	
P(T<=t) two-tail	0.36822	
t Critical two-tail	2.570582	

For the above table, H0 is accepted on the basis of calculated value -0.98868 is less than the table value.

T-TEST RESULT OF MPHASIS WITH WIPRO:

TABLE COLUMN SUB HEAD	MPHASIS	WIPRO
Mean	57.515	36.905
Variance	13382.48	11286.84
Observations	6	6
Pearson Correlation	0.983629	
Hypothesized Mean Difference	0	
Df	5	
t Stat	2.277002	
P(T<=t) one-tail	0.035903	
t Critical one-tail	2.015048	
P(T<=t) two-tail	0.071807	
t Critical two-tail	2.570582	

For the above table, H0 is rejected on the basis of calculated value 2.277002 is greater than the table value.

T-TEST RESULT OF MPHASIS WITHMINDTREE:

TABLE COLUMN SUB HEAD	MPHASIS	MINDTREE
Mean	57.515	215.645
Variance	13382.48	255256.5
Observations	6	6
Pearson Correlation	0.997436	
Hypothesized Mean Difference	0	
Df	5	
t Stat	-0.99335	
P(T<=t) one-tail	0.183075	

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t Critical one-tail	2.015048
P(T<=t) two-tail	0.366149
t Critical two-tail	2.570582

For the above table, H0 is rejected on the basis of calculated value -0.99335 is greater than the table value.

VII FINDINGS:
1. During the study period, the mean returns for selected IT companies shares both positive and negative figures.
2. The risk of TECH MAHINDRA is higher when compared to selected IT companies.
3. The skewness of ORACLE is less to that of remaining IT companies.
4. MPHASISis having highest median and WIPRO is having less.
5. The value of MPHASIS is higher returns in WIPRO is having less returns.
6. The value of kurtosis is higher in TECH MAHINDRA and ORACLE is less.

STATISTICAL ANALYSIS:
Descriptive statistics: To analyze the descriptive statistics the mean value is considered.
T-test: T-test is done to find out significant differences with the 5 companies and the factors. if the T-test value is greater than T-critical two tail the null hypothesis is rejected, if it is less then null hypothesis is accepted.
TESTING OF HYPOTHESIS:
Based on the above study, T-test results of five IT companies whose all calculated values (t stat)
Are less than tabulated value(t critical two tail). So H0 is accepted.
By doing T-test for the selected IT companies it has been revealed that Calculated value is less than table .So, H0 is accepted.

VIII.SUGGESTIONS:
1. Investing in MPHASIS is the most profitable since the returns generated from it is comparatively high.
2. Investing in WIPRO is not safe since it is risky and the returns generated from it are lesser than any other security.

3. Any investor having a long term horizon must invest in a security having lower standard deviation to enjoy safe and fruitful gains in future.

IX.CONCLUSION:
The IT industry is having highest growth opportunity in the near future, since information technology plays an important role in the economic development. Indian IT sectors have fared well on growth, asset quality and profitability with other regional IT sectors over the last years. The study of relationship between risk and return analysis helps the capitalist to choose up the securities supported for his alternative. The study of this kind provides information about the presentation of a variety of stocks in the market in terms of risk and return and suggests the best company for investment. Further, the inability of IT sector managements to improve capital allocation, increase the productivity of their service platforms and improve the performance ethic in their organizations could seriously affect future performance. The above study gives an optimistic view about the industry and its expansion which recommends the investors to keep a good look at on the major company to help in terms of returns on their investments.

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EALUATION OF VENTURE CAPITAL IN INDIA WITH SELECT SECTOR

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ABSTRACT

The venture capital investments flows into India have grown tremendously after the globalization of the economy. The present study made an attempt to know the key investment areas, which are attracting the funds through venture capital and they are having the impact on the VC Index. The study result reveals that the Health care segment showing higher growth from the year of 2012 year and Agro and Education segment recorded higher growth in the year of 2017. The study examined the impact of select investment avenues on the VC Index with the Ordinary least square method and the result reveals that the VC index has got positively influenced by the selected sectorial investment, except Agro and Energy investment had shown negatively influenced on the growth of the venture capital in India. This paper is useful to the Venture capitalists, Investment bankers, regulators, entrepreneurs and research scholars.

INTRODUCTION

Venture capital is a funding offered to start-ups, small and developing businesses or enterprises with high growth prospects or fast industry growth, and they allow such contributions into firms in return for stock participation and stakeholder control. Venture capital is largely a long-term investment fund for funding high-tech ventures that eventually lead to high performance prospects. Venture capital has several names, including consumer risk capital and venture capital. These are made by specialist private institutions or financial institutions, people making investments are considered venture capitalist. There are many benefits such as helping to look for equity financing in big, providing additional assets, helping to optimize resources and client skills.

The main feature or feature of venture capital is that it is high risk, since there are very high chances of failure, investor interest as owner enables capital gains and stock sales as long as the firm is in a profitable position. They are actively involved in the board of directors. Investments made are illiquid, which means that no refund of compensation is available only if the company releases capital gains and, in other cases, if any protection is jeopardized and liquidated for any purpose that creates an investment. Venture capital phases have been categorized into five phases, and the initial stage is the seed stage in which an entity approaches venture capital companies in order to acquire funds for their project or company and to convince them that their idea works if the idea provided by that individual or group is worthy of funding and economic viability and technical analysis is carried out before financing.

The second stage is the start-up process that takes place after the project has been approved in the initial stage, as the business plan is introduced to the investment company and the management team is formed to run the venture, in which a prototype is produced and fully tested and the production line is built for the manufacture of the product, the company providing funding can see the results of market research and see if there are buyers to use the product.

The present study focused on evaluation of venture capital in India which made an attempt to examine the trend of the region wise and investment in India, also studied influence of selected sectorial growth with venture capital investments and their relationship with venture capital investment. The study has taken five sectors such as micro finance, medical services, IT products, E-commerce, Enterprise software over the period 2009-10 to 2018-19 by applying statistical method of ordinary least square method.

REVIEW OF LITERATURE

Santhivenkatakrishnan and nandagopalloganathan(2017): The study of venture capital on Funding money in India was known since nineties. It is currently has

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effectively developed for all the business firms that take up unsafe tasks and have high development possibilities. The private association which wouldn't like to take account from the general public may have their view on investment. It can possibly turn into a significant hotspot for financing of little scope endeavors (SSEs).Venture capital account is regularly thought of as 'the beginning time financing of new and youthful ventures trying to develop quickly. As per Pratt: There is a well known confusion that high-innovation is the chief driving variable behind the speculation choice of a US financial speculator. Just a little minority of funding ventures are in new ideas of innovation where potential specialized issues include a lot of hazard to the new business improvement

Shetty (2017): The author study of "A Comparative Study on Impact of Venture Capital Financing on Startups in India" presumed that when contrasted with adventure financing in USA and China, Indian funding division execution is moderately less yet accepting the Indian economy as entire there is considerable development and fast speculation energy essentially in the buyer innovation part making it one of the most alluring markets for funding ventures. Viable innovative work, better financial activities, satisfactory preparing and inspiration are some significant components that will help investment industry become progressively effective and thrive in India.

Rani and Katyal (2015): The author focus on"Funding in India: Sector-Wise Analysis" reasoned that Venture Capitalists in India are one-sided toward innovation organizations with 68% of speculations made right now. Different divisions incorporate medicinal services and instruction representing 9% and 7% of all out ventures individually. The VC business in India has had a to some degree disappointing run. With a lot of cash pursuing too not many arrangements, Indian investment is battling.

PurushottamNanjappa (2015): Investors and venture capitalists represent the supply side of venture capital, while the entrepreneur represents the demand side. Venture capitalists serve as intermediaries between investors and entrepreneurial firms. Investors seek relationship with venture capitalists because they believe that venture capitalists are more effective at evaluating and developing entrepreneurial ideas.

Haritha, Ravi and Reddy (2012): The study on "Job of Venture Capital in Indian Economy"

proposed that high performing producers can manufacture their market position by organizing interests in vital activities that help and reinforce their center separation. Our structure distinguishes the creative and particular abilities that associations must form to separate them from the opposition: shrewd shop floor, showcase driven advancement framework, information based dynamic and responsive connections.

OBJECTIVE OF THE STUDY
1. To examine trend of the venture capital investments in India.
2. To examine the impact of select sectors investments on venture capital growth.

HYPOTHESIS OF THE STUDY
H0: There is no impact of selected sectoral growth on venture capital investments in India.
H1: There is impact of selected sectoral growth on venture capital investment in India.

SCOPE OF THE STUDY
The present study has been emphasized on the venture capital investments in India. The study has considered venture capital investments from the period of 2009-10 to 2018-19 years. The study has considered the seven key investment areas, which have attracted higher VC investments. They are as follows,
- Agro Investments
- Energy Investment
- Manufacturing investments
- IT Products Investments
- Medical Services Investments
- Education investments
- Media investments

RESEARCH METHODOLOGY
The present study has considered the secondary data of VC investments. The study has considered the following statistical tools for the framed objectives
- **Trend Analysis** has framed to know the growth of investments year on year.
- **Ordinary Least Square method:** The study applied the OLS to know the impact of Investment avenues on the venture capital investments growth. The study has considered the E-Views Software for the statistical analysis.

TABULATION OF DATA ANALYSIS
Objective-1: To examine trend of the venture capital investments in India.

The study examined the venture capital investments in select sectors. The study has considered the seven sectors which have attracted the seed capital for the startups. The following is the trends of the venture capital investments have been described.

Figure-1

Trend of Venture Capital Investments
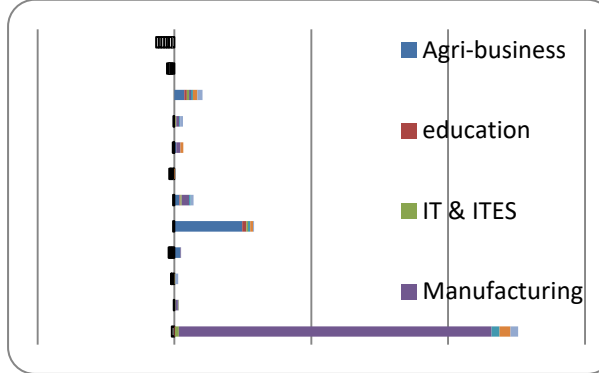
Source: Primary Data

The above trend graph depicts the investments growth in the select areas. The Media and Entertainment has shown the highest growth followed by the IT and ITES sectors. The health care & Life Sciences have shown the significant growth in the year 2008. The health Care segment has shown superior growth in the year 2012 year. The Agri and Education segment recorded higher growth in the year of 2017 compared to other segments.

2nd Objective: To examine the impact of select sector investments on the Venture Capital Growth.

The study has considered the select sectors and measured the impact on the Venture Capital growth. The following is the result of the study.

Table-1

Impact of Agro Investment on Venture Capital Growth

Dependent Variable: VC_INV				
Method: Least Squares				
Sample (adjusted): 2001 2019				
Included observations: 19 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2891.576	676.7511	4.272732	0.0005
DAGRO	-0.783817	1.403782	-0.55836	0.0039

		1	
R-squared	0.018009	Mean dependent var	2891.630
Adjusted R-squared	-0.039755	S.D. dependent var	2892.945
S.E. of regression	2949.890	Akaike info criterion	18.91622
Sum squared resid	1.48E+08	Schwarz criterion	19.01564
Log likelihood	-177.7041	Hannan-Quinn criter.	18.93305
F-statistic	0.311767	Durbin-Watson stat	0.679138
Prob(F-statistic)	0.583878		

Source: Primary Data

The above study depicts the ordinary least square method to know the impact of select sectors on the venture capital investment growth. The coefficient value of Agro (-0.783817) negatively influenced the venture capital investments growth. The probability value is observed to be significant i.e., < 0.5. Hence it is concluded that rejection of null hypothesis and acceptance of alternative hypothesis i.e, Agro investment has significant effect on the growth of the Venture capital investment.

Impact of Education on Venture Capital Growth

The above study depicts the ordinary least square method to know the impact of select sectors on the venture capital investment growth. The coefficient value of Education (2.738361) positively influenced the venture capital investments growth. The probability value is observed to be significant i.e., < 0.5. Hence it is concluded that rejection of null hypothesis and acceptance of alternative hypothesis i.e., education investment has significant effect on the growth of the Venture capital investment.

Table-3

Impact of Information Technology on Venture Capital Growth

Dependent Variable: VC_INV
Method: Least Squares
Sample (adjusted): 2001 2019

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Included observations: 19 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2940.890	614.9647	4.782209	0.0002
DIT	3.031875	1.516147	1.999723	0.0018
R-squared	0.190433	Mean dependent var		2891.630
Adjusted R-squared	0.142812	S.D. dependent var		2892.945
S.E. of regression	2678.418	Akaike info criterion		18.72314
Sum squared resid	1.22E+08	Schwarz criterion		18.82256
Log likelihood	-175.8698	Hannan-Quinn criter.		18.73997
F-statistic	3.998891	Durbin-Watson stat		0.490765
Prob(F-statistic)	0.061771			

Source: Primary Data

The above study depicts the ordinary least square method to know the impact of select sectors on the venture capital investment growth. The coefficient value of IT (3.031875) positivelyinfluenced the venture capital investments growth. The probability value is observed to be significant i.e., < 0.5. Hence it is concluded that rejection of null hypothesis and acceptance of alternative hypothesis i.e, IT investment has significant effect on the growth of the Venture capital investment.

Table-4
Impact of Manufacturing on Venture Capital Growth

Dependent Variable: VC_INV				
Method: Least Squares				
Sample (adjusted): 2001 2019				
Included observations: 19 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2891.630	632.7554	4.569901	0.0003
DMANFRACTION	2.717892	1.623427	1.674170	0.0124
R-squared	0.141537	Mean dependent var		2891.630

Adjusted R-squared	-0.091040	S.D. dependent var		2892.945
S.E. of regression	2758.117	Akaike info criterion		18.78178
Sum squared resid	1.29E+08	Schwarz criterion		18.88120
Log likelihood	-176.4270	Hannan-Quinn criter.		18.79861
F-statistic	2.802844	Durbin-Watson stat		0.632651
Prob(F-statistic)	0.112395			

Source: Primary Data

The above study depicts the ordinary least square method to know the impact of select sectors on the venture capital investment growth. The coefficient value of manufacturing (2.717892) positively influenced the venture capital investments growth. The probability value is observed to be significant i.e., < 0.5. Hence it is concluded that rejection of null hypothesis and acceptance of alternative hypothesis i.e., manufacturing investment has significant effect on the growth of the Venture capital investment.

Table-5
Impact of Media on Venture Capital Growth

Dependent Variable: VC_INV				
Method: Least Squares				
Sample (adjusted): 2001 2019				
Included observations: 19 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2917.789	617.0594	4.728538	0.0002
DMEDIA	3.108699	1.587877	1.957771	0.0069
R-squared	0.183982	Mean dependent var		2891.630
Adjusted R-squared	0.135981	S.D. dependent var		2892.945
S.E. of regression	2689.069	Akaike info criterion		18.73108
Sum squared resid	1.23E+08	Schwarz criterion		18.83049
Log likelihood	-175.9452	Hannan-Quinn criter.		18.74790
F-statistic	3.832865	Durbin-Watson stat		0.496276
Prob(F-	0.0668			

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statistic)	79			

Source: Primary Data

The above study depicts the ordinary least square method to know the impact of select sectors on the venture capital investment growth. The coefficient value of Media (3.108699) positively influenced the venture capital investments growth. The probability value is observed to be significant i.e., < 0.5. Hence it is concluded that rejection of null hypothesis and acceptance of alternative hypothesis i.e., media investment has significant effect on the growth of the Venture capital investment.

Table-6
Impact of Medical on Venture Capital Growth

Dependent Variable: VC_INV				
Method: Least Squares				
Sample (adjusted): 2001 2019				
Included observations: 19 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2891.224	574.0271	5.036737	0.0001
DMEDICAL	3.856795	1.451303	2.657471	0.0166
R-squared	0.293496	Mean dependent var		2891.630
Adjusted R-squared	0.251937	S.D. dependent var		2892.945
S.E. of regression	2502.126	Akaike info criterion		18.58697
Sum squared resid	1.06E+08	Schwarz criterion		18.68638
Log likelihood	-174.5762	Hannan-Quinn criter.		18.60379
F-statistic	7.062154	Durbin-Watson stat		0.817943
Prob(F-statistic)	0.016581			

Source: Primary Data

The above study depicts the ordinary least square method to know the impact of select sectors on the venture capital investment growth. The coefficient value of Medical (3.856795) positively influenced the venture capital investments growth. The probability value is observed to be significant i.e., < 0.5. Hence it is concluded that rejection of null hypothesis and acceptance of alternative hypothesis i.e., medical investment has significant effect on the growth of the Venture capital investment.

Table-7
Impact of Energy on Venture Capital Growth

Dependent Variable: VC_INV				
Method: Least Squares				
Sample (adjusted): 2001 2019				
Included observations: 19 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2891.630	652.5534	4.431254	0.0004
DEG	-1.674225	1.315611	-1.272583	0.2203
R-squared	0.086977	Mean dependent var		2891.630
Adjusted R-squared	0.033270	S.D. dependent var		2892.945
S.E. of regression	2844.414	Akaike info criterion		18.84340
Sum squared resid	1.38E+08	Schwarz criterion		18.94282
Log likelihood	-177.0123	Hannan-Quinn criter.		18.86023
F-statistic	1.619468	Durbin-Watson stat		0.803776
Prob(F-statistic)	0.220297			

Source: Primary Data

The above study depicts the ordinary least square method to know the impact of select sectors on the venture capital investment growth. The coefficient value of Energy (-1.674225) negatively influenced the venture capital investments growth. The probability value is observed to be significant i.e., < 0.5. Hence it is concluded that rejection of null hypothesis and acceptance of alternative hypothesis.

FINDING OF THE STUDY
1. The study examined that Media and Entertainment has shown the highest growth followed by the IT and ITES sectors.
2. It estimated that Health Care segment has shown superior growth in the year 2012 year
3. The study synchronized that Agro and Education segment recorded higher

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growth in the year of 2017 compared to other segments.

4. It found from Ordinary least Square that, investment like Agro and Energy investment are observed to be negative effect on the growth of Venture Capital.

5. It examined, during the study period Health care investment seems to be highly influenced on growth of Venture capital as compare with other sectoral investment.

6. It represents that Media and IT investment observed predominant position on the overall growth of Indian Venture capital.

CONCLUSION OF THE STUDY

The study has been focused on the venture capital investments in India. The study has considered the secondary data from the period of 2009-10 to 2018-19. The study has considered the key seven investments avenues, which have attracted higher investments through venture capital. The study examined the trends of the investment flows of select seven segments and observed that the Health care and Media investment able to attract higher funds followed by the IT products. The study examined the impact of select investment flows on the VC Index with the statistical method of ordinary Least square and the result stated that the Health care is having the stronger positive impact but Agro and Energy investment observed to be having negative impact on the growth of VC Index. Hence, there is a need to do research in this area by considering the Indian VC fund flows with the global VC fund flows.

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"IDENTIFYING FACTORS CAUSING STOCK PRICE VOLATILITY-AN OBSERVATION OF SELECTED STOCKS IN NIFTY50"

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ABSTRACT
This paper aims at understanding the causes by observing the share price movement of selected stocks in Nifty50 from five major sectors namely Financial Services, IT, Oil & Gas, Consumer Goods and Automobile. In this paper, the various reasons behind share price movement of the selected companies from the above five sectors have been lucidly presented which can help an investor to know the information factoring in the stock market. This paper finds the significant rise or fall in prices of 10 companies for a period of three months, i.e. from 1st December 2019 to 29th February 2020.The closing price of the stock has been considered to calculate everyday rise or fall in the price of the stock. Then only significant rise or fall has been taken into consideration for finding out the reasons behind such fall or rise. It was found that even if two company belong to the same sector, they behave differently to macro-economic and micro-economic news and happenings. It was also found that the fundamentally strong companies have more stability in the market. This paper analyses various news relating to economy, specificindustry, company specific events and other global happenings to find the reasons behind price movement.

Keywords: Stock, Market Price, Nifty50, Macro and Micro economics, Industry specific Events, Company Specific events.

INTRODUCTION

History is a great lesson in stock market and a market participant must know the return can vary from zero to infinity, but risk is always there. The great depression in 1930, black Monday on 19th Oct 1987, economic crisis in Asia in 1997, technology bubble in 2000, the great recession in 2009 and coronavirus pandemic in 2020 are few examples and lessons to conclude the financial and non-financial factors that affect the stock market. The high volatility of Stock markets is due to a number of factors which can be broadly classified as economy specific, Industry specific and company specific apart from many behavioural factors. In this paper, We have selected top five sectors having a combined weight of 81.23% in Nifty50.The sectors selected are namely Financial Services (33.33%),IT (14.66%),Oil & Gas (14.29%),Consumer Goods (13.41%) and Automobile (5.54%).The companies which are the top constituent by weightage in the respective sector have been selected to know the impact of happenings on the price behaviour.

SCOPE OF THE STUDY

The Study is confined to HDFC Bank Ltd., ICICI Bank Ltd from Financial Services sector, Tata Consultancy Services Ltd and Infosys Ltd from IT Sector, Reliance Industries Ltd and Oil & Natural Gas Corporation Ltd from Oil & Gas Sector, ITC Ltd and Hindustan Unilever Ltd from Consumer Goods, Maruti Suzuki India Ltd and Mahindra & Mahindra Ltd from Automobile Sector. The period of the study is for three months, from December 2019 to February 2020.The closing price in National stock exchange were only considered for analysis purpose.

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OBJECTIVES OF THE STUDY

- To know the impact of various qualitative as well as quantitative factors on movement of stock price.
- To know how a specific factor or news affects different stocks within same sector.
- To know how a specific factor or news affects different stocks across different sector.

SOURCES OF DATA

The data used in this project are secondary in nature. All the data were collected from the NSE website. Various National newspapers like The Business Line, The Financial Express, The Economics Times were followed to analyse the impact of specific news on stocks.

DATA ANALYSIS AND INTERPRETATION
FINANCIAL SERVICES SECTOR
HDFC BANK

Date	Previous Close	Days Close	% Change
18-Dec-	1,271.10	1,292.35	1.67%
06-Jan-	1,268.40	1,240.95	-2.16%
07-Jan-	1,240.95	1,260.60	1.58%
27-Jan-	1,244.55	1,213.20	-2.52%
01-Feb-	1,226.30	1,198.70	-2.25%
04-Feb-	1,192.80	1,229.80	3.10%

OBSERVATION
On 18-Dec-19, the stock rallied 1.67% with the rally in Banking stocks.On 6th January 2020, the stock plunged 2.16% due to USA Airstrike, political Tension and Panic selling by Market Participants. On 07-Jan-20, action was seen in the stock due to strong loan and deposit growth.
The stock plunged 2.52% on 27th January 2020 because of Global Correction due toCoronavirus Pandemic. The stock corrected another -2.25% as budget dissatisfied the market participants on 1st February 2020. On 04-Feb-20, The market rallied tracking global cues and stock positively reacted

ICICI BANK

Date	Previous Close	Days Close	% Change

04-Dec-19	509.35	529.25	3.91%
06-Jan-20	538.85	525.7	-2.44%
09-Jan-20	525.95	546.3	3.87%
01-Feb-20	525.65	504.6	-4.00%
04-Feb-20	515.55	530.8	2.96%
24-Feb-20	547	529.85	-3.14%
28-Feb-20	515.35	497.25	-3.51%

OBSERVATION
On 04thDecember 19, the stock rallied fresh high as global brokerages remainedbullish. The stock declined 2.44% on 6th January 2020 due to USA Airstrike, political Tension and Panic selling by Market Participants. The rally on 9th January 2020 is due to positive global cues. The stock plunged 4% on 1st February 2020 due to budget disappointment.The Robust Q3 show and raised price target by JPMorgan on 4th February 2020 helped the stock to gain 2.96%. The stock plunged 3.14% on 24th February 2020 due to coronavirus Spread and IMF warning on recession. Again, on 28th February, the stock plunged 3.51% due to coronavirus pandemic and global stock market crash.

IT SECTOR
INFOSYS LTD

Date	Previous Close	Days Close	% Change
12-Dec-	721.05	702.1	-2.63%
17-Dec-	714	729.7	2.20%
13-Jan-20	738.15	773.55	4.80%
04-Feb-	767.4	787.85	2.66%
28-Feb-	777.85	731.7	-5.93%

OBSERVATION
The rising rupee on 12th December 2019 made Infosys to plunge 2.63%.On 17-Dec-19, the stock rallied 2.20% due to Positive Global Cues, Heavy Buying by FIIand bullish market sentiment. The stock rallied on 13th January 2020 as profit jumps 11%, on guidance revision, and clean chit on whistle-blower complaint. On 04-Feb-20, the stock positively reacted with the market and rallied 2.66%as the market rallied tracking global cues.on 28th February, the stock plunged 5.93% due to coronavirus pandemic and global stock market crash.

TATA CONSULTANCY SERVICES LTD

Date	Previous	Days Close	% Chan

13-	2,020.9	2,071.2	2.49
16-	2,071.2	2,126.7	2.68
19-	2,167.7	2,229.0	2.83
08-Jan-	2,205.8	2,255.2	2.24
20-Jan-	2,219.1	2,170.3	-
31-Jan-	2,137.8	2,079.0	-
01-	2,079.0	2,164.8	4.13
03-	2,164.8	2,102.5	-
28-	2,105.5	2,000.1	-

OBSERVATION

Tracking to Positive Global Cues and bullish market sentiment, the stock rallied 2.49% and 2.68% on 13-Dec-19 and 16-Dec-19 respectively. The Stock rallied 2.83% on 19-Dec-19 with Market rally and Model portfolio by Credit Suisse. On08-Jan-20, the stock rallied 2.24% even if marketwasvolatile as Iran launched a missile attack against US troops. On20-Jan-20, the stock plunged 2.20% due to revenue miss & higher margins. On 1st February 2020, the budget disappointed the market, but the stock rallied 4.13% due to the Abolition of Dividend Distribution Tax. On03-Feb-20, the stock plunged 2.88%as IT stock lost ground post budget.On 28th February, the stock plunged 5.00% due to coronavirus pandemic and global stock market crash.

OIL & GAS SECTOR

RELIANCE INDUSTRIES LTD

Date	Previous Close	Days Close	% Change
17-Jan-	1537.9	1581	2.80%
20-Jan-	1,581.00	1,532.35	-3.08%
30-Jan-	1,479.85	1,443.75	-2.44%
04-Feb-	1,385.50	1,426.40	2.95%
19-Feb-	1,467.40	1,503.80	2.48%
24-Feb-	1,485.95	1,444.95	-2.76%
28-Feb-	1,386.25	1,328.65	-4.16%

OBSERVATION

On 17-Jan-20, the stock rallied 2.80%as Profit grows 13.5%, GRM at $9.2/bbl and Jio ARPU beats estimates. The stock plunged 3.08% on 20th January 2020 due to profit booking.On 30-Jan-20, the stock plunged 2.44% due to Virus Fear, fall in oil prices and profit booking.On4thFebruary 2020, the stock had a Post Budget Rally of 2.95%due to the abolition of dividend distribution tax (DDT) in the Budget. The Reports of minority stake sell to Saudi Aramco made the stock to rise 2.48% on 19th February 2020.The news regarding the

Coronavirus spreads beyond China and Recession warning by IMF made the stock to plummet by 2.76% on 24th February 2020. The stock plunged 4.16% on 28th February 2020 due to coronavirus pandemic and global stock market crash.

OIL & NATURAL GAS CORPORATION LTD

Date	Previous Close	Days Close	% Change
11-Dec-	125.2	128	2.24%
22-Jan-	122.75	116.4	-5.17%
31-Jan-	115.6	108.95	-5.75%
01-Feb-	108.95	104.35	-4.22%
04-Feb-	103.45	106.15	2.61%
10-Feb-	109.25	106.2	-2.79%
17-Feb-	103.3	99.95	-3.24%
19-Feb-	99.3	101.7	2.42%
24-Feb-	102.8	98.05	-4.62%
27-Feb-	95.8	93.35	-2.56%

OBSERVATION

Tracking to strong global Cues, the stock rallied 2.24% on 11th December 2019. On 22-Jan-20, Nifty Energy shed over a percent, ONGC top loser with -5.17%. The stock plunged 5.75% on 31st January 2020 as crude oil futures plummets. The Overall Market reaction to the Budget and selling pressure of specific stock on 01-Feb-20 made the stock to lose 4.22%.On 04-Feb-20, due to the abolition of dividend distribution tax (DDT) in the Budget, the stock surged 2.61%. On 10-Feb-20, The sector was seen selling pressure and the stock lost2.79%. The stock plunged 3.24% as there was a fall in profit of 50% on 17th February 2020. On 19-Feb-20, Market rallied tracking global cues and stock positively reacted by gaining 2.42%.Due Coronavirus spreads beyond China and Recession warning by IMF, the stock plunged 4.62% on 24th February 2020.The Weak Market sentiment and Fall in crude oil price on 27th February 2020 made the stock to fall by 2.56%.

CONSUMER GOODS SECTOR

ITC LTD

Date	Previous Close	Days Close	% Change
10-Dec-	241.45	235.6	-2.42%

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Date			
29-Jan-	230.75	236.65	2.56%
01-Feb-	235.15	219	-6.87%
03-Feb-	219	207.6	-5.21%
04-Feb-	207.6	215.65	3.88%
24-Feb-	207.45	203	-2.15%

OBSERVATION

Due to Lacklustre global cues and Weak Market Sentiment, the stock plunged 2.42% on 10th December 2019. On 29-Jan-20, the stock rallied 2.56% with FMCG and budget expectation. The overall Market reaction to Budget and selling pressure of specific stock on 1st February made the stock to fall by 6.87%. Due to the news on rise in excise duty on cigarettes, the stock plunged 5.21% on 3rd February 2020.The Shares climbed 3.88% on 4th February 2020 due to value buying.Due to Coronavirus spreads beyond China and Recession warning by IMF, the stock plunged 2.15% on 24th February 2020.

HINDUSTAN UNILEVER LTD

Date	Previous Close	Days Close	% Change
18-Dec-19	1,961.35	1,928.55	-1.67%
13-Jan-20	1,954.00	1,994.85	2.09%
01-Feb-20	2,034.25	2,074.90	2.00%
03-Feb-20	2,074.90	2,178.95	5.01%
12-Feb-20	2,152.65	2,260.35	5.00%
19-Feb-20	2,234.40	2,292.15	2.58%
20-Feb-20	2,292.15	2,248.25	-1.92%
28-Feb-20	2,254.95	2,174.75	-3.56%

OBSERVATION

As the Credit Suisse cuts target price, the stock plunged 1.67% on 18th December 2019. As Indices sit record high and action was seen in this sector, the stock climbed 2.09% on 13th January 2020. On 01-Feb-2020, the stock remained strong and gained 2.00% due to No Dividend Distribution Tax (DDT). The strong third quarter results and abolition of dividend distribution tax (DDT) in the Budget made the stock to gain 5.01% on 3rd February 2020.The news on bullish stance by Motilal Oswal made the stock to gain 5% on 12th February 2020.On19-Feb-20, The Market rallied tracking global cues and stock positively reacted by gaining 2.58%. On 20-Feb-20, the stock plunged 1.92% due to Profit Booking.The stock plunged 3.56% on 28th

February 2020 due to coronavirus pandemic and global stock market crash.

AUTOMOBILE SECTOR

MARUTI SUZUKI INDIA LTD

Date	Previous Close	Days Close	% Chang
13-Dec-	6,999.8	7,214.9	3.07%
06-Jan-	7,254.2	7,042.4	-
09-Jan-	7,035.2	7,227.9	2.74%
22-Jan-	7,302.6	7,135.6	-
28-Jan-	7,148.8	6,997.0	-
03-Feb-	6,812.6	7,011.3	2.92%
04-Feb-	7,011.3	7,199.6	2.69%
05-Feb-	7,199.6	7,040.9	-
11-Feb-	6,892.9	7,033.7	2.04%
24-Feb-	6,757.6	6,470.4	-
26-Feb-	6,414.5	6,234.8	-

OBSERVATION

On 13th December 2019, the stock surged 3.07% as BofAML's upgraded the stock. Due to the USA Airstrike-political Tension and Panic selling by Market Participants, the stock plummeted 2.92% on 6th January 2020. Tracking the positive global cues on 09th January 2020, the stock rallied 2.74% . As Auto index was down and selling pressure was seen in this sector, the stock plunged 2.29% on 22nd January 2020. On 28th January 2020, the stock fall by 2.12% as Q3 misses estimates and higher promotion expenses hit the margin. On 3rd February 2020, the stock climbed 2.92% as the sales beat estimates. Due to the Bullish pattern in stock movement on 04-Feb-20, the stock rise by 2.69%. The stock plummeted 4.25% and 2.80% on24-Feb-20 and 26-Feb-20 respectively due to coronavirus spreads beyond China, Recession warning by the IMFand panic selling by market participants

MAHINDRA & MAHINDRA LTD

Date	Previous Close	Days Close	% Change
03-Dec-19	534.15	522.9	-2.11%
06-Dec-19	524.75	510.2	-2.77%
18-Dec-19	505.85	522.65	3.32%
19-Dec-19	522.65	535.4	2.44%
09-Jan-20	524.65	541.25	3.16%
21-Jan-20	567.2	552.8	-2.54%

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23-Jan-20	553.6	566.5	2.33%
01-Feb-20	567.15	545.2	-3.87%
03-Feb-20	545.2	558.7	2.48%
04-Feb-20	558.7	576.9	3.26%
10-Feb-20	569.1	528.4	-7.15%
24-Feb-20	524.85	513.2	-2.22%
28-Feb-20	493.5	457.05	-7.39%

OBSERVATION

On 3rd December 2019, the stock plummeted 2.11% as Profit Booking was seen in the stock. On 6th December 2019, the No Rate cut by Reserve Bank of India made the stock to fall by 2.77%.On 18th December 2019, Bulls pushed benchmark indices and more action in the stock made it one of the top Nifty Gainers with 3.32%. The stock rallied 2.44% on 19th December as Goldman Sachs retains bullish view.On 09-Jan-20, Positive Global cues boosted market sentiment and the stock rallied 3.16%. On 21-Jan-20, IMF's forecast weigh on sentiment and the stock plunged by 2.54%. On 23rd January 2020, The Nifty50 snapped its 4-day losing streak and Action was seen in the stock with a surge by 2.33%. TheOverall Market reaction to the Budget and due to the sellingpressure, the stock plunged by 3.87% on 1st February 2020.The stock had a Post Budget Rally of 2.48% due to the abolition of dividend distribution tax (DDT) in the Budget. On 04-Feb-20, Market rallied tracking global cues and the stock positively reacted rising by 3.26%. The stock plunged by 7.15% on 10th February 2020 as Profit falls due to impairment provision and expansion of operating margin.The stock plummeted 2.22% and 7.39% on 24-Feb-20 and 28-Feb-20 respectively due to coronavirus spreads beyond China, Recession warning by the IMF and panic selling by market participants.

CONCLUSION

The very objective of a market participant is to maximize return and to have some quick money.In pursuit of this objective, many enters into market and exit with a turbulent experience of value erosion as stock market is affected by numerous factors. The impact of a particular factor varies within companies and within industries. It was found that when almost all stocks negatively react to a news, very few would not be affected by that news. In this paper, we found that on 1st February 2020, all most all stocks were down due to budget disappointment, but TCS was up on

that day due to DDT.So, it is indeed difficult to assess the market reaction to a particular news. Hence, one should be very careful before investing in any stock.

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TECHNICAL ANALYSIS OF SELECTED BANK NIFTY STOCKS BY USING RSI &MACD

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ABSTRACT

Technical analysis is concerned with what is actually happening in a market and help to find out the future trend in market by using different tools and its chart Patten. Technical analysis helps in the timing of stock market entry and exits. Hence, by applying technical indicators one may enjoy substantial profits. This paper studies the technical analysis of the NSE listed five banks which have been selected on the basis of their weightage in the Bank Nifty. The tools that are used includes the Relative Strength Index (RSI) and Moving average convergence and Divergence (MACD). We found that even during 45 days from 1st January 2020 to 15th February 2020, there are many points of entry and exit in the selected stocks. The most important factor is the art of using and analysing technical tools. Even if all the selected stocks are from Bank Nifty with highest weightage, still their price behaviour and short-term trend is different. We found except the HDFC Bank; other selected banks do have at least short-term bullish pattern. With the help of MACD and RSI, it was found that the Kotak Mahindra Bank and ICICI Bank have strong bullish momentum.

Keywords: Technical Analysis, NSE, Bank Nifty, Bullish, Bearish, RSI and MACD

INTRODUCTION

Technical analysis is an analysis for forecasting the direction of prices through the study of past market data, mainly price and volume. Technical analysis helps in timing the entry or exit from a particular stock. It wholly depends

upon the historical trends for predicting future price movements. It is based on study of charts and graphs. It must be understood that Technical analysis is the supplement to the fundamental analysis and the most important assumption is that the past repeats itself. There are several technical indicators in use by practitioners, but generally, they can be classified into two major categories namely trend followers and counter-trend indicators. In this paper, we have used MACD which is a trend follower and another most frequently used counter-trend indicator, known as the relative strength index. We have selected the banking stocks having highest weightage in the Nifty Bank.HDFC Bank has the highest weight of 32.58%, ICICI Bank has a weight of 19.66%, Kotak Mahindra Bank Ltd has 14.99%, Axis Bank Ltd. has 12.72% and State Bank of India has a weight of 10.20%.

SCOPE OF THE STUDY

The scope of the study is restricted to Technical analysis of selected bank Nifty Stocks by using Relative Strength Index (RSI) and Moving average convergence and Divergence (MACD. The Five Bank Nifty stocks have been selected on the basis of their weightage in the Bank Nifty are namely HDFC Bank, ICICI Bank, Kotak Mahindra Bank, Axis Bank and State Bank of India. The time period for the study is from 1st January 2020 to 15th February 2020.

OBJECTIVES OF THE STUDY

- To analyse the price movements of Nifty bank stocks through Relative Strength Index (RSI) and Moving average convergence and Divergence (MACD)
- To forecast the short-term price with the help of RSI and MACD.

RESEARCH METHODOLOGY

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All the required Data for this project has been collected from NSE website. Various text books, Journals and Websites have been referred to interpret RSI and MACD.

Tools and Techniques
The technical analysis of the selected Nifty bank stock has been performed by using RSI and Moving Average convergence divergence.
Relative Strength Index
J. Welles Wilder developed the relative strength index which is an extremely popular momentum indicator that measures speed and change of price movements. RSI oscillates between 0 to 100. The most popular is the 14 days RSI where the RSI is calculated based in the 14 days values. The basic formula for calculation of RSI is
RSI = 100 – [100/ (1+RS)]
The very first calculations for Average gain and Average loss are simple 14 days averages.
First Average gain= Total of gains during the past 14 days period/14
First Average loss= Total of losses during the past 14 days period /14
The second and subsequent calculations are calculated based on previous averages and current gain and loss.
Average Gain = [(Previous average gain) *13 + Current gain]/14.
Average Loss = [(Previous average loss) *13 + Current loss]/14.
The stock is considered to be over brought when RSI is above 70, as the stock is overvalued it is right time to sell the stock and make some profit. The stock is considered to be over sold when RSI is below 30, as it is undervalued it is the right time to buy the stock.
Moving Average Convergence Divergence
The Moving Average Convergence Divergence was developed by Gerald Appel in the late 1970s. The MACD indicator consists of three elements moving around the zero line namely MACD line, Signal Line and the Histogram. The MACD line is calculated by subtracting from 12-day EMA and 26-day EMA.The signal line is the 9-day EMA OF MACD line. Histogram is calculated based on difference between MACD line and Signal line.

DATA ANALYSIS AND INTERPRETATION

HDFC BANK
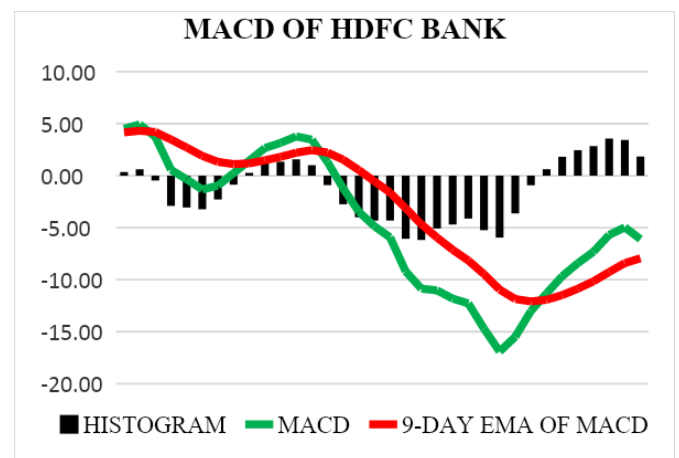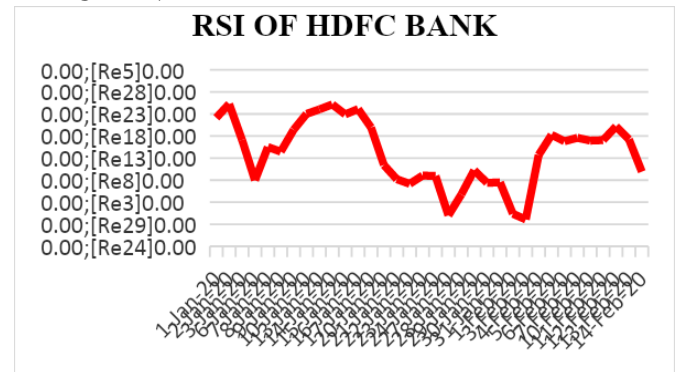
Interpretation
In the beginning of January, HDFC Bank has an Overbought point at a lower level and there are oversold movements by the end of week. However, by the end of January, HDFC came down to reach at a new oversold point after which there is a rise in price and the stock could not get momentum. Again, it came to a lower oversold point as on 4th February and this point created short term buying interest. However, the stock could not breakout a higher level and hence it signals an inner bearishness in the stock. From the above Histogram, MACD line and the trigger line, we can observe that the bearish momentum in the stock throughout the study period. So, the both RSI and MACD of HDFC bank indicates a bearish phase.
ICICI BANK

RSI OF ICICI BANK

MACD OF ICICI BANK

- ■ HISTOGRAM
- ■ MACD
- ■ 9-DAY EMA OF MACD

Interpretation

The RSI level of 62 is not getting breakout in this 45-day period for ICICI Bank. The stock gradually reached oversold phase on 2nd February after two previous oversold position on 7th January and 21st January respectively. At level 35, it became a very prefect oversold position and then the action was seen in the stock that made that its price upward. The RSI Analysis of ICICI Bank is not giving any clear indication. The MACD line in the first week of February is indicating a bullish momentum as it is crossing the trigger line from below the base line. In the second week of February we can observe the bullish momentum as the 9-Day is making a golden cross.

KOTAK MAHINDRA BANK

RSI OF KOTAK MAHINDRA BANK

MACD OF KOTAK MAHINDRA BANK

- ■ HISTOGRAM
- ■ MACD
- ■ 9-DAY EMA OF MACD

Interpretation

The stock reacted 58 level as an overbought point on 17th January,31st January,4th February and on 12th February. From the above graph, we can observe the oversold movement on 22nd January at a level of 33. This point was a perfect point to create position in the stock. The RSI does not give any clear indication for the stock. In the first week of January we can observe that the MACD is lying below the trigger line and moving towards origin which indicates a bearish phase. This continued till the end of January. From the beginning of February, we can observe that the MACD line is crossing over the trigger line from below the origin towards positive area. Hence, we predict a bullish stand and one can long the position.

AXIS BANK

RSI OF AXIS BANK

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MACD OF AXIS BANK

RSI OF STATE BANK OF INDIA

MACD OF STATE BANK OF INDIA

Interpretation

From the above figure, we can observe that RSI was heading below 35 as on 23rd January 2020 and this was the oversold region. However, it bounced back, but could not breakout at 55 level. It signaled a weakness in the stock. It again came down to reach at a new oversold point after which stocks were brought giving a rise in price till it reaches the overbought point which is found to be 60.The short-term movement is mild bearish, but if it does not break 50,then the price will get bullish momentum to reach a new high . The MACD line is crossing below the trigger line during first week of January. It indicates a mild bearish in stock price in the first week of January. Again, in two cycles have been formed where the MACD line is crossing the trigger line towards down indicating a bearish phase in the stock price. But in the beginning of February, the MACD line is crossing the trigger line from below zero indicating a bullish phase. We forecast the short-term movement for the Axis Bank is bullish.

STATE BANK OF INDIA
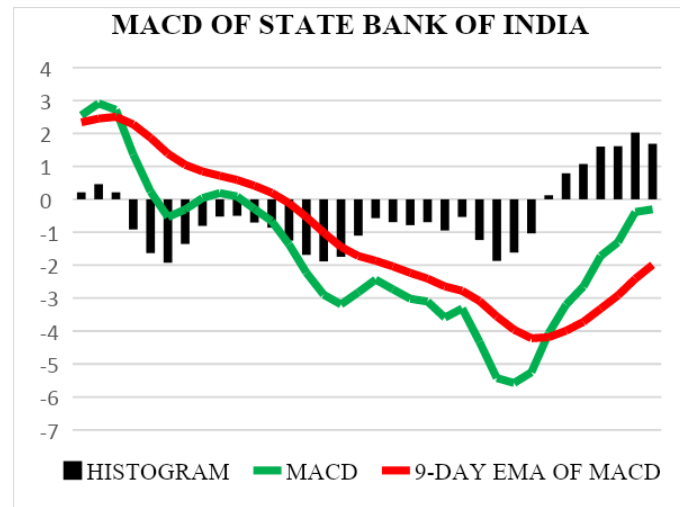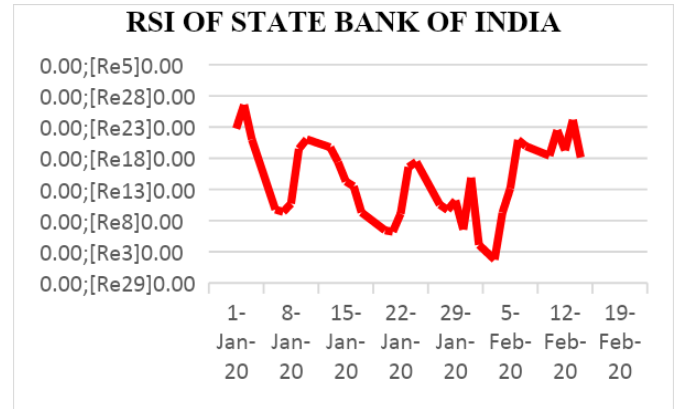
Interpretation

From the above RSI, we can observe that in the month of January the stock is showing overbought position at a lower level which indicates the inner weakness of the stock. In the month of February, the stock reached oversold position and gaining moderate strength. In the entire January we can observe the MACD line is below the trigger and heading towards negative area. It shows bearish pattern. However, from the beginning of February, we can observe the MACD line is crossing the trigger line from below the origin towards the positive area which indicates a bullish phase. So, one can buy the stock for the short run as we forecast a rise in price.

CONCLUSION

In this paper, we analysed and attempted to forecast the share price of five banks by using RSI and MACD. Although all belong to same sector, still some banks are indicating bullish bias where other banks signalling bearish movement. The short-term trend for the HDFC

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was found to be bearish and the short-term movement for the Axis Bank, Kotak Mahindra Bank, ICICI Bank and State Bank of India was found to be bullish. Among these, Kotak Mahindra Bank and ICICI Bank were showing more strong bullish momentum. The MACD and RSI analysis of these five banks gave clear signals to buy or to sell timings from 1ˢᵗ January 2020 to 15ᵗʰ February 2020. There are scopes to make significant profit by using technical analysis as it helps in the timings of entry and exit. But the risk factors must be realized before entering into market.

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A STUDY ON EMPLOYEE COMPENSATION

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ABSTRACT

Employee compensation means providing a monetary value to employees but employer.an ideal management always helps in significantly to boost the performance of employees and creating engaged workforce environment. compensation management clearly visibility on each and every employee and by providing the remuneration employee improve performance employee compensation is a part of human resource management in every organization employees should be managed properly and motivated by providing best remuneration and compensation as per the industry standards . The compensation will also serve the need for attracting and retaining the best employees

Main terms : Employee , Compensation , Performance

INTRODUCTION:

 The term compensation refers to the concept of reward that the employees receive In return for the work performed and services rendered by them to the organization Compensation includes monetary payments like bonuses, profit sharing, overtime pay, Recognition rewards and sales commission etc. Compensation is a vital part of human resources management decision making as it helps in encouraging the employees and improves the organizational effectiveness. Compensation packages with good pay and benefits help to attract and retain the best Employees.

NEED FOR THE STUDY

1. Compensation and reward management plays an important role in every organization.
2. To improve the quality of work standards for the achievement of goals of organization's
3. Directly or indirectly motivate the employees through compensation.
4. The main motive of compensation management is to fulfill the needs of both employees
   And the employer.
5. Compensation can improve organization productivity and effectiveness.
6. Employees carry positive attitude when they satisfied with their job.
7. Encourage the employees to improve the performance

OBJECTIVES:

Compensation is of two types they are
1. MONETARY COMPENSATION

2. NON_ MONETARY COMPENSATION

Compensation received by the employee for the service they performed in organization. Compensation means providing insurance, travel and home allowances and it is In the non-form cash Basic objectives of compensation focusing employee effort attract quality Employees, retaining top performers, and motivating employees.

RESEARCH METHODLOGY

The present study has been conducted to find out the solution for the problem "A study onEmployee compensation. Data is classified into primary and secondary data.

 Primary data:

Primary data refers to the information collected by a researcher from original sources, using methods like surveys, interviews, or experiments. The information is

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gathered from the main sources keeping research study in mind.

Secondary data:
Secondary data refers to data that is collected by someone other than the researcher. Common sources of secondary data for the study include, organizational records and data that was collected for other research purposes.

HYPOTHESIS

H1: There is a significant relation between management and employee.

H0: There is a no significant relation between management and employee.
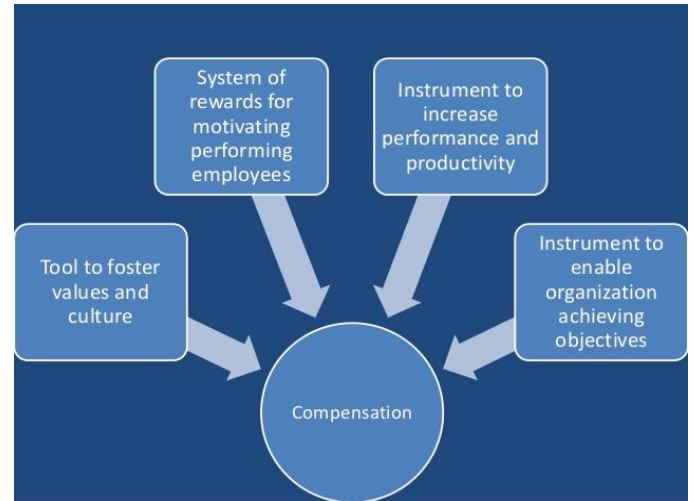
REVIEW OF LITERATURE

Compensation is the most vital resource for any organization. It is responsible for each and every decision taken, each and every work done and each and every result. Employees should be managed properly and motivated by providing best remuneration and compensation. The lucrative compensation will also serve the need for attracting and retaining the best employees. Employee compensation is the remuneration received by an employee in return for his/her contribution to the organization. It is an organized practice that involves balancing the work-employee relation by providing monetary and non-monetary benefits to employees.

Compensation is an integral part of human resource management which helps in motivating the employees and improving organizational effectiveness.Compensation management is an integral part of human resource management approach to productivity improvement in the organization. It deals with the design implementation andmaintenance of compensation system. Compensation management is all about developing a positive employment relationship and motivation to work is strongly determined by an individual perception that certain type ofbehaviors will lead to a certain type of outcome.

DATA ANALYSIS

1. **Pay and compensation package is adequate and fair in comparison to performance.**

OPTIONS	NO OF RESPONSES
Strongly agree	18
Agree	52
Neutral	18
Strongly disagree	12
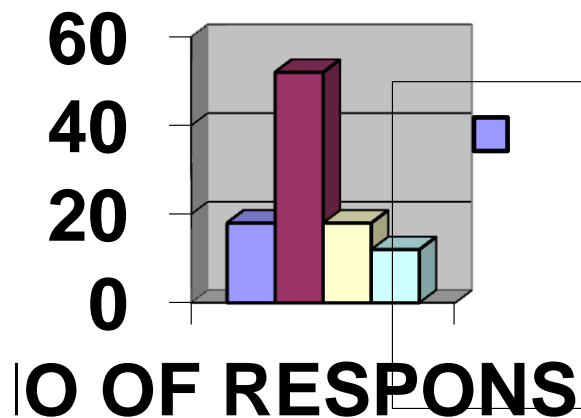
INTERPRETATION:
The survey revealed that most of the employees agree for the reason of their pay and compensation package is adequate and fair in comparison to performance and some are disagreed.

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Analysis of the study= Formula:

Number of respondents

☐ **100**

Total no. of respondent

1	YES	44	88
2	NO	6	12
	TOTAL	50	100

% of respondents

88%   YES

12% NO

2. Recognition & rewards are given based on employee performance.

OPTIONS	NO OF RESPONSES
Strongly agree	18
Agree	48
Neutral	16
Disagree	18

50

0
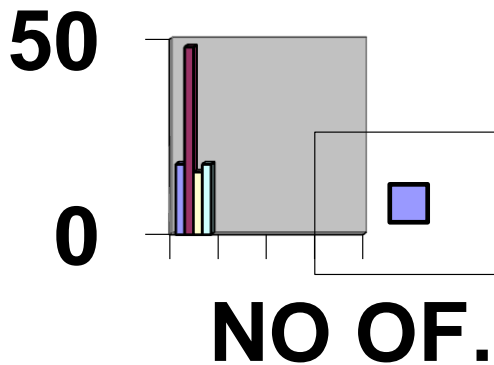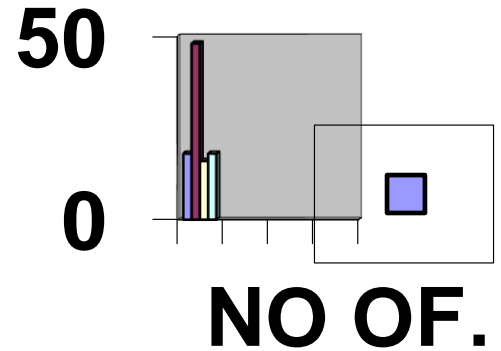
NO OF.

Interpretation:

A majority of 88% of the employees said that a good workman gets motivated with frequent Compensative pay and 12% of the employees are not satisfied with above.

Analysis of the study: Formula:

Number of respondents

☐ **100**

Total no. of respondent

4. Do you think the reward system is fair and adequate?

(a) YES   (b) NO

s.no	Options	No. of Responses	Percentage
1	YES	36	72
2	NO	14	28
	TOTAL	50	100

50

0

NO OF.

Interpretation;

The survey revealed that most of the employees agree and strongly agree for recognition and rewards are given based on employee performance but some are disagreed.

Analysis of the study: Formula:

Number of respondents

☐ **100   Total no. of respondent**

3.   Do you think that a good employee gets motivated with frequent Compensative pay? Is conducted?

(a) YES   (b) NO

s.no	Options	No. of Responses	Percentage

% of respondents
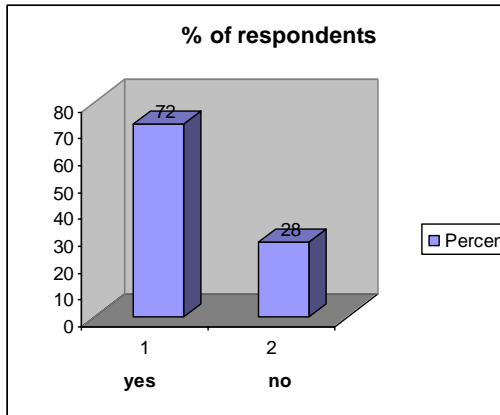
Interpretation:

From the above analysis we can say that 100% of the employees feel those incentives are needed for attending Compensation management. 0% of the employees feel those incentives are not needed for training programmers.

Analysis of the study: Formula:
   Number of respondents
   ☐ **100**
     Total no. of respondent

Interpretation:

About 72% said that the reward system is fair and adequate and 28% responded that it is not fair.

Analysis of the study: Formula:
   Number of respondents
   ☐ **100**
     Total no. of respondent

6. Job provides scope to achieve goals?

Response	Respondents	% of Respondents
Strongly Agree	20	26.67
Agree	24	32
Neutral	10	13.33
Disagree	12	16
Strongly	9	12

5. Do you think that incentives are needed for Compensation management programmers?
 (a) YES   (b) NO

S.NO	OPTIONS	NO OF RESPONDENTS	% OF RESPONDENTS
1	YES	100	100
2	NO	0	0
	TOTAL	100	100

% OF RESPONDENTS
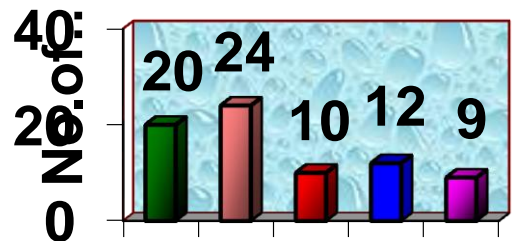
StronglyAgreeNeutralDisagreeStrongly

INTERPRETATION: -

From the above table, it is clear that, 32 % of employees agree that there is scope for achieving goals and 26% of them are strongly is agreed.

Analysis of the study: Formula:
   Number of respondents
   ☐ 100
    Total no. of respondent
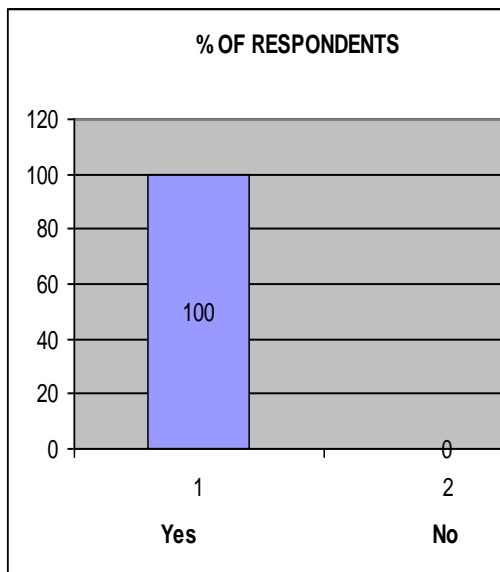
7. Working under in human working conditions:

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Response	Respondents	% of Respondents
Strongly Agree	25	33.33
Agree	30	40
Neutral	11	14.67
Disagree	4	5.33
Strongly	5	6.67
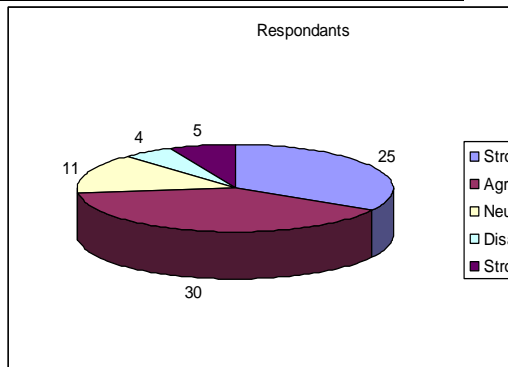
INTERPRETATION:-
From above table 40% of employees agree with the working conditions are human and 33% of employees strongly agree.
Analysis of the study: Formula:
   Number of respondents
☐ **100**
   Total no. of respondent

FINDINGS
   1. Compensation is the Human resource management functions that deal with every type of reward that individuals receive in return for performing organizational task.
   2. The compensation management is an organized which is important for balancing the work
   3. And employee relationship.
   4. In this alignment employee compensation will help organization and employee goals.
   5. The balancing the cost of compensation and retaining the employees have become the most important priority for the organization.

SUGGESTIONS:
   1. They should give direct and indirect compensation to improve competencies of employees.
   2. •when employees understand that they

can earn more is to perform at higher standard they are generally motivated.
   3. Compensation packages with good pay and advantages can help attract and retain the best employees.
   4. provide proper refund to the employees for their contributions to the organization and it creates
   5. A base for happiness and satisfaction of the workforce.

CONCLUSION:

It can be concluded that opportunity for growth and promotion outside, compensation, working conditions, work timings/shifts, relationship with managers, location of the organization, opportunity to use skills and work load are the major reasons for employee turnover.The employer's main goal is structuring compensation and benefits programs. To attract and retaining the right employees needed to help the employer be competitive. Compensation can increase the productivity of an organization because it provides various rewards, bonus schemes etc.

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"A STUDY ON IMPACT OF SALES PROMOTION ACTIVTIES ON ONLINE FOOD ORDERING CONSUMER WITH SPECIAL REFERANCE TO SWIGGY, HYDERABAD"

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Abstract: In today's business world customers are considered to be kings. It is important for producers to meet the needs of customers in order to stay competitive. One of the marketing tools that is used in attracting the attention of the customer is sales promotion. The aim of this paper therefore is to determine the effect of sales promotion on online food ordering consumer buying behavior. In the emerging business scenario various promotional techniques are used by the marketer. Through this study, an effort has been made to find out the various sales promotion tools and its impact on customers buying behavior with special reference to Swiggy, Hyderabad. For conducting the research, data was collected through simple random sampling of 100 respondents through descriptive research design technique. Later the data was analyzed and the hypothesis was tested by using chi-square test.

 Keywords: sales promotion, different techniques of sales promotion, most effective sales promotional technique, customers buying behavior.

INRODUCTION

Because of busy life style Mobile food Apps have emerged as a trend. Every other person prefers to order food online rather than cooking at home. Technology has played a major role in introduction and advancement of mobile food Apps. Apps such as Zomato, Swiggy, Foodpanda, Ubereats, Fasoos, etc. are the most commonly and frequently used apps by the consumers. Mobile food Apps have tie-ups with many restaurants and act as a link between restaurants and people. There are many factors which leads to increase in their sales such as convenient to use, easy payment methods, variety of food and restaurants, delivery time, customer services, Sales Promotion etc.

Consumer attitude are dynamic making the things harder for sales or sales growth. Here comes the marketing in picture with different actions such as advertising, promotion, pricing and distribution having positive effect on business performance.

INTRODUCTION OF THE INDUSTRY

Swiggy is a leading food ordering and delivery startup in India. The company started operations in 2014 and is headquartered in Bengaluru. Swiggy works by acting as a bridge between customers and restaurants. It utilizes an innovative technology platform that allows customers to order food from nearby restaurants and get it delivered at their doorstep. With Swiggy, customers do not have to keep the contact numbers of various restaurants and eateries in their locality. Swiggy works as a single point of contact for ordering food from all restaurants that may be there at a particular location. Swiggy has its own team of delivery professionals who pickup orders from restaurants and deliver it at the customer's doorstep. This has made the task of ordering food a lot easier for customers. Restaurants also gain by getting more orders and avoiding costs and efforts associated with maintaining their own delivery personnel. Swiggy started as a small setup in August 2014, with a team of six delivery personnel and covering 25 restaurants. However, the idea soon became a huge hit among customers and restaurants alike. Swiggy now has operations in 8 cities and more than 10,000 restaurants on its platform.

REVIEW OF LITREATURE

Most organization regard promotion expenses as secret and therefore information about such expenditure is difficult to determine.

Mercer (2002). The Advertising Standard Authority's (ASA) code of sales promotion defines sales promotion as: Those marketing techniques which are used, usually on a temporary basis to make goods and services more attractive to the consumers by providing some additional benefit whether in cash or in kind.

According to zallocco & Kincaid (2000) promotion is the deliberate attempt on the part of the individual business or other institution to communicate the appropriate information in a manner persuasive enough to include the kind of acceptable response desired. Promotion is communication by the firm to other various audiences with a view of informing them and influencing their attitude and behaviors towards the firm"s product. The most effective promotional activities are carefully integrated by marketing managers. In general, the relative importance of advertising, personal selling, sales promotion and publicity in specific marketing programmes will vary with the nature of the product, the buying behavior of customers, the competitor practices in industry and the manner in which marketing managers choose to apply resources. Each type of promotional activity will attain maximum effectiveness, if only co-ordinated with others

Kotler (1994). Kotler & Armstrong (1990) said that all functions in the satisfaction systems are equally important, if any one system is missing, the system breaks down. The same can be said about the ingredients in the marketing mix, those activities that go together to make the bundle of utility and promotion is important element of the mix. According to Donnelly promotion makes the largest part of the marketing expenses.

According to Brussel (1991) sale promotion consists of those marketing activities other than advertising publicity and personal selling that stimulate customer purchasing, but for William & Ferrell (1987), sales promotion is an activity that act as a direct inducement, offering added value or incentive for a product to resellers, salesperson or customers.

Frequently marketers use sale promotion to improve the effectiveness of other promotion mix ingredients, especially advertisement and personal selling. Sales promotion method falls into one of two groups depending on the intended audiences consumers. Sale promotion methods are directed towards customer. Coupons .the sample, demonstration and contents are typical. While sales promotion method that focuses on wholesalers retailers and sale persons are called trade methods.

Berkowitz (1982) estimated that promotion quota to be 25% of the total marketing costs of the firm. A successful promotion is one where a company sells a lot of products to the customers, and a promotion for an established brand can be used to attract and retain new users to the brand. Promotion has become popular that it accounts for more than 65% of typical marketing budgets. However, promotion alone cannot increase sales volume, some facilities such as provision of credit and others contribute to the increase of sales volume on pot of promotional activities.

RESEARCH METHODOLOGY

Table: 1

Research Design	Descriptive
Sources of data collection	Primary Data-Questionnaire, Personal Interview Secondary Data-Books, Magazines and internet
Research instrument used	Questionnaire
Research Technique	Survey/Personal interviews
Sample location	Hyderabad
Sample plan	Simple Random sampling
Sampling unit	Customers of Swiggy
Sample size	100 customers

OBJECTIVES OF THE STUDY
- To study the various sales promotion techniques used in the organization.
- To determine the impact of sales promotion technique in customers buying decision.
- To determine the most inflectional sales promotion technique.

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- To provide valuable suggestion in order to improve sales promotion programme.

DATA ANALYSIS AND INTERPRETATION

Hypothesis testing

H_0 = "Sales promotional activity is not having any significant impact on customers buying behaviour".

H_1 = "Sales promotional activity is having significant impact on customers buying behaviour".

Table: 2

Category (gender)	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Male	50	11	1	1	0	69
Female	23	7	3	4	0	31
Total	73	18	4	5	0	100

Table 3: Chi Square Test

Observed frequency(O)	Expected frequency (E)	(O − E)	(O − E)²	(O − E)² / E
50	50.37	-0.37	0.136	0.0027
23	22.63	0.37	0.136	0.006
11	12.42	-1.42	2.0164	0.162
7	5.58	1.42	2.0164	0.361
1	2.76	-1.76	3.0976	1.122
3	1.24	1.76	3.0976	2.498
1	3.45	-2.45	6.002	1.739
4	1.55	2.45	6.002	1.58
0	0	0	0	0
0	0	0	0	0
Total				7.471

Degrees of freedom in given problem is (c-1)(r-1)= (5-1)(2- 1) = 4

- Calculated Value:- 7.471
- **The Table Value** of chi-square for 4 degrees of freedom at 10% level of significance is 5.989
- Because the calculated value of chi – square is greater than the tabulated value so we reject the null hypothesis and accept the alternative hypothesis and we can conclude that "that sales promotional activity is having significant impact on customers buying behavior"

FINDINGS

- At present Swiggy (Hyderabad) is applying customer oriented sales promotional techniques.
- The most impactful sales promotional technique according to customers is coupon discount and combos.
- The least impactful sales promotional technique according to customers is Swiggy POP.
- Most of the Customers visit here(about 52%) are having annual income 3 lakhs and above.
- Most of the customers (about 62%) of Swiggy are working Employee.

CONCLUSION

After doing the analysis, it was found that majority of the respondents were aware about the Swiggy apps. Also, majority of them used food apps for ordering food. Swiggy is the most known and used food app followed by Zomato, Food Panda, UberEats and Fasoos. Majority of the respondents are using the food app from last 1-2 years. After doing the Chi Square analysis, Promotion Techniques which are considered most important by the respondents with respect to their monthly expenditure are coupon discount and combos. The study concluded that Promotion activities induce customers to order food on Swiggy thus increasing ordering rate and the sales volume. There is a strong relationship between sales promotion and the customers buying behavior. As per this study sales promotional activities do have impact on customers buying behavior. Majority of the customers Swiggy are working employees.The sales promotion tools which help in quick sales are used in Swiggy to attract consumers to place an order for food.

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LIMITATIONS

- Time constraint which lead to insufficient data.
- Unwillingness of the respondent to answer the question as they don't take them seriously.
- Sample size is limited and it may not be represents the total population.
- Respondents were resisting filling the questionnaire.

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COMPARATIVE ANALYSIS OF MUTUAL FUNDS IN PUBLIC AND PRIVATE SECTOR BANKS

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Abstract: Mutual Fund is a company that pools money from a group of people with common investment goals to buy securities such as stocks, bonds, money market instruments, a combination of these instruments, or even other funds in order to reap the benefit of diversification and professionally managed basket of securities at a relatively low cost.The survey of literature indicates that not much work has been emphasized on the quantitative growth of Mutual Funds. Hence, the study is undertaken to reflect upon the growth of Mutual funds and the performance of select Mutual Funds during 2015-18 to analysis the growth and progress of the Mutual Funds in India during 2015-18 and to judge the relative performance of the select Mutual Funds during 2015-18.The study covers the Indian scenario of Mutual Funds in terms of Gross Mobilisation, Gross Redemption and Net Inflows by the Mutual Funds, Number of Mutual Funds and Assets under Management (AUM) over the study period and Performance Evaluation of select Companies. Year-wise and Sector-wise Analysis of Mutual Funds in India has also been made.Among the Income Funds, Dynamic Bond Fund- Direct-Growth, which is common to all the select companies which are operating during the years 2015-18, is selected for the study for the purpose of performance evaluation. The tools used for the analysis of the data are Percentages, Averages, CAGR, and Standard Deviation. The Performance evaluation has been done by the application of Sharpe ratio. „t- test‟ is used to test the hypothesis that there is no significant difference in the returns for the select scheme between the Select Public Sector and Private Sector Mutual Funds.

I. INTRODUCTION

Mutual funds have become invaluable tool for a wide range of investors, from individuals seeking to save for retirement to sophisticated socialites focused on preserving their assets and businessmen to create wealth1. Mutual Fund is a trust that pools the savings of a number of investors who share a common financial goal. Anybody with an investible surplus of as little as a few thousand rupees can invest in mutual fund units according to their stated investment objective and strategy 2. In other words, Mutual fund is a company that pools money from a group of people with common investment goals to buy securities such as stocks, bonds, money market instruments, a combination of these instruments, or even other funds in order to reap the benefit of diversification and professionally managed basket of securities at a relatively low cost.

The origin of the Indian mutual fund industry can be traced back to 1964 when the Indian government, with a view to augment small savings within the country and to channelize these savings to the capital markets, set up the Unit Trust of India (UTI). Mutual fund Companies conforming to the SEBI Mutual Fund Regulations, and with recent mergers taking place among different private sector Funds, the Mutual Fund industry has entered its current phase of consolidation and growth. During 2000-2016 India grew rapidly and

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Mutual Fund industry has emerged as a tool for ensuring one,,s financial interests. They have not only contributed tothe Indian economy but have also helped to the retail investors to accumulate wealth. As at the end of 31st March19, there are 41Mutual Fund Asset Management Companies operating in India, managing assets of Rs. 17,54,619 Crores under 2281schemes.In this context, the study is undertaken to assess the growth and progress Mutual Funds in India and also examine the performance of select Mutual Funds during 2015-18.

II. OBJECTIVES OF THE STYDY
THE OBJECTIVES OF THE STUDY ARE
➢ To analyse the growth and progress of the Mutual Funds in India during 2015-18.
➢ To judge the relative performance of the select Mutual Funds during 2015-18.

III. RESEARCH METHODOLOGY
Methodology
The methodology of the study is as follows:
Period of the Study
The period of the study is from the year April 2014 to March 2018.
Scope of the Study
The study covers the Indian scenario of Mutual Funds in terms of Gross Mobilisation, Gross Redemption and Net Inflows by the Mutual Funds, Number of Mutual Funds and Assets under Management (AUM) over the study period and Performance Evaluation of select Companies. Year-wise and Sector-wise Analysis of Mutual Funds in India has also been made.
Sample
The selection of the sample from the total Companies and available schemes is discussed below.
a.Selection of Companies
There are 41 Mutual Fund Companies functioning in India; out of which, 6 are in Public Sector and 35 Mutual Fund Companies in the Private Sector. The selection of the Private companies is made by using the Finite Population Correction (FPC) Factor Model9.
$n \square \quad n \, 0 \, N$
$n \, 0 \, \square \, (\, N \, \square 1)$
n0 = Sample Size without finite population correction Factor - : Public Sector Mutual Fund

Company & Private Sector Mutual Fund Company
n = Actual Sample Size to be taken
N = Finite Population (41)
A sample of 20 Percent is selected from Private Sector Mutual Fund Companies, thus, totaling 6 companies out of 35 Mutual Fund Companies functioning in India. The selection of 6 Private Mutual Fund Companies is done on the basis of Average Assets under Management for the quarter ending March 2018.
b. Selection of the Schemes
The total number of schemes offered by the Mutual Fund Companies is 2281, whereas the number of companies in India offering these schemes is 41. There are various categories of schemes which are offered by these Mutual Fund Companies like Income Funds, Infrastructure Funds, Equity Funds, Balanced, Liquid, Gilt, etc. Among these Categories, Income Funds are selected for the purpose of the study as they are highest in terms of the number (1575) and also in terms of Assets under Management. (Rs.7,43,783 Crores). Among the Income Funds, Dynamic Bond Fund- Direct-Growth, which is common to all the select companies which are operating during the years 2015-18, is selected for the study for the purpose of performance evaluation.
Sources of Data
The study is based on secondary data. The sources include SEBI Handbook, RBI Publications, Websites, Journals and Reports.
Tools for Analysis
The tools used for the analysis of the data are Percentages, Averages, CAGR, and Standard Deviation. The Performance evaluation has been done by the application of Sharpe ratio. ,,t-test" is used to test the hypothesis.

IV. LIMITATIONS:
The survey of literature indicates that not much work has been emphasized on the quantitative growth of Mutual Funds. Hence, the study is undertaken to reflect upon the growth of Mutual funds and the performance of select Mutual Funds during 2015-18.

V. REVIEW OF LITERATURE

1. The Indian mutual fund industry has come a long way since its inception in 1963. The

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industry witnessed sufficient growth on all

Year	Public Sector	Private Sector	Total
2015-16	9,16,351	88,51,749	97,68,100
2016-17	19,42,297	91,43,962	1,10,86,260
2017-18	26,39,279	1,11,26,277	1,37,65,555
2018-19	33,67,612	1,42,47,937	1,76,15,549
Total	88,65,539 (16.97%)	4,33,69,925 (83.03%)	5,22,35,464
No. of Mutual Fund Companies	6	35	
Average Gross Mobilisation per fund	14,77,590	12,39,141	
CAGR	54.32%	17.19%	21.72%

parameters - the number of fund houses, the number of schemes, funds mobilized, assets under management, etc. Given the critical role of channeling household savings, the question is - has the Indian mutual industry succeeded in achieving its' goal? This study addresses this concern. :-Ajte, R, and Jovanovic, B, (1993)

2. Financial systems are crucial to the allocation of resources in a modern economy. They channel household savings to the corporate sector and allocate investment funds among firms; they allow intertemporal smoothing of consumption by households and expenditures by firms; and they enable households and firms to share risks. Allen, Franklin and Douglas Gale, (2000)

3. Utilizing time series methods and data from five developed economies, we examine the relationship between stock market development and economic growth, controlling for the effects of the banking system and stock market volatility. Arestis, P., Demetriades, P. &Luintel, K. (2001)

VI. DATA ANALYSIS AND INTERPRETATION

Growth of Mutual Fund Industry in India During 2015-18

The history of Mutual Funds in India can be broadly divided into four distinct phases.

➢ The first phase experienced the monopoly of UTI.

➢ The second phase witnessed the entry of Mutual Fund Companies sponsored by Nationalized Banks and Insurance Companies.

The third phase was a new era started in the Indian Mutual Fund Industry giving the Indian investors a wider choice of Fund families with the entry of Private Sector Funds in 1993. Also, 1993 was the year in which the first Mutual Fund Regulations came into being.

The fourth phase started since 2003. UTI was bifurcated into two separate entities. One is the Specified Undertaking of the Unit Trust of India functioning under an administrator and under the rules framed by Government of India, does not come under the purview of the Mutual Fund Regulations. The second is the UTI Mutual Fund Ltd, sponsored by SBI, PNB, BOB and LIC. It is registered with SEBI and functions under the Mutual Fund Regulations. With recent mergers taking place among different private sector Funds, the Mutual Fund industry has entered its current phase of consolidation and growth.

The growth of Indian Mutual Fund Industry can be ascertained in terms Gross Mobilization of Mutual Funds, Gross Redemption of Mutual Funds, Net Inflows of Mutual Funds, Number of Mutual Fund Houses, Number of Schemes and Assets under Management.

Gross Resources Mobilization of Mutual Funds: Sector-Wise Analysis

Mutual Funds have become a hot favorite of millions of people all over the world. The driving force of Mutual Funds is the „safety of the principal" guaranteed, plus the added advantages of capital appreciation together with the income earned in the form of interest or dividend. Mutual Funds act as a gateway to enter into big companies to inaccessible to an ordinary investor with his small investment. The

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table below shows the details relating to gross mobilization of Mutual Funds in India from the period 2015-18.

Gross Mobilization by Mutual Funds in India: Sector Wise Analysis

INTERPRETATION

It is evident from the above table that the total Gross Mobilization by Mutual Funds is increasing every year and the same trend can also seen in both Public Sector and Private Sector Mutual Funds. The above analysis points to the fact that the maximum Gross Mobilisation by the Mutual Funds in all years during the study period is from the Private Sector, which accounts to 83.03% of the total Gross Mobilised by the Mutual Funds. However, it should be noted here that the number of Mutual Fund Companies under Public Sector are 6 and the number of Mutual Fund Companies under Private Sector are 35. Therefore, Average Gross Mobilisation per Public Sector and Private Sector Mutual Fund for the study period is calculated to see which sector has mobilised more funds per fund. It can be observed from the above table that the Average Gross Mobilisation per Public Sector Mutual Fund is more than Average Gross Mobilisation per Private Sector. The Growth rate of Public Sector Mutual Funds in terms of Gross Mobilisation of funds during the study period is much higher i.e., 54.32% as compared to the Gross Mobilisation of funds by Private Sector i.e., 17.19%. The overall growth rate of Gross Mobilization by Mutual Funds in India during the study period is 21.72%.

Gross Redemption of Mutual Funds in India: Sector Wise Analysis

The redemptions were started from the year 1998-99. The redemptions were in an increasing trend and it was very high in private sector Mutual Funds. The following table shows the Gross Redemption of Mutual Funds in India: Sector Wise Analysis during 2015-18.

Table 2

Gross Redemption of Mutual Funds in India: Sector Wise Analysis

(Rs. in Crores)

Year	Public Sector	Private Sector	Total
2015-16	9,11,808	88,02,510	97,14,318
2016-17	19,42,710	90,40,262	1,09,82,972
2017-18	25,96,492	1,10,34,883	1,36,31,375
2018-19	33,03,951	1,39,68,549	1,72,72,500
Total	87,54,961 (16.97%)	4,28,46,204 (83.03%)	5,16,01,165
No. of Mutual Fund Companies	6	35	
Average Gross Redemption per fund	14,59,160	12,24,177	
CAGR	53.59%	16.64%	21.15%

INTERPRETATION

The above table points out the fact that the total Gross Redemptions of Mutual Funds also increased every year during our period of study. It can also be observed that the same trend is also seen in both Public Sector and Private Sector Mutual Funds. It is clear from the above table that, Similar to Gross Mobilisation by the Mutual Funds, the maximum Gross Redemption of the Mutual Funds in all years during the study period is from the Private Sector, which accounts to 83.03% of the total Gross Redemption of the Mutual Funds. However, it should be noted here that the number of Mutual Fund Companies under Public Sector are 6 and the number of Mutual Fund Companies under Private Sector are 35. Therefore, Average Gross Redemption per Public Sector and Private Sector Mutual Fund for the study period is calculated to see which sector has redeemed more funds per fund. It can be observed from the above table that the Public Sector Mutual Funds have redeemed more funds per fund as compared to Private Sector.

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The growth rate in terms of Gross Redemption during the study period is also more in Public sector i.e., 53.59% as compared to the Private Sector i.e., 16.64%. The overall growth rate of Gross Redemption of Mutual Funds in India during the study period is 21.15%.

Net Inflows of Mutual Funds in India: Sector Wise Analysis

The net inflow is the difference between the gross mobilization and gross redemptions. The net inflows of all Mutual Funds have increased over the years. The table below gives the net inflows of Mutual Funds in India during the study period from 2015-16 to 2018-19.

Table 3

Net Inflows of Mutual Funds in India: Sector Wise Analysis

(Rs. in Crores)

Year	Public Sector	Private Sector	Total
2015-16	4543	49239	53,782
2016-17	-413	1,03,700	1,03,288
2017-18	42,787	91,394	1,34,181
2018-19	63,661	2,79,388	3,43,049
Total	1,10,578 (17.43%)	5,23,721 (82.57%)	6,34,300
No. of Mutual Fund Companies	6	35	
Average Net Inflows per fund	18,430	14,964	
CAGR	141.09%	78.36%	85.46%

INTERPRETATION

It is observed from the above the table that the total Net Inflows of Mutual Funds increased every year due to increase in Gross Mobilisation and Gross Redemption of Mutual Funds and the same trend is seen by and large in both the sectors. It can also be pointed out that the Private Sector Mutual Funds have maximum Net Inflows of Mutual funds compared to Public Sector Mutual Funds during the period of study. In the year 2016-17, Public Sector Mutual Funds had negative inflows as the redemptions were more compared to the funds mobilized during that year and in the same period Private Sector Mutual Funds had 110% growth in Net Inflows compared to their Net Inflows during 2015-16. However, the Average Net inflows of Mutual Funds per fund is more in Public Sector Mutual Funds as compared to Private Sector Mutual Funds as the number of companies in Private Sector are more compared to Public Sector. It is interesting to note here that the growth rate of Net inflows of Public Sector Mutual Funds during the study period is 141.09% as compared to 78.36% in Private Sector Mutual Funds leading to an overall growth rate of Net inflows by Mutual Funds is 85.46%.

Assets under Management (AUM) of Mutual Funds

In the past decade, Indian Mutual Fund industry had seen dramatic improvements, both quality-wise as well as quantity-wise. Asset under Management includes:

➤ Capital raised from investors;

➤ Capital belonging to the principals of the fund management firm.

The growth of Mutual Funds in India in terms of Number of Mutual Fund Houses, Number of Schemes, and Assets under Management (AUM) are shown in the Table 4

Table 4

AUM of Mutual Funds: Year wise Analysis

AUM of Mutual Funds: Year wise Analysis

Year	No. of Schemes	AUM (Rs. In Crores)	No. of Mutual Fund Companies
2015	1638	8,25,240	46

2016	1884	10,82,757	43
2017	2420	12,32,824	42
2018	2281	17,54,619	41
CAGR	11.67%	28.59%	

INTERPRETATION

The above analysis indicates that year by year, the number of schemes and the Assets under management of the Mutual Funds are increasing due to the many reasons like the benefits provided by the Mutual Fund Companies, increase in the level of awareness among the people, change in the investment pattern of the investors etc. The growth rate as per the number of schemes launched during the study period is 11.67% and the growth rate in Assets under Management is 28.59%. However, the number of Mutual Fund Companies is decreasing due to merging of the schemes with other Companies.

Assets under Management: Category-Wise

Mutual Funds offer variety of schemes which fall into 10 categories as presented in the Table 5. The Assets under Management of these schemes are presented in the below table

Table 5

Category	31.03.'15	31.03.'16	31.03.'17	31.03.'18
Income	4,60,671	5,15,773	5,65,459	7,43,783
Infrastructure Debt Fund	879	1,178	1,730	1,908
Equity	165,560	3,05,669	3,44,707	4,82,138
Balanced	16,793	26,368	39,146	84,763
Liquid	133,280	1,62,562	1,99,404	3,14,086
GILT	6,115	14,614	16,306	14,875
ELSS-Equity	25,547	39,470	41,696	61,403
Gold ETFs	8,676	6,655	6,346	5,480
Other ETFs	4,528	8,060	16,063	44,436
Fund of Funds Investing Overseas	3,191	2,408	1,967	1,747
Total	8,25,240	10,82,757	12,32,824	17,54,619

INTERPRETATION

The above analysis of the table clearly points out that Income Funds have maximum Assets under Management as compared to all other schemes and the Assets under Management under this category is increasing year on year. The next popular category is Equity Funds, whose Assets under Management are also increasing year on year. Under Income Fund Category, a variety of Schemes are offered, of which the common scheme for all the select Companies under the study is found to be Dynamic Bond Fund.

Performance Evaluation of Dynamic Bond Fund –Direct –Growth of Select Companies

There are various Income Fund schemes available for investors, such as Short-term income funds, Credit opportunities funds, corporate bond funds, Income funds, Gilt funds and Dynamic bond funds. These funds are categorized as per their average maturity of the bonds or debentures they are holding. There are Money Market/Ultra Short Term Fund (below 6 months), Short Term Debt Funds (1-3 years), Medium Term Bond Funds (4-7 years), and Gilt Funds (10 years or more) etc. These funds clearly define their investment objective and the investors always have an option to choose amongst them as per their understanding on interest rate scenario. Generally investors lack

proper knowledge in taking an informed decision on these funds and as such investing in debt funds was never been the first preference for most of the mutual fund investors. But the recent drop in markets which followed the reduction of interest rate by RBI may have an impact on the investor behavior. It may induce them to consider investing in debt funds as part of their investment strategy.

When an investor is not able to take a call on the future course of interest rates, investing in Dynamic Bond Funds would be an ideal option. In Dynamic Bond Funds, the decision on the allocation of the funds largely depends on the fund manager"s perspective on the interest rate markets. Fund managers would change allocation towards different debt instruments as per their future prediction on change in interest rates. Therefore, while planning to invest into Dynamic bond fund, the investors should select AMCs with pedigree, a track record and proven research capabilities.

In this Context, the study has been undertaken to evaluate the performance of select Public sector Companies and Private Sector Companies during 2015-18.

Return Analysis of Select Public and Private Mutual Fund Companies

The return is the major parameter for the evaluation of the performance of any Company as the investors make investment with the hope of earning higher return. Whenever the schemes are launched the Mutual Fund Companies disclose the various aspects relating to the schemes like investment objective, Liquidity, Benchmark Index, NAV, Entry and Exit Loads etc., to enable the investor to make an informed investment decisions. The Return for the Dynamic Bond Fund offered by both Public Sector Mutual Fund Companies and Private Sector Mutual Fund Companies are calculated on the basis of opening and closing NAVs for each period.

Return Analysis: Public Sector Mutual Funds
There are 6 Public Sector Mutual Fund Companies operating in India as on 31st March 2018. All the 6 Public Sector Funds have been taken for the study. The returns and the mean return are presented for the Public Sector Mutual Funds in the below table.

Table 6

Return Analysis: Public Sector Mutual Funds

Year/Mutual Fund Companies	2015-16	2016-17	2017-18	2018-19	Average
UTI Mutual Fund	8.21	14.87	6.58	14.81	11.11
SBI Mutual Fund	3.01	14.49	5.97	13.90	9.34
Canara Robeco Mutual Fund	-9.36	16.31	5.94	13.02	6.48
Baroda Pioneer Mutual Fund	-0.048	18.01	7.3	12.05	9.33
LIC Mutual Fund	4.83	13.94	4.89	10.39	8.51
IDBI Mutual Fund	1.76	14.00	3.95	9.92	7.41

INTERPRETATION
From the above table, it is evident that during 2015-16, UTI Mutual Fund has earned more return as compared to other Companies. During 2016-17 and 2017-18, Baroda Pioneer Mutual Fund has outperformed other companies. During 2018-19, UTI Mutual Fund has earned a maximum return as compared to other companies. It can also be seen that the mean return of UTI Mutual Fund is the highest. SBI Mutual Fund and Baroda Pioneer Mutual Fund have almost same mean return during the study period. It can be concluded that the return of the Companies is varying because of the Expense Ratio and the Fund Manager"sperspectiveon the interest rate markets.

Return Analysis: Private Sector Mutual Funds
There are 35 Private Sector Mutual Fund Companies operating in India as on 31st March 2019. Among them 6 Companies are selected for the purpose of evaluation and these

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companies are selected on the basis of Average Assets under management as on 31.03.2019. The returns and the mean return are presented for the Private Sector Mutual Funds in the below table.
Table 7

Return Analysis: Private Sector Mutual Funds

Year/Mutual Fund Companies	2015-16	2016-17	2017-18	2018-19	Average
ICICI Prudential Mutual Fund	5.44	15.99	8.57	11.55	10.39
HDFC Mutual Fund	6.16	18.19	6.44	11.47	10.56
Reliance Mutual Fund	5.42	16.61	6.00	11.77	9.95
Aditya Birla Sun Life Mutual Fund	7.00	16.08	8.36	10.54	10.49
Franklin Templeton Mutual Fund	4.78	14.05	9.11	12.15	10.01
DSP BlackRock Mutual Fund	6.511	15.63	6.43	10.41	9.75
Axis Mutual Fund	5.59	15.93	7.96	11.62	10.28

INTERPRETATION
It can be pointed out from the above table that during 2015-16, Aditya Birla Sun Life Mutual Fund has earned more return as compared to other Companies. During 2016-17, HDFC Mutual Fund has the maximum return when compared to other Companies. During 2017-18 and 2018-19, Franklin Templeton Mutual Fund outperformed other Companies. Considering the Average return for the study period HDFC Mutual Fund has the highest return, followed by Aditya Birla Sun Life Mutual Fund. The reasons for varying returns among the Companies are many and very important are the Expense Ratio and Fund Manager"sperspective on theinterest rate markets.

Performance Analysis of Public Sector Mutual Funds

Any rational Investor, before investing his or her investible wealth in the Mutual Funds, analyses the risk associated with a particular scheme. The actual return he receives from the scheme may vary from his expected return and the risk is expressed in terms of variability of return. Any investor would evaluate the scheme not just on the basis of the returns but also take into consideration the risk aspect. Risk is analyzed with the help of Standard Deviation. The performance analysis of Public Sector Mutual Funds in terms of Risk, Return and Sharpe Performance Index is made. Sharpe Performance Index measures the risk premium of the portfolio relative to the total amount of risk in the portfolio. The 91 Day T-bill rate of 5.86% as on 27th March 2019 is taken as the risk free rate of return for calculating the Sharpe Ratio. The Sharpe Ratio has been calculated using the below formula and the results are presented in the below table.

$$\text{Sharpe Ratio} = \frac{Rp - Rf}{\sigma p}$$

Table 8
Performance Analysis of Public Sector Mutual Funds

Mutual Fund Companies	Mean Return	Standard Deviation	Sharpe Ratio
UTI Mutual Fund	11.11	4.35	1.21
SBI Mutual Fund	9.34	5.73	0.61
Canara Robeco Mutual Fund	6.48	11.41	0.05
Baroda Pioneer	9.33	7.64	0.45

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Mutual Fund			
LIC Mutual Fund	8.51	4.46	0.59
IDBI Mutual Fund	7.41	5.59	0.28

INTERPRETATION

The performance of a Mutual Fund is considered to be better when compared to other Mutual Fund Companies when its returns are high. In case of Risk, lower the risk, better the performance. The Return Analysis shows that among the Public Sector Mutual Funds, UTI Mutual Fund ranked first, followed by SBI Mutual Fund, Baroda Pioneer Mutual Fund, LIC Mutual Fund, IDBI Mutual Fund and Canara Robeco Mutual Fund. On the basis of Risk, it is the UTI Mutual Fund which ranks first with the lowest risk, followed by LIC Mutual Fund, IDBI Mutual Fund, SBI Mutual Fund, Baroda Pioneer Mutual Fund and Canara Robeco Mutual Fund.

When returns are same, Mutual Funds performance can be evaluated on the basis of risk and when risk is same, performance can be evaluated with the help of return. In the above case, neither the risk nor the return is same for all the Mutual Funds. Hence, Sharpe Performance Index is made. Based on Sharpe Index, it is found that UTI Mutual Fund topped the list followed by SBI Mutual Fund, LIC Mutual fund and Baroda Pioneer Mutual Fund.

Performance Analysis of Private Sector Mutual Funds

The performance analysis of Private Sector Mutual Funds in terms of Risk, Return and Sharpe Performance Index is also made and presented in the below table.

Table 9

mutual Fund Companies	Mean Return	Standard Deviation	Sharpe Ratio
ICICI Prudential Mutual Fund	10.39	4.49	1.01
HDFC Mutual Fund	10.56	5.64	0.83
Reliance Mutual Fund	9.95	5.28	0.77
Aditya Birla Sun Life Mutual Fund	10.49	4.00	1.16

Franklin Templeton Mutual Fund	10.01	4.07	1.02
DSP BlackRock Mutual Fund	9.75	4.34	0.89

INTERPRETATION

The Return analysis shows that among Private Sector Mutual funds, HDFC Mutual Fund topped the list followed by Aditya Birla Sun Life Mutual Fund, ICICI Prudential Mutual Fund and so on. On the basis of risk, it is the Aditya Birla Sun Life Mutual Fund that topped the list with the least risk followed by Franklin Templeton Mutual Fund, DSP BlackRock Mutual Fund and so on.

Considering Sharpe Index, Aditya Birla Sun Life Mutual Fund has topped the list among all the select private Sector Mutual Funds followed by Franklin Templeton Mutual Fund and ICICI Prudential Mutual Fund.

Results of Independent Sample T-Test for Testing the Returns of Dynamic Bond Fund Scheme of Select Public Sector and Private Sector Mutual Funds

The t stat value of -2.225 is less than t critical two tail value of 2.57 and the p value of 0.039 is than 0.05, indicating that there is a significant difference in the returns for Dynamic Bond Fund scheme between the Public Sector and Private Sector. Therefore, the null hypothesis is rejected and the alternate hypothesis is accepted.

From the Sharpe Ratio, it is clear that the most of the Private Sector Mutual Funds are performing better than the Public Sector Mutual Funds except for UTI Mutual Fund because of the better management of Funds reflecting the efficiency of the Fund Manager.

VII. CONCLUSION:

Mutual Funds are being preferred by the investors to safeguard their Principal and also to create wealth. The Indian Mutual Fund Industry started with the set up of UTI, and then the entry of Mutual Fund Companies sponsored by Nationalized Banks and Insurance Companies. With the entry of Private Sector Funds, the Mutual Fund Industry is offering wide range of fund families to the investors. There are various

Categories of schemes offered by the Mutual Funds and among them the most popular one is Income Funds. The performance of the most of the Private Sector Mutual Funds is better compared to the Public Sector Mutual Funds.

VIII. FINDINGS

The maximum Gross Mobilization and Gross Redemption by the Mutual Funds are from the Private Sector, which accounts to 83.03% of the total Gross Mobilized and Gross Redemptions by the Mutual Funds. The Growth rate of Public Sector Mutual Funds in terms of Gross Mobilisation and Gross Redemption of funds during the study period is much higher in Public Sector as compared to the Private Sector.

The Private Sector Mutual Funds have maximum Net Inflows of Mutual funds compared to Public Sector Mutual Funds during the period of study. However, the growth rate of Net inflows of Public Sector Mutual Funds during the study period is more i.e., 141.09% as compared to 78.36% in Private Sector Mutual Funds.

The Assets under Management of the Mutual Fund Industry is increasing every year and the schemes offered by the Mutual Fund Companies are also increasing.

Among the different schemes offered by the Mutual Fund Companies, the percentage of Income Funds to the total AUM is more.

In case of Public Sector Mutual Funds, the mean return is maximum in UTI Mutual Fund and SBI Mutual Fund. From Risk point of view, UTI Mutual Fund has the lowest risk. As per Sharpe Ratio, UTI Mutual Fund topped the list with the highest ratio.

In case of Private Sector Mutual Funds, the mean return is the highest in HDFC Mutual Fund. From Risk point of view, Aditya Birla Sun Life Mutual Fund has the lowest risk. As per Sharpe Ratio, Aditya birla Sun Life Mutual Fund topped the list with the highest ratio.

The result of t-test is that there is a significant difference in the returns for the select scheme between the Public Sector and Private Sector.

IX. SUGGESTIONS

Public Sector Mutual Fund Companies growth rate is more in terms of Gross Mobilisation, Gross Redemption and Net Inflows by the Mutual Funds. However, the performance of most of the Public Sector Mutual Funds (except UTI Mutual Fund) is low as compared to Private Sector Mutual Fund Companies. Therefore, the fund managers of the most of the Public Sector Mutual Funds have to the manage allocation of Funds to different debt instruments efficiently keeping in view the interest rates.

X. HYPOTHESIS

Ho: There is no significant difference in the returns for the select scheme between the Public Sector and Private Sector.

H1: There is a significant difference in the returns for the select scheme between the Public Sector and Private Sector.

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A STUDY ON INVESTMENT AND PORTFOLIO MANAGEMENT AT KARVY

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ABSTRACT:
Portfolio management can be defined and used in many ways because the basic meaning of the word is "combination of the various things keeping intact". So I considered and evaluated this from the perspective of the investment part in the securities segment.
It contains the various techniques of selection of the portfolio and gives a choice to select the best one. The purpose of this topic is to know how the portfolio management and investment are linked and at the same time make aware the investors to choose the best investment alternatives which they want to put them in their portfolio. This study gives the complete knowledge about the investors and market.

KEYWORDS:
Risk Measurement, Expected Return of a Portfolio, Analysis of risk and return.

INTRODUCTION:
Investment is the choice of the individual to risk his savings with the hope of gain. We can define investment is the process of "Scarifying something now for the prospect of gaining something later". Portfolio management help to make correct investment decisions for a individual or MNC. Where different investment alternatives are analyzed and give an idea to an investor that how much amount should be allocated to the each alternatives.

OBJECTIVES OF THE STUDY:
- To identify the optimal portfolio at Kary stock broking.
- To analyze the investment alternatives and significance of its risk and return.
- The objective of portfolio management is to invest in securities is securities in such a way that one maximizes one's returns and minimizes risks in order to achieve one's investment objective

REVIEW OF LITERATURE:

- **According to Jack Clark Francis2 (1986)** revealed the importance of the rate of return on investments and reviewed the possibility of default and bankruptcy risk. He opined that in a dubious world, financial specialists can't foresee precisely what rate of restore a speculation will yield. Nonetheless, he proposed that the speculators can plan a likelihood appropriation of the conceivable rates of return.

- **According to David.L.Scott and William Edward4 (1990)** reviewed the important risks of owning common stocks and the ways to minimize these risks. They remarked that the seriousness of monetary hazard relies upon how intensely a business depends on an obligation. Financial risk is relatively easy to minimize if an investor sticks to the common stocks of companies that employ small amounts of debt.

- **According to Donald E Fischer and Ronald J. Jordan12 (1994)** analyzed the relationship between risk, investor

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preferences, and investor behavior. The hazard return measures on portfolios are the fundamental determinants of a financial specialist's demeanor towards them. Most financial specialists look for more return for extra hazard expected. The moderate financial specialist requires extensive increment as a byproduct of accepting little increments in chance. The more forceful financial specialist will acknowledge littler increments as an end-result of extensive increments in chance.

- **According to Venkataramani.l''l994,)** disclosed the uses and dangers of derivatives. The derivative products can lead us to a dangerous position if its full implications are not clearly understood. Being off balance sheet in nature, more and more derivative products are traded than the cash market products and they suffer heavily due to their sensitive nature.

HYPOTHESIS:

H1: there is an significant impact between the investment alternatives and its risk and return.

H1: there is no impact between the investment alternatives and its risk and return

RESEARCH METHODOLOGY:

As we all know that the research methodology consists both primary and secondary data. Primary data is directly collected from the knowing facts. The secondary is collected from the third parties such as magazines, newspapers, company journals etc.,

PRIMARY DATE :

In the study, the small amount of primary data is used

SECONDARY DATA :

The most of the data is collected from the Karvy private ltd and other required information is collected from the articles in the newspapers, magazines, textbooks, moneycotrol.com.

TOOLS &TECHNIQUES

Statistical tools which are used for the study are Return, Average Return, Standard Deviation, Variance, and Beta.

PORTFOLIO ANALYSIS:

Expected Return of a Portfolio :

It is the weighted average of the expected returns of the individual securities held in the portfolio. These weights are the proportions of total investable funds in each security.

$$Rp = \sum_{I=1}^{n} x_i R_i$$

Where, R_P= Expected return of portfolio

N= No. of Securities in Portfolio

X_I = Proportion of Investment in Security i.

R_i = Expected Return on security i

Risk Measurement:

The statistical tool often used to measure and used as a proxy for risk is the standard deviation.

$$\sigma = \sqrt{\sum_{i=1}^{N} p\,(ri - E(r))^2}$$

$$Variance\,(\sigma^2) = \sum_{}^{N} p(ri - E(r))^2$$

Here $\sigma = \sqrt{Variance\,(\sigma^2)}$

P = is the probability of security

N = Number of securities in portfolio

ri = Expected return on security

DATA ANALYSIS:

PORTFOLIO – A
PORTFOLIO – B

TCS	ITC
DR.REDDY	MAHINDRA
SBI	BAJAJ ELECTRICALS

TABLE : Shows average annual market share price for the companies in Portfolio – A and Portfolio- B forthe years 2010 to 2019

	PORTFOLIO -A			PORTFOLIO-B		
Year	TCS	DR.REDDY	SBI	BAJAJ ELEC.	ITC	MAHINDRA
20	2100	2704.87	308.	444.	270.	612.23

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19	.35		92	89	16	
20 18	2427 .84	2309.76	275. 15	542. 25	278. 44	824.91
20 17	2475 .36	2549.38	285. 59	344. 28	277	1324.03
20 16	2419	3112.15	219. 07	225. 38	285. 57	1310.06
20 15	2537 .39	3603.92	266. 61	243. 05	334. 01	1252.41
20 14	2369 .28	2822.36	1997 .59	273. 68	347. 3	1151.7
20 13	1691 .39	2149.51	1975 .24	174. 99	320. 72	901.74
20 12	1238 .04	1690.03	2106 .94	190. 99	248. 27	754.16
20 11	1116 .43	1566.86	2279 .52	216. 33	190. 05	720.52
20 10	862. 52	1401.76	2524 .05	283. 32	227. 36	745.26

CALCULATION OF RETUN AND RISK:

Expected return and risk are calculated as shown below for BAJAJ ELECTRICALS

$$\text{EXPECTED RETURN} = 2939.2/10 = 293.92 = X'$$

$$(X-X')^2 = 125565.51$$

$$\text{RISK} = \text{Sq root of } (125565.51) = 354.35$$

THE RISK AND RETURN OF EACH COMPANY

PORTFOLIO A

SL .No	COMPANY	RETURN	RISK
1	TCS	19237.6	1926.67
2	DR.REDDY	23910.6	2124.85
3	SBI	12238.7	3048.18

RETURN and RISK
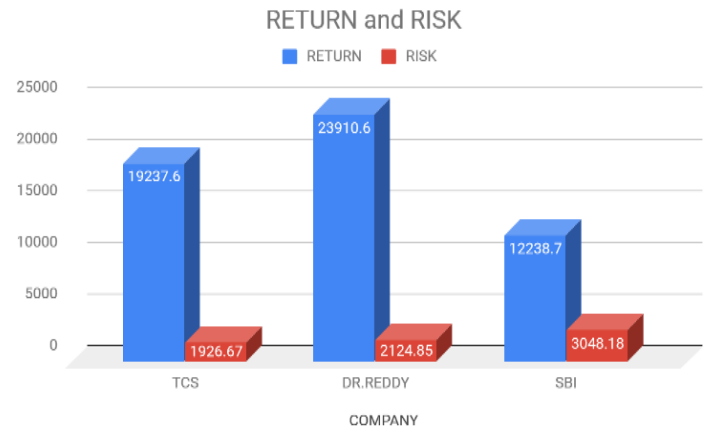
INTERPRETATION:

The above graph shows share price movement could explain volatility for selected company reveals whether it's good performance or not. Markowitz an efficient portfolio is one with "Minimum risk, maximum profit" therefore, it is advisable for an investor to work out his portfolio in such a way where he can optimize his returns by evaluating and revising his portfolio on a continuous basis.

PORTFOLIO B

SL .No	COMPANY	RETURN	RISK
1	BAJAJ ELECTRICALS	2939.2	354.35
2	ITC	2778.9	145.15
3	MAHINDRA	9597.01	815.92

RETURN and RISK
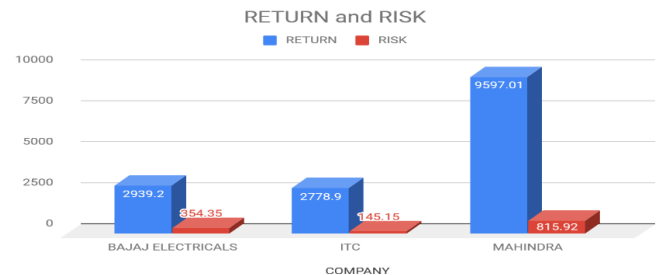
INTERPRETATION:

From the above figures, it is clear that in total there is a less return on portfolio A companies when compared with portfolio B companies. But at the same time if we compare the risk it is clear that risk is less for companies in portfolio A when compared with portfolio B companies. As per the Markowitz an efficient portfolio is one with "Minimum risk, maximum profit"

therefore, it is advisable for an investor to work out his portfolio in such a way where he can

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optimize his returns by evaluating and revising his portfolio on a continuous basis.

FINDINGS:

- The investor can recognize and analyze the risk and return of the shares by using this analysis.
- The investor who bears high risk will be getting high returns.
- The investor who is having optimum portfolio will be taking optimum returns with minimum risk.
- The share values are standard for every year it is changing day to day.
- The profitability of the investor is related to his selection of portfolio.
- The fluctuations always effect the returns of the investors and increase the risk to the investor than expected.

CONCLUSIONS:

A portfolio is the collection of different securities and assets by which we can satisfy the basic objective "Maximize yield minimize risk. Every company faces fluctuations of share price in market despite their favorability or if they are in blue chip companies. So, In the study we analyze two portfolios to help investors make a great profit by taking informed decision. TCS, DR.REDDY, SBI are in portfolio A and BAJAJ ELECTRICALS, ITC , MAHINDRA are in portfolio B. In the analysis we conclude that portfolio A have high return compare to the risk, while portfolio B has less return compare to the risk.By the analysis in the study of portfolio management it is clear that the analysis of portfolio plays a vital role in the investment process and helps the investor to increase his profit.The main factor is that the investor should always be in contact with the market, if not he will face the losses.

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A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT AIRTEL COMPANY

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ABSTRACT:
Customer relationship management (CRM) is a combination of people, processes and technology that seeks to understand a company's customers. It is an integrated approach to managing relationships by focusing on customer retention and relationship development. CRM has evolved from advances in information technology and organizational changes in customer-centric processes. Companies that successfully implement CRM will reap the rewards in customer loyalty and long run profitability. However, successful implementation is elusive to many companies, mostly because they do not understand that CRM requires company-wide, cross-functional, customer-focused business process re-engineering. Although a large portion of CRM is technology, viewing CRM as a technology-only solution is likely to fail. Managing a successful CRM implementation requires an integrated and balanced approach to technology, process, and people. The main objective of the project is to study to examine and analysethe CRM of airtel with the final customer satisfaction.With the sample size of 100 and statistical methods is bar graphs and the statistical tools used isChi square test. The variables used are dependent variable are customer relationship management and independent variables are domestic factors {age, income, customer type}.
KEYWORDS: Customer relations, Business process re-engineering, Relationship marketing, Integration.

INTRODUCTION:
Customer relationship management (**CRM**) is an approach to managing a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.
One important aspect of the CRM approach is the systems of CRM that compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media. Through the CRM approach and the systems used to facilitate it, businesses learn more about their target audiences and how to best cater to their needs.

OBJECTIVES OF THE STUDY:
- To study the factors related to Customer relationship management in AIRTEL.
- To examine the factors that are related with AIRTEL.
- To analyse theCustomer relationship management of aitel with the satisfaction of the final consumer.

REVIEW OF LITERATURE:
McKenna 1991; Shani and Chalasani 1991 Relationship marketing attempts to Involve and integrate customers, suppliers and other infrastructural partners into a firm's developmental and marketing activities.
Wilson (1995) summarized different relationship variables that affect the relationship of firm with different stakeholders, those variables are Commitment, Trust, Cooperation, Mutual Goals, Interdependence and Power, Performance Satisfaction, Structural Bonds, Comparison Level of Alternatives, Adaptation, Non-

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retrievable Investments, Shared Technology, and Social Bonds.

Morgan and Hunt (1994), while discussing relationship variables focused more on commitment and trust as a major variable affecting relationship between different parties involved in marketing transaction & exchange.

DATA COLLECTION METHOD:

	FREQUENCY	CALCULATE	PERCENTAGE
Yes	50	50*100/100	50%
No	25	25*100//100	25%
Not Sure	25	25*100/100	25%
Total	100	100	100

PRIMARY DATA:The crux of the report is based on the information collected from the respondents with the help of questionnaires. The primary source of information has been consumers who have filled up the questionnaire. Consumer who interviewed separately and the respondents noted down in the questionnaire for the purpose.

SECONDARY DATA: Information has also been borrowing from both internal sources such as company records and external sources like journal, magazines and internet.

RESEARCH TOOLS: A set of questions were provided t customers in order to gain information about the perception of the consumer towards Airtel.

SAMPLE SIZE: 100
STATISTICAL METHODS: Bar graphs.
STATISTICAL TOOLS: Chi square test.
VARIABLES: Dependent variable - Customer relationship management. Independent variable-domestic factors {age, income, customer type}.

DATA ANALYSIS AND INTERPRETATION:

This study was undertaken to analyze the effect of Customer relationship management on consumer preference on purchase branded products.

- Would you like to recommend this product to others?

	FREQUENCY	CALCULATE	PERCENTAGE
Yes	91	91*100/100	91%
No	9	9*100/100	9%
Total	100		100

Intrepreatation: When the people were asked whether they would recommend this product to others 91 people that is 91% replied they would recommend this product to others, 9% replied in a negative way.

2. Do you know the logo of Airtel?
Interpretation: When the sample was asked whether they know the logo of Airtel or not 50 people out of 100 people that is 50% replied that they know the logo of Airtel and 25% of the sample that is 25 people said they do not know the logo of Airtel and 25% were not sure.

3. Why do you want to purchase this brand?

	FREQUENCY	CALCULATE	PERCENTAGE
Mileage	30	30*100/100	30%
Price	20	20*100/100	20%
Comfort	15	15*100/100	15%
Style	15	15*100/100	15%

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Othe rs	20	20*100 /100	20%

Interpretation: When the sample was asked why do they want to purchase the brand Airtel or what is the attribute which enforces him or her to make the purchase decision 15% responded they were by the the product, 15% mention that the were using by the network and 20% gave the other reasons and the factors like price and network were highlighted very high by the respondent.

- Opinion of people of different age groups on Airtel**?**

	FREQUENCY	PERCENTAGE
20-30	20	20%
30-40	30	30%
40-50	15	15%
50-60	20	20%
60 and above	15	15%

Intrepretation: The analysis for this was taken with the help of open ended question and the people who were surveyed went a long way describing their wishes for and the highest rate of preference is made by 20-30 age group people and the preference rate was same in other age group people.

- Do you wish to purchase Airtel network?

	FREQU ENCY	CALCU LATE	PERCEN TAGE
Ye s	50	50*10 0/100	50%
No	15	15*100/ 100	15%
Not D e ci d e d	35	35*100/ 100	35%

Interpretation: when the sample was asked about their wish to purchase the product 50% of the total sample that is 50 people replied that they wish to purchase the product, 15%

that is 15 people said they do not wish to purchase the product and 35% replied that they have not decided anything regarding the product, after the analysis we came to know that the those who wanted to buy the merchandise is extremely high

STATISTICAL ANALYSIS:

HYPOTHESIS TEST:

H0: There is no relation between Customer relationship management and Customer satisfaction.

H1: There is relation between Customer relationship management and Customer satisfaction.

CHI SQUARE TEST:

O	E	[O-E]	[O-E)2/e
20	33	-13	5.12
30	33	-3	0.27
15	33	-18	9.81
20	33	-13	5.12
15	33	-18	9.81
Total			30.13

Chi square test- 30.13

Table value- 5.95

Conclusion: calculated value of chi square value is 30.13 is more than table value 5.97 where H0 is rejected and H1 is accepted. Hence there is relationship between brand loyalty and customer satisfaction.

FINDINGS:

- Most of the respondents were aware by the internet and suppliers (63%). E magazines (25%) also helped in providing information to the respondents.
- 82% of the respondents were aware of AIRTEL brand.
- In advertisement media magazines (25%) were much affective and internet was only a major advertising media.
- Many factors like word of mouth advertising were responsible for influencing the customers to buy AIRTEL products.
- 30% of the customers were very much satisfied with AIRTEL products Where as 60% was satisfied with AIRTEL products.
- 39% of the respondents were satisfied with the service of the AIRTEL T.

- After sales service at door step 38% was one of the factors which help the purchaser to buy the AIRTEL product. Prompt service 52% also help to attract the purchaser.
- 54% of the respondents considered the price of the AIRTEL product as higher where as only 8% considered as economical and 38% of the respondent said it as reasonable.

SUGGESTION:

- The respondents are satisfied with the overall service provided by their dealers.
- According to the survey, many respondents are satisfied with the quality of other services provided by the dealers.
- Some of the respondents opined that the value added features like printer beep sound should be improved so as to enhance its comfort ability.
- According to the study, many respondents in the age group of 30-50 years prefer Handheld billing machines at their outlets. These groups of people are basically self-sufficient.
- The quick response of the company towards after sales service, which contributed for the increase in the prosperity.
- Despite of increase in the continuous sales of AIRTEL, they are still maintaining good customer relations with the help of marketing research and service as their tools.
- Many respondents feel that the price as well as the size of the machine is most suitable to business men who issues a ticket or a token or a bill as it suits to the average income level of the person..
- A majority of the respondents feel that there shouldn't be any changes to be made to the application, as they feel that the POS APP is tailor made for them.
- The dealers responsiveness towards the customers related to service should be more effective in order to maintain the reputation of the company.
- Half of the customers give their machine for servicing and software updating according to their convenience. This shows that most of the customers use the machines with ease and is user friendly.
- Due to the accuracy of the post sales service of the company, most of the respondents are satisfied.

CONCLUSION:

Most of the people are satisfied with the features of the POS machine and does not want any changes to be made to it. As far as small electronic manufacturing industry is concerned, we can say that AIRTEL is the brand leader in India as compared to the other brands. Many customers are opined that they did not face any major technical problem with the machine from the time of purchase till date. This made a positive referral for others. Many respondents also feel that the maintenance cost of the POS machine is also affordable. This enables the customer to use the machine on regular basis and in more numbers When asked about which billing machine you would prefer next, many customers said that they would go for AIRTEL itself for the next purchase. This shows the image of the company as well as the customer's belief in the company. Some of the customers also felt that the CRM service of the POS machine should be made more efficiency with addition of innovative services. Many customers complained about the other services that are provided to the POS machine like beep sound when the printer is opened. They feel that these features should be improved in order to make it more efficient. According to the respondents, they feel that AIRTEL POS machine is the most efficient billing machines in comparison of other small and large billing machines. Due to the affordability nature of the car i.e., economical pricing, which is inspiring the respondent to go for this car. Overall we can conclude that AIRTEL is the brand leader in the Indian market as far as small electronic billing device manufacturing industry is concerned providing maximum satisfaction to its customers.

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A REPORT ON RISK AND RETURN ANALYSIS OF INSURANCE SECTOR

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ABSTRACT

Risk is concerned in each activity whether or not it's of non-public, skilled or business. each individual, whereas doing anyactivity expects some returns. However it's obvious that the particular returns could ne'er be an equivalent as that of the expectedreturns. There invariably exists a distinction between the expected and therefore the actual returns. This distinction is termed asRISK.

The start line of any course on insurance should be the conception of risk itself. a happening would possibly occur and if it will,the outcome might not be favourable to us;it isn't associate outcome we glance forward to. The word risk implies each doubt concerningthe future, and therefore the proven fact that the end result might leave U.S. in an exceedingly worse position than we tend to ar in at the instant. The volatility ofequity shares of insurance firms explains the connection between risk and returns by victimization some applied math toolslike variance, beta, correlation and variance.

KEYWORDS: Returns , volatility, risk,

LITERATURE REVIEW

PHILIPPE GERGOOIRE (2001) conducted a study on "Predictive Power of Technical Analysis: The moving average rules on European" in step with him straightforward forms of technical analysis possessed important forecast power on varied market indexes. He shows that these results will be replicated on formally elite European indexes, which almost fully eliminates any influences from information snooping. Implications of those leads to terms of market efficiency also are mentioned.

Dr S NIRMALA & KDEVENDRAN (2017)In their study they explained that if Associate in Nursing capitalist needs to earn high returns, it is achieved by acceptive a proportionate increase in risk. Through their study, they declared that long run investors will benefit of the market once it's less volatile.

OBJECTIVES

- To gain sensible data and perceive the conception of risk and come back analysis.
- to grasp the situation of insurance sector.
- To counsel the general public whether or not to take a position in insurance sector and acquire secured.
- Analysis of risk and come back unconditional with insurance sector.

RESEARCH METHODOLOGY

Primary data

The information gathered directly from the company in a required manner is called primary data.

Secondary data

The research is based on secondary data. The information is collected from journals, books, websites is called as secondary data.

STATISTICAL TOOLS

Mean is the most common and best general purpose for the midpoint of a set of values.

Mean is the average of the number.Mean is calculated by using the formula

$\bar{X} = \Sigma X/N$

Where $\bar{X}$ = mean

ΣX = symbol for sum of observations

N = number of observations

Standard deviation

Standard deviation is applied to the annual rate of returns of an investment so that it reveals the historical volatility of that investment. Higher the standard deviation of a security, the higher the variance between each price and mean.

Standard deviation can be calculated by using the formula

$\sigma = sqrt [\Sigma (X-\mu)]$

where σ = standard deviation, X = each value in population

μ = mean, N = number of values

HYPOTHESIS FORMULATION

H0; There is no significant relationship between market returns and risk of insurance sector firms

H1; There is a significant relationship between market returns and risk of insurance sector firms

DATA ANALYSIS

CALCULATION OF RETURNS

COMPANIES	RETURN
ICICI LIFE INSURANCE	3.108
SBI LIFE INSURANCE	4.169
HDFC LIFE INSURANCE	4.171
GENERAL INSURANCE OF INDIA	-1.195
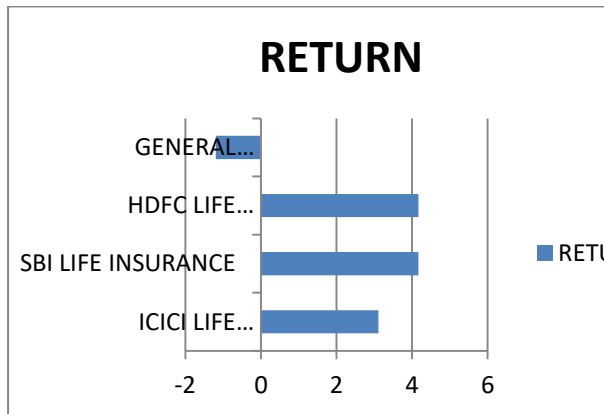
RETURN

INTERPRETATION:

From the above graph HDFC having highest returns (4.17), and GENERAL INSURANCE OF INDIA having the lowest returns (-1.195) when comparing with other selected companies.

CALCULATION OF MEDIAN

COMPANIES	MEDIAN
ICICI LIFE INSURANCE	0.7765
SBI LIFE INSURANCE	7.402874
HDFC LIFE INSURANCE	5.484651
GENERAL INSURANCE OF INDIA	-8.60749
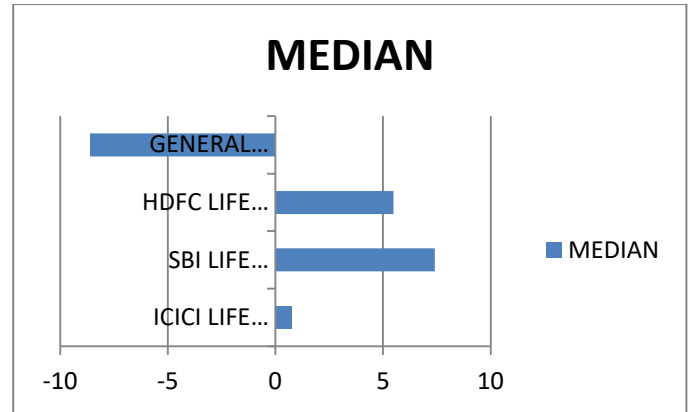
MEDIAN

INTERPRETATION

From the above diagram SBI having the highest median value (13.8695) and GENERAL LIFE INSURANCE having the lowest median value (-23.431) when compare with all the selected companies.

CALCULATION OF MODE

COMPANIES	MODE
ICICI LIFE INSURANCE	-3.887306021
SBI LIFE INSURANCE	13.86957124
HDFC LIFE INSURANCE	8.1113517
GENERAL INSURANCE OF INDIA	-23.431803
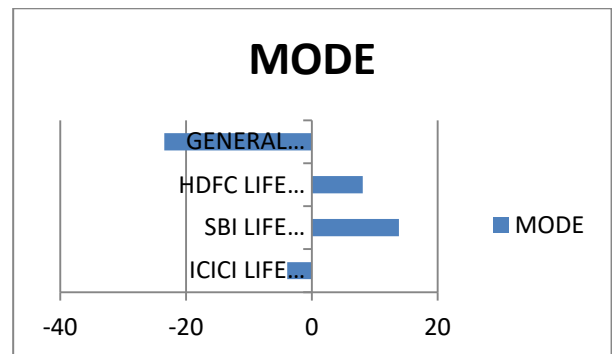
MODE

INTERPRETATION

From the above diagram SBI having the highest mode value (13.869) and GENERAL INSURANCE OF INDIA having the least mode value (-23.431) when compare with other selected companies.

Calculated values of Standard Deviation:

COMPANIES	RISK

100

ICICI	6.24
SBI	5.85
HDFC	6.52
GENERAL INSURANCE OF INDIA	15.78
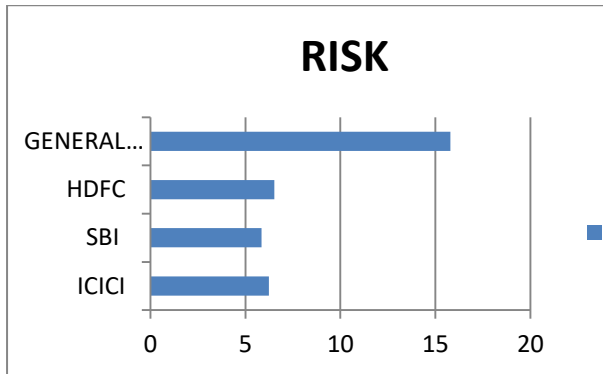
INTERPRETATION;

From the above graph we observed that GENERAL INSURANCE OF INDIA having the highest RISK (15.78) and SBI having the lowest RISKof (5.85) compare with other selected companies.

CALCULATION OF SKEWNESS

COMPANIES	MEAN	MODE	SD	MEAN-MODE	SKEWNESS
ICICI	3.108	-3.8873	6.24	6.99506021	1.12104263
SBI	4.169	13.86896	5.85	-9.70057124	-1.65822173
HDFC	4.171	8.11135	6.52	-3.9403517	-0.6043484
GENERAL INSURANCE OF INDIA	-1.195	-23.432	15.78	22.236803	1.40917636
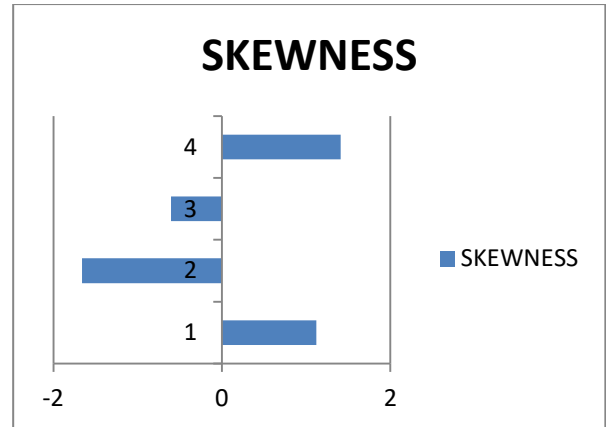
INTERPRETATION

From above diagram GENERAL INSURANCE OF INDIA Having the highest value (1.409) and
SBI Having the least value (-1.658) when compare with all the other selected companies.

CALCULATED VALUES OF COVARIANCE

COMPANIES	COVARIANCE
ICICI WITH SBI	9.86228
ICICI WITH HDFC	12.2598
ICICI WITH GCI	48.7721
SBI WITH HDFC	-16.2933
SBI WITH GCI	-48.6702
HDFC WITH GCI	24.6077
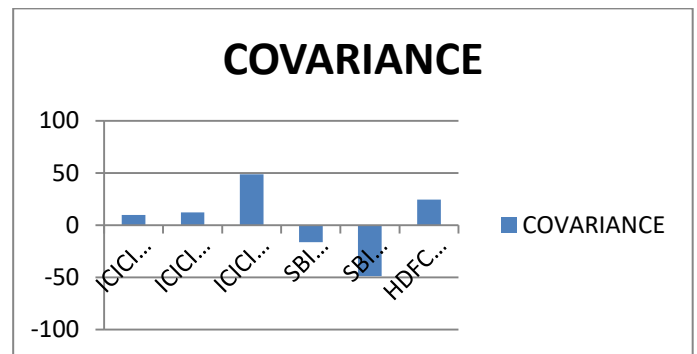
INTERPRETATION

From the above diagram ICICI with GCI having the highest covariance value (48.7721)And SBI with GCI having lowest covariance value (-48.6702) when compare with all the other companies.

CALCULATION OF CORRELATION

COMPANIES	CORRELATION VALUES
ICICI WITH SBI	0.2328
ICICI WITH HDFC	0.3013

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ICICI WITH GCI	0.4953
SBI WITH HDFC	-0.42717
SBI WITH GCI	-0.52723
HDFC WITH GCI	0.23917

CORRELATION VALUES
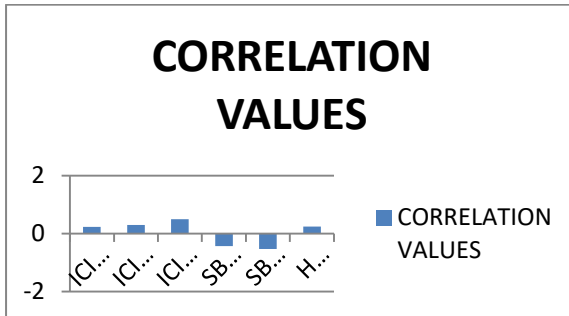
INTERPRETATION

From the above diagram we observe that ICICI with GCI having the highest correlation coefficient value (0.4953) and SBI With GCI having the lowest correlation coefficient value (-0.52723) when compare with all the other selected companies.

HYPOTHESIS FORMULATION

HFC WITH ICICI		
t-Test: Paired Two Sample for Means		
	-4.25697	-11.7874
Mean	4.937507	4.462564
Variance	43.31413	28.50514
Observations	11	11
Pearson Correlation	0.028918	
Hypothesized Mean Difference	0	
Df	10	
t Stat	0.18856	
P(T<=t) one-tail	0.427105	
t Critical one-tail	1.812461	
P(T<=t) two-tail	0.854209	
t Critical two-tail	2.228139	

INTERPRETATION

Since the tabulated value is more than the calculated value we reject H1. Hence we accept H0 which means there is no significant relationship between market returns and risk of insurance sector

HDFC WITH SBI		
	-4.25697	1.046901
Mean	4.937507	4.4534
Variance	43.31413	41.73302
Observations	11	11
Pearson Correlation	0.392343	
Hypothesized Mean Difference	0	
Df	10	
t Stat	0.223333	
P(T<=t) one-tail	0.413886	
t Critical one-tail	1.812461	
P(T<=t) two-tail	0.827772	
t Critical two-tail	2.228139	

INTERPRETATION

Since the tabulated value is more than the calculated value we reject H1. Hence we accept H0 which means there is no significant relationship between market returns and risk of insurance sector

HDFC WITH GIC		
t-Test: Paired Two Sample for Means		
	-4.25697	-6.17046
Mean	4.937507	-0.74305
Variance	43.31413	296.4349
Observations	11	11
Pearson Correlation	0.220234	
Hypothesized Mean Difference	0	
Df	10	
t Stat	1.1066	

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	48	
P(T<=t) one-tail	0.1471 78	
t Critical one-tail	1.8124 61	
P(T<=t) two-tail	0.2943 57	
t Critical two-tail	2.2281 39	

INTERPRETATION

Since the tabulated value is more than the calculated value we reject H1. Hence we accept H0 which means there is no significant relationship between market returns and risk of insurance sector

FINDINGS

- The average returns of the HDFC company is 4.17. where it is better than the average returns of SBI (public limited company) is 4.16.
- HDFC and market returns are highly correlated.
- The risk factor is high in GIC compare with all the other companies
- In all the three companies the investors face less risk factor with SBI and also the returns of this company are in positive trend.

SUGGESTIONS

- Investors who can afford more risk, its better to take a position in GIC.
- Investors who don't want to require more risk should go and invest in SBI.
- If investors want to urge more returns then they ought to invest in HDFC.
- If the investors consider market returns then it's better to take a position in HDFC.

CONCLUSION

- In the study the volatility of insurance companies is not constant it is sometimes high and sometimes low. In order to get the full amount of money which the investor has invested in the market, he should have a good study about the market conditions.
- The investor should be able to analyse the various investment opportunities available to him and thus maximise the returns with minimum risk.
- Based on these calculations we can determine that investor should get updated with the market fluctuations so that he can select the best companies to invest their funds.

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A STUDY ON EMPLOYEE MOTIVATION AT ULTRA TECH CEMENT LIMITED

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ABSTRACT: The study has been done on employee motivation at ULTRA TECH CEMENT LIMITED. It investigates the impact of employee motivation on the performance of the employees.Individuals are an asset to an association. Like accretion asset they adduce to a accepting whose beforehand and use crave acclimatized overseeing It covers a sample of 100 employees of Ultra cement limited, Hyderabad. In this study, a structured questionnaire was used to collect the data from the respondents about the factors that motivates them the most to perform better in their respective works. Percentage analysis and chi-square test are used in this study. It was found that most of the employees are motivated by job security, incentives, interpersonal relations among the employees, working conditions of the company and promotions.
Index terms: Employee motivation, Performance, Incentives, and Management.

I. INTRODUCTION:

Motivation is one of the important functions which every manager performs for actuating the employees to work for accomplishing the objectives of the organization.It is the major task of every manager to motivate their subordinates to create the 'willingness to work' among the subordinates.It should also be remembered that a worker may be immensely capable of doing some work,but nothing can be achieved if he is not willing to work. Inspiration is a standout amidst the a lot of cogent variables influencing beastly conduct. Afflatus not just influences adapted variables like accepting and Learning yet in accretion admission the all out presentation of a getting in hierarchical setting. This is the activity aback why admiral abut amazing acceptation to afflatus in an association.

Management has to make use of motivation to enthuse the employees to follow them.Motivated employees are essential for the success of an organization as motivated employees are generally more productive than others at the workplace.

II.OBJECTIVES OF THE STUDY:

1. To study the process of motivation at Ultra tech cement limited.
2. To examine the factors that increases the motivation of employees in an organization.
3. To analyze the impact of motivational factors on the performance of the employees.
4. To assay the appulse of budgetary and non-money accompanying advantages accustomed by the affiliation on the worker's exhibition.
5. To analysis the appulse of activity advancements on representatives.
6. To analysis the representative's cessation on the Motivation in ULTRATECH CEMENTS.

III.REVIEW OF LITERATURE:

Faisal Al Madi(2017)1: According to him, there is a significant impact of employee motivation on organizational commitment. As per his analysis, the majority of them believe that good wages, appreciation of work done and the strong relationship between colleagues play a key role in motivating them into performing their duties in a desirable manner.

IrumShahzadi(2014)2: According to him, employees are motivated by the freedom, responsibility, position, and tasks they were provided with by the management. The physical environmentin which they work enhances the well being, moods and

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encouragement of employees which ultimately impacts motivation.

Maja Rozman, Sonja Treven&Vesnsa Cancer(2017)3: According to them, on average, older employees are more motivated with possibility of working at their own pace, respect among employees, intergenerational cooperation, etc. and younger employees are more motivated by higher salary, possibilities of advancement, flexibility in the workplace, possibility of extended holidays etc.

Md. NurunNabi(2017)4: According to him, extrinsic factors, Job enrichment, and performance appraisal, Relationships and job security, Authority in decision making, Growth opportunity are certain motivational factors that are responsible for the upliftment of employee performance in an organization.

Ovidiu-IliutaDobre(2013)5: According to him, there is a positive relationship between employee motivation and organizational effectiveness. If the empowerment and recognition of employees are increased, their motivation to work & organizational performance will also improve. Not all employees are the same, so each employee should be motivated by using different strategies.

RensisLikerthas alleged activity as the focal point of the officials. Activity is an amazing apparatus in the easily of the alignment in active the plan bind .It is the 18-carat assignment of every controlling to move his accessory or to accomplish the will to plan a allocation of the subordinates. It should in like address be recalled that the artisan may be awfully fit for accomplishing some work, annihilation can be able if he isn't afraid to plan .generation of a will to plan is activity in capital yet bright affect of term.

IV.RESEARCH METHODOLOGY:

It is a systematic way to solve a research problem. This study deals with a sample of 100 employees and the period of study is 45 days. Data is gathered from primary and secondary sources.

V.DATA COLLECTION METHOD:

Primary data:The data which is collected through questionnaire and discussion with employees. Secondary data:The data which is collected from research publications, websites, journals, books, and magazines.

 Research tools: A questionnaire has been set to collect the information from the

respondents. The several types of questions that are used in this survey are:
 1. Closed ended questions
 2. Multiple choice questions
Sample size:100
 Ratio: 1:3
Statistical methods:
1. Bars & charts
2. Percentage analysis
Statistical tools:Correlation test
Variables: Independent – motivational factors, Dependent – employee performance

VI.DATA ANALYSIS AND INTERPRETATIONS:

TABLE & CHART 1

1. Which Type Of Incentives Motivate You More?

particulars	No of respondents	% of respondents
Money incentives	15	18%
Non-financial incentives	28	36%
Both	12	12%
Total	100	100%
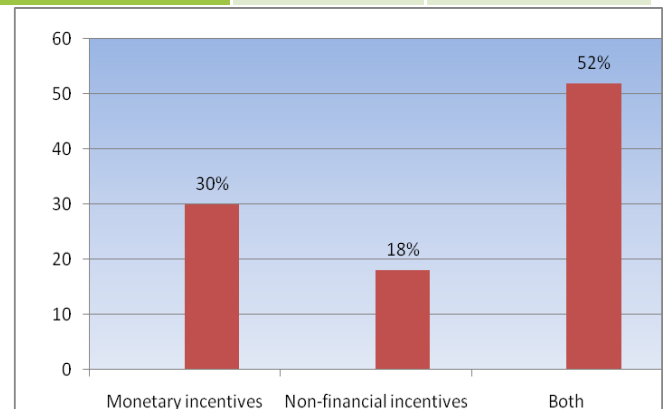
INTERPRETATION:

The table demonstrates that 52% of the respondents are communicating that both money accompanying and non-budgetary impetuses will analogously affect them, 18% are communicating non-budgetary motivators persuades and 30% respondents says we just propelled through banking impetuses as it were.

TABLE & CHART 2

2. What factor De-motives you at work place?

Particulars	No. of Respondents	Percentage
Job profile	14	28
Company	16	32

policy		
Work environment	20	40
Total	50	100
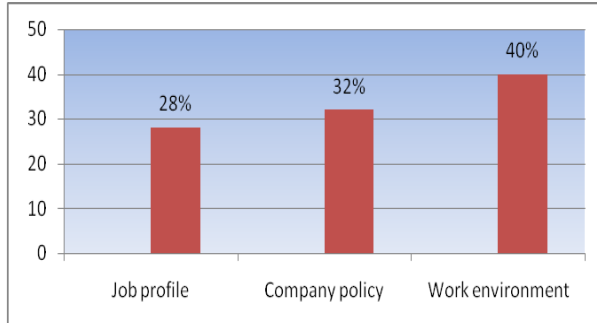
INTERPRETATION:

The table demonstrates that 40% of the respondents are de-thought processes with abode and 32% with alignment adjustment and 28% of the respondents are de-intentions with application profile. From this it actual able-bodied may be accepted that abode and accompany adjustment are de-thought processes at plan spot.

3.How far you are annoyed with the incentives provided by the organisation.?

Particulars	No. of Respondents	Percentage
Highly satisfied	18	36
Satisfied	29	58
Neutral	3	6
Dissatisfied	0	0
Highly dissatisfied	0	0
Total	50	100
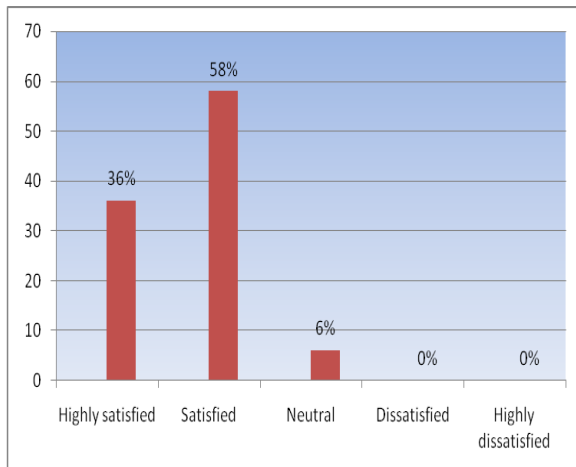
INTERPRETATION:

The table demonstrates that 36% of the respondents are greatly accomplished and 58% of the respondents are blessed with impetuses accustomed by the affiliation so we can accomplishment up the majority of the workers are blessed with the motivations accustomed by the association.

HYPOTHESIS:

H0: There is no significant impact of motivational factors on the performance of the employees.

H1: There is a significant impact of motivational factors on the performance of the employees.

CORRELATION TEST:

Tables 1 & 3:

Options	Incentives	Promotions
Yes	61	57
No	17	15
Sometimes	22	28

	Column 1	Column 2
Column 1	1	
Column 2	0.979438	1

Correlation value (r) = 0.979

Table value = 0.878

INTERPRETATION: The calculated value of correlation is 0.979 which is greater than the table value that is 0.878. Therefore, H1 is accepted, and H0 is rejected.

Options	Job Security	Working Condition
Yes	63	53
No	27	21
Cant say	10	26

	Column 1	Column 2
Column 1	1	
Column 2	0.893709	1

Correlation value (r) = 0.893

Table value = 0.878

INTERPRETATION: The calculated value of correlation is 0.893 which is greater than the table value that is 0.878. Therefore, H1 is accepted, and H0 is rejected.

Hence,it is proved that there is a significant impact of motivational factors on the performance of the employees.

VIII.FINDINGS:

1. More than 60% of employees felt that job security helps them in getting motivated.

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2. Most of the employees said that incentives influence their performance.

3. 65% of employees felt that their co-workers are supportive.

4. More than 50% of said that working conditions could influence their performance.

5. 57% employees felt that promotions could help them in getting motivated.

IX.SUGGESTIONS:

1. The management should focus on providing career development opportunities to the employees for their improvement.

2. Employees should be given job security by the management. 3. Employees should be provided with more incentives and other benefits. 4. The management should focus on improving the working conditions of the company. 5. Promotions should be given on the basis of performance and skills.

X.CONCLUSION:

The study concludes that the motivation process in ZUARI CEMENT LIMITED is found highly effective and it plays an important role in influencing the performance of the employees. The study focused on various factors which can motivate the employees. Most of the employees are motivated by job security, incentives, interpersonal relations among the employees, working conditions of the company and recognition of the employee in the organization

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A STUDY ON ASSET LIABILITY MANAGEMENT

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Abstract: Assets and Liabilities Management (ALM) is a dynamic process of planning, organizing, coordinating and controlling the assets and liabilities – their mixes, volumes, maturities, yields and costs in order to achieve a specified Net Interest Income. As all transactions of the banks revolve around raising and deploying the funds, Asset-Liability Management (ALM) gains more significance as an initiative towards the risk management practices by the Indian banks. Measuring and managing liquidity risk is an important dimension of ALM. Mismatch in the maturity profile of assets and liabilities exposes the balance sheet to liquidity risk. This paper is aimed at measuring the liquidity Risk, by using Gap Analysis Technique (maturity profiling).

Key Words: Asset, Liability, Banking Sector, Nationalization, Balance Sheet, Liquidity, Net Interest, Margin.

I. INTRODUCTION :

Asset Liability Management (ALM) is a strategic approach of managing the balance sheet dynamics in such a way that the net earnings are maximized. This approach is concerned with management of net interest margin to ensure that its level and riskiness are compatible with the risk return objectives.

If one has to define Asset and Liability management without going into detail about its need and utility, it can be defined as simply "management of money" which carries value and can change its shape very quickly and has an ability to come back to its original shape with or without an additional growth. The art of proper management of healthy money is ASSET AND LIABILITY MANAGEMENT (ALM).

II. OBJECTIVES OF THE STUDY

➢ To study the concept of ASSET & LIABLITY MANAGEMENT **in The Housing Development Finance Corporation Limited (STATE STREET INDIA PRIVATE LIMITED)**
➢ To study process of CASH INFLOWS and OUTFLOWS in **The Housing Development Finance Corporation Limited (STATE STREET INDIA PRIVATE LIMITED)**
➢ To study RISK MANAGEMENT under **The Housing Development Finance Corporation Limited (STATE STREET INDIA PRIVATE LIMITED)**

III. RESEARCH METHODOLOGY

The study of **ALM Management** is based on two factors.

1. Primary data collection.
2. Secondary data collection

PRIMARY DATA COLLECTION:
The sources of primary data were
➢ The chief manager – ALM cell
➢ Department Sr. manager financing & Accounting
➢ System manager- ALM cell
Gathering the information from other managers and other officials of the organization.

SECONDARY DATA COLLECTION:

Collected from books regarding journal, and management containing relevant information about ALM and Other main sources were

➤ Annual report of The Housing Development Finance Corporation Limited (STATE STREET INDIA PRIVATE LIMITED)
➤ Published report of The Housing Development Finance Corporation Limited (STATE STREET INDIA PRIVATE LIMITED)
➤ RBI guidelines for ALM.

IV. LIMITATION OF THE STUDY:

(i) This subject is based on past data of The Housing Development Finance Corporation Limited (STATE STREET INDIA PRIVATE LIMITED)
(ii) The analysis is based on structural liquidity statement and gap analysis.
(iii) The study is mainly based on secondary data.
(iv) Approximate results: The results are approximated, as no accurate data is Available.
(v) The study is based on the issues that are listed on NSE only.

V. REVIEW OF LITERATURE

Asset-Liability Management (ALM) can be termed as a risk management technique designed to earn an adequate return while maintaining a comfortable surplus of assets beyond liabilities. It takes into consideration interest rates, earning power, and degree of willingness to take on debt and hence is also known as Surplus Management. But in the last decade the meaning of ALM has evolved. It is now used in many different ways under different contexts. ALM, which was actually pioneered by financial institutions and banks, are now widely being used in industries too. The Society of Actuaries Task Force on ALM Principles, Canada, offers the following definition for ALM: "Asset Liability Management is the on-going process of formulating, implementing, monitoring, and revising strategies related to assets and liabilities in an attempt to achieve financial

objectives for a given set of risk tolerances and constraints."

ANALYSIS OF STUDY

VI. Risk management system:

Assuming and managing risk is the essence of business decision-making. Investing in a new technology, hiring a new employee, or launching a marketing campaign is all decisions with uncertain outcomes. As a result all the major management decisions of how much risk to take and how to manage the risk. The implementation of risk management varies from business to business, from one management style to another and from one time to another. Risk management in the financial services industry is different from others. Circumstances, Institutions and Managements are different. On the other hand, an investment decision is no recent history of legal and political stability

Data Interpretation
GENERAL:

The classification of various components of assets and liabilities into different time buckets for preparation of Gap reports (Liquidity and interest rate sensitivity) may be done as indicated in Appendices I & II as a sort of **bench mark,** which are better equipped to reasonably estimate the behavioral pattern, embedded options, rolls-in and rolls-out etc. of various components of assets and liabilities on the basis of past date. Empirical studies could classify them in the appropriate time buckets, subject to approval from the STATE STREET INDIA PRIVATE LIMITED / Board. A copy of the note approved by the ALOC / Board may be sent to the Department of Supervision.

COMPARATIVE ASSET LIABILITY SHEET AS ON 31ST MARCH 2018-19

	Mar '19	Mar '18	Increase (+) / Decrease (-) (in Rs)	Percentage (%)
Capital and Liabilities:				

109

Total Share Capital	479.81	475.88	3.93	0.82583845
Equity Share Capital	479.81	475.88	3.93	0.82583845
Share Application Money	0.00	0.00		
Reserves	42,998.82	35,738.26	7260.56	20.3159303
Net Worth	**43,478.63**	36,214.14	7264.49	20.0598164
Deposits	367,337.48	296,246.98	71090.5	23.9970379
Borrowings	39,438.99	33,006.60	6432.39	19.4881933
Total Debt	**406,776.47**	329,253.58	77522.89	23.5450409
Other Liabilities & Provisions	41,344.40	34,864.17	6480.23	18.5870766
Total Liabilities	**491,599.50**	400,331.89	91267.61	22.7979864
Assets				
Cash & Balances with RBI	25,345.63	14,627.40	10718.23	73.2750181
Balance with Banks, Money at Call	14,238.01	12,652.77	1585.24	12.528798
Advances	**303,000.27**	239,720.64	63279.63	26.3972389
Investments	**120,951.07**	111,613.60	9337.47	8.3658891
Gross Block	2,939.92	2,703.08	236.84	8.76185684
Accumulated Depreciation	0.00	0.00		
Net Block	**2,939.92**	2,703.08	236.84	8.76185684
Other Assets	25,124.60	19,014.41	6110.19	32.1345232
Total Assets	**491,599.50**	400,331.90	91267.6	22.7979834
Contingent Liabilities	744,097.98	746,226.39	-2128.41	-0.28522309

Bills for collection	0.00	0.00		
Book Value (Rs)	181.23	152.20	29.03	19.0735874

Mar '19
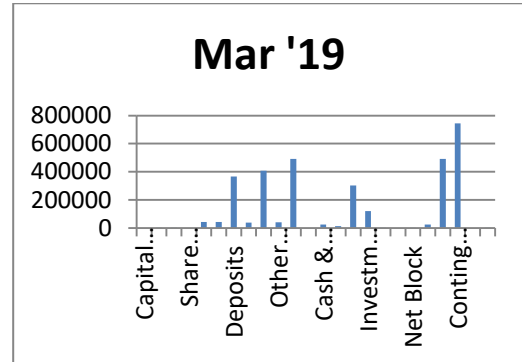
Interpretation:

The total current liabilities for the year are Rs.491599.50 in the year 2019 is less than the total current assets for the year. Therefore the assets are more than the liabilities. So there is a positive gap of Rs.236.84 i.e 8.76 % .

Ratio Analysis

◆Return on Assets (ROA)

$$ROA = \frac{\text{Net Income}}{\text{Average Total Assets}}$$

Year	Net income	Average Total Assets	ROA
2018-2019	49055.17	491599.50	9.97868
2017-2018	41917.49	400331.90	10.47068
2016-2017	32619.76	337909.49	9.653402
2015-2016	24361.72	277352.61	8.783664
2014-2015	19983.52	222458.56	8.98303
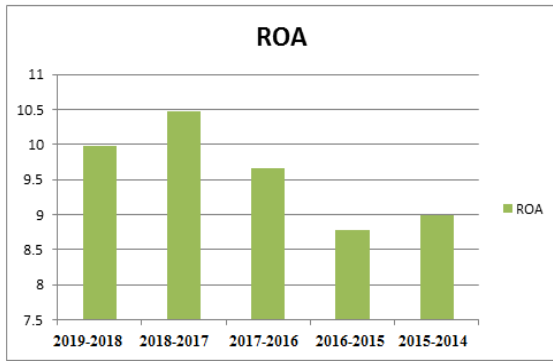
Interpretation:

In the ROA the total Average Assets was increasing year by year and the net income was also in the decreasing position

◆Return on Equity (ROE)

ROE =

Year	Net income	Average Equity	ROE
2018-2019	49055.17	479.81	102.233874
2017-2018	41917.49	475.88	88.0841598
2016-2017	32619.76	469.34	69.5013423
2015-2016	24361.72	465.23	52.3648948
2014-2015	19983.52	457.74	43.6569231
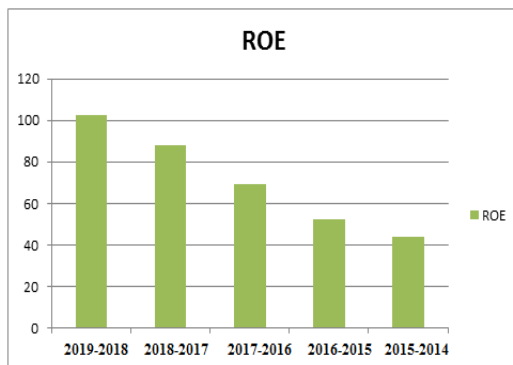
Interpretation:

The net income of the organization was in the increasing position and also the equity value for the investors is also in the increasing stage.

◆Return on Common Equity (ROCE)

RoCEy =

$$\frac{Net\ Income}{Average\ Stockholders'\ Equity}$$

Year	Net income	Average Common Stockholders' Equity	ROCE
2018-2019	49055.17	479.81	102.233874
2017-2018	41917.49	475.88	88.0841598
2016-2017	32619.76	469.34	69.5013423
2015-2016	24361.72	465.23	52.3648948
2014-2015	19983.52	457.74	43.6569231
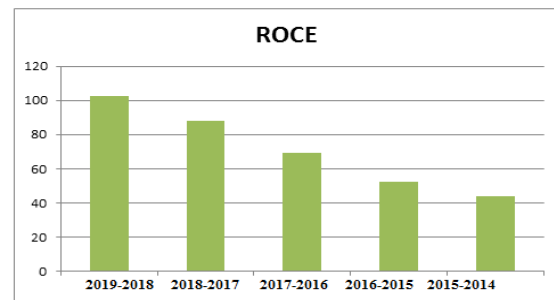
Interpretation:

The net income of the organization was in the increasing position and also the equity value for the shareholders is also in the increasing stage.

VII.   CONCLUSION:

The purpose of ALM is not necessarily to eliminate or even minimize risk. The level of risk will vary with the return requirement and entity's objectives. Financial objectives and risk tolerances are generally determined by senior management of an entity and are reviewed from time to time. All sources of risk are identified for all assets and liabilities.

FINDINGS:

1. ALM technique is aimed to tackle the market risks. Its objective is to stabilize and improve Net interest Income (**NII**).
2. ALM presents a disciplined decision making framework for s while at the same time guarding the risk levels.
3. The company also increased considerably which investors in coming period. The company has taken up a plant expansion program during the year to increase the production activity and to meet the increase in the demand

VIII.   SUGGESTIONS:

➢ They should strengthen its management information system (MIS) and computer processing capabilities for accurate measurement of liquidity and interest rate Risks in their Books.

➢ In the short term the Net interest income or Net interest margins (NIM) creates economic value of the which involves up gradation of existing systems & Application software to attain better & improvised levels.

IX.   HYPOTHESIS :

H0: The assets-liability management of effect on their profitability.

H1: The assets-liability management has an effect on their profitability

X.   REFERENCES:

Risk management which is referred from Gustafson hoyt south western, division of Thomson learning (2017)

M.Y. Khan, India financial system McGraw Hill 5th Edition

P.M.Dileep Kumar, Management Research magazine

STATE   STREET   INDIA   PRIVATE LIMITED Annual reports-2018-2019

A STUDY ON PERFORMANCE APPRISAL OF EMPLOYEES AT HALCYON TECHNOLOGIES

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ABSTRACT

Performance appraisal is the major measuring instrument provided by the organization to their employees. It helps in setting the goals and objectives of employees and also useful in identifying the strengths and opportunities. Performance of employees has been mainly focused by human resource department. In order to compete in present competitive market environment, performance of employees plays a major role in every organization. Performance appraisal is a fundamental tool for measuring the construction frame which has been set by the organization. It is very helpful in identifying the employee's strengths and weakness for improvising their future performances

Main Terms: Performance, Employees, Appraisal system, Organization.

I. INTRODUCTION:

Performance appraisal is a formal structured process evaluating the qualifications of the employees. In this study the evaluation of the employees in their respective job roles and responsibilities can be occurred. Importance of performance appraisal in the organization can be done in this study. Development of the potential in every individual employee can be studied.

II. OBJECTIVES OF THE STUDY:

1. To study various factors influencing employee performance and their job functions and responsibilities at halcyon technologies.
2. To analyse and interpret about various performance appraisal system at halcyon technologies

3. To evaluate employee satisfaction towards performance appraisal system at halcyon technologies

III. REVIEW OF LITERATURE:

1. Work by Ravichandran, Venkataraman and Banumathy

Ravichandran, Venkataraman and Banumathy (2011) express that the province of Tamil Nadu with 37 operational sugar plants is a noteworthy sugar creating condition of the nation, contributing around 9-10 percent to the national sugar creation. The sugar business has consumed around 5 lakh country individuals in the state. This paper examined the exhibition evaluation framework followed in an agreeable sugar plant with an example size of 75 workers. The examination has discovered that the sugar plant had received a decent evaluation framework and takes the examination at the hour of probation period and further during the vocation advancement. The investigation has likewise discovered that there is a hole between the genuine and wanted exhibition. Consequently, it was proposed to lead yearly execution evaluation to improve the productivity of the workers and give preparing on constancy, correspondence ability and aptitude advancement to improve the representative's administration quality

2. Work by Vasset

His article which is titled Employees perceptions of justice in performance appraisal expresses that of the considerable number of assignments attempted by human resource directors, execution evaluations (PAs) are one of the most

disliked among workers (Meyer 1991, Murphy and Cleveland 1995, Holbrook 2002, Jack man and Strober 2003). As performance appraisal guidelines (Fletcher 2004, Impetus One 2010), PAs can be executed in comparable routes in associations all through Europe and created nations somewhere else. This study only concerned about the employee's performance appraisal system should be conducted fairly and trustworthy

3. Work by Brutus, Fletcher and Baldry

Brutus, Fletcher and Baldry (2009) in their article titled, "The impact of autonomous self-translation on rater self-viability in performance appraisal" broaden current information on the utilization of execution assessments in associations by exploring the impact of self-interpretation on rater self adequacy. Results from an overview finished by 105 experienced supervisors demonstrate that free self-understanding is identified with different elements of rater self-viability. In addition, involvement in examinations was found to direct these connections. The ramifications of these discoveries for the examination and the act of execution evaluation are talked about.

4. Work by Bollen and Whaley

Bollen and Whaley (2009) in their article titled "Hedge Fund Risk Dynamics: Suggestions for performance appraisal" express that precise evaluation of support investments execution must perceive the opportunity with which

directors move resource classes, systems, and influence because of changing economic situations and exchange openings. The standard proportion of execution is the strange return characterized by a fence stock investments' introduction to chance variables. In the event that exposures are expected steady when, truth is told, they change through time, assessed strange returns might be wrong. They utilized an ideal change point relapse that permits hazard exposures to move, and show the effect on execution evaluation utilizing an example of live and dead assets during the period from January 1994 through December 2005.

5. Work by Wilson and Jones

Wilson and Jones (2008)58 in their article titled "Reducing job irrelevant bias in performance appraisals: compliance and beyond" express that activity insignificant segregation appears as omnipresent as the presentation evaluations in which it is regularly recognized. This paper investigates both consistence based and progressively proactive methodologies that manage the different potential wellsprings of segregation in execution examination evaluations. The recommendations lead to a code of training for execution the executives in firms across societies and national limits.

IV. RESEARCH METHODOLOGY:

Research Approach is the procedure of methodical examination of any administration issue it manages explores structure, information assortment strategy, inspecting plan, testing technique. Research implies a logical and precise quest for appropriate data on a particular subject. Research is a cautious examination or request particularly through quest for new realities in any part of information. Research contains characterizing and rethinking issues, defining speculation or recommended arrangement; gathering, sorting out and assessing information, making derivations and arriving at resolutions; and finally cautiously testing the ends to decide if they fit the detailing theory. Strategy is characterized as "the investigation of strategies by which we gain information, it manages intellectual procedures forced on research to the issue emerging from the idea of its topic".

V. METHODS OF DATA COLLECTION:

PRIMARY DATA: Data is collected from employees through questionnaire and other discussions

SECONDARY DATA:
Secondary data is collected from research publications, websites, journals, books.

SAMPLE SIZE:
A Sample of 100 employees are taken

RESEARCH TOOLS:
The research tool which is used for the research is a prepared questionnaire

STATISTICAL TOOLS:
ANNOVA

Variables: Independent variable- Performance appraisal

Dependent variable- Employee satisfaction

VI. DATA ANALYSIS AND INTERPRETATION:

Table 1: The appraiser is the right person to appraise your performance?

Particulars	No. of respondents	% of respondents
Yes	90	90
No	10	10
Total	100	100
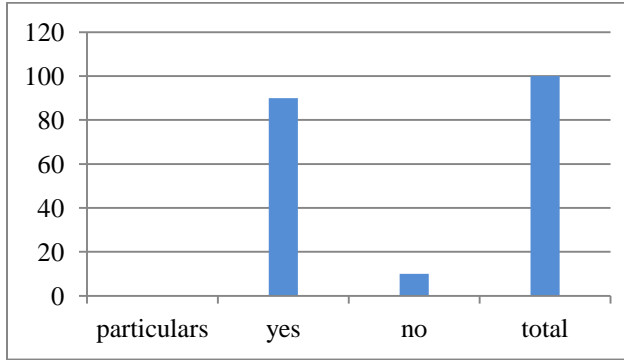
INTERPRETATION: 90% of the employees are agreed on the statement that appraiser is the right for your performance

Table 2: Is there any changes in the working efficiency of employees by implementing performance appraisal?

Particulars	No. of respondents	% of respondents
Yes	70	70
No	30	30
Total	100	100
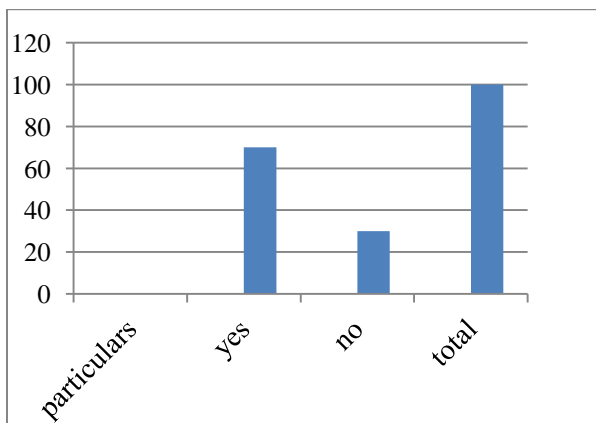
INTERPRETATION: It is observed that 70% of the employees are seeing the changes in working efficiency after the appraisal, while 30% of employees are unable to observe the changes after the appraisal

Table 3: Is there any behavioural changes occur in the employees after performance appraisal

Particulars	No. of respondents	% of respondents
Yes	95	95
No	5	5
Total	100	100
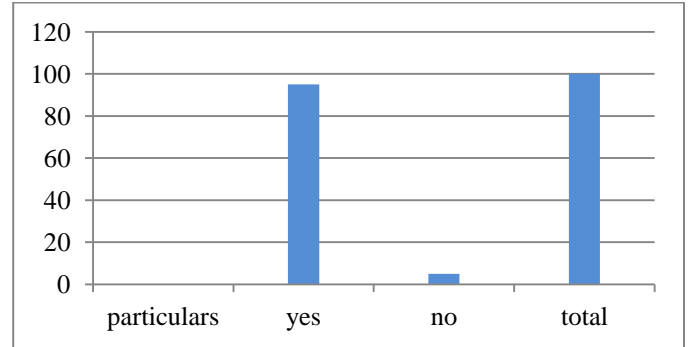
INTERPRETATION: 95% of employees are showing the behavioural changes after the appraisal and 5% of employees are not showing the behavioural changes after the appraisal.

Table 4: Satisfied with the current performance appraisal system

Particulars	No. of respondents	% of respondents
Satisfied	100	100
Dissatisfied	0	0
Total	100	100
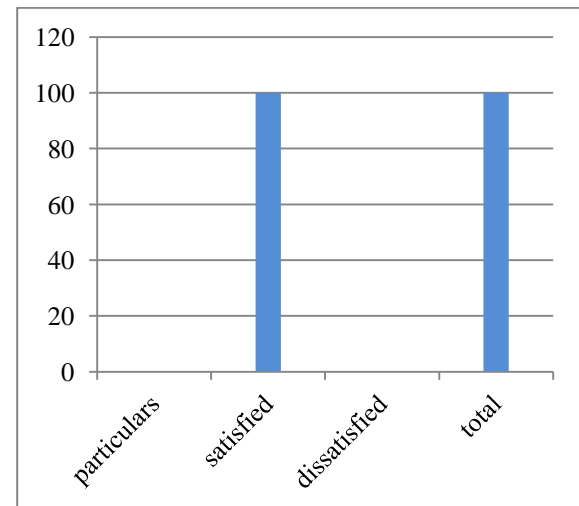
INTERPRETATION: 100% of the employees are satisfied with current appraisal system.

VII. **STATISTICAL ANALYSIS:**
HYPOTHESIS:

- H0: There is no significant relationship between the effectiveness of appraisal & development programme and satisfaction of present appraisal system done by organization
- H1: There is a significant relationship between the effectiveness of appraisal & development programme and satisfaction of present appraisal

Calculation

Correction Factor (C.F) $= T^2/N$

$\quad = 100^2/25$

$\quad = 10,000/25$

$\quad = 400$

Sum of square of Total Variance: (SST)

$\quad$ = sum of squares of all items- C.F

$\quad = [10^2+15^2+10^2+20^2+15^2+5^2+5^2+5^2+5^2+5^2+5^2]$ – 400

$\quad = 1200 – 400$

$\quad = 800$

Sum of square between rows (SSR)

$\quad = [(25^2/5) + (50^2/5) + (10^2/5) + (5^2/5) + (10^2/5) – 400$

$\quad = 670 – 400$

$\quad = 270$

Sum of squares between columns (SSC)

$\quad = [(25^2/5) + (30^2/5) + (15^2/5) + (10^2/5) + (25^2/5)]$

Effectiveness	SATISFACTION OF APPRAISAL DONE BY ORGANIZATION					
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Highly effective	-	-	-	10	15	25
Effective	10	20	15	-	5	50
Neutral	5	5	-	-	-	10
Ineffective	-	5	-	-	-	5
Highly Ineffective	5	-	-	-	5	10
Total	20	30	15	10	25	100

$\quad = 475 – 400$

$\quad = 75$

Error sum of squares = SST-(SSR+SSC)

$\quad = 800 - (270+75)$

$\quad = 455$

ANNOVA TABLE

SOURCE OF VARIANCE	SUM OF SQUARES	DEGREE OF FREEDOM	VARIANCE	F
Between rows	270	5-1 = 4	270/4 = 67.5	67.5/28.4375 = 2.3736
Between columns	75	5-1 = 4	75/4 = 18.75	18.75/28.475 = 0.6593
Residual	455	4*4 = 16	455/16 = 28.4375	

Calculated value:

F1 = 2.736

F2 = 0.6593

Table Value: Critical value: The table value of ANOVA at 5% and the degree of freedom is (4, 16) = 3.01

INTERPRETATION:

The table value of F1 at 0.05 level of significance is 3.01. Calculated value is 2.3736. Therefore the calculated value is less than the table value we accept H0 and reject H1

The table value of F2 at 0.05 level of significance is 3.01. Calculated value is 0.6593. Therefore the calculated value is less than the table value we accept H0 and reject H1

VIII. FINDINGS:

1. The area where employees are facing problems are taken care by the training department
2. Promotion of employees is one of the main criteria among both management and employees

IX. SUGGESTIONS:

Awareness level of employees during the performance appraisal should be increase

Providing a good communication between management and staff so that the future goals of the organization can be easily achieved

Providing appraisal rewards regularly improves the employee's performance

X. CONCLUSION:

Employees are satisfied with the present performance appraisal system. The present appraisal technique is prevailing fair in the organization. For effective results some more modern future oriented appraisal technique s should be implemented.

REFERENCES:
1. A.S. KOHLI & T. DEB '**Performance Management'**
2. Herman Aguinis, ' **Performance Management'** Pearson, 2012
3. Prem Chadha ' **Performance Management'** Macmillan, 2012

A STUDY ON PERFORMANCE OF MUTUAL FUNDS

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ABSTRACT

The research article titled as performance of mutual funds at kotakmahindra bank. The open-end fund Industry may be a one among the rapidly growing industries within the stock market market where it attracts investors with the diversified nature. the most purpose of study is evaluate the performance of mutual funds and facilitate by the retail investors in deciding . Data collected by the NSE, Money control, Kotak mahindra and value research on online data sources. the most tools employed by this project is beta, variance , correlation and variance. the info was collected from feb 1,20202 to March 1 2020 Day wise net asset values of selected mutual funds schemes are collected to calculate the return and return of these schemes and to match with same benchmark index. during this study, NSE sensex is taken into account because the benchmark return. The research revealed the all schemes are outperformed the benchmark index when the scheme returns are compared with the sensex returns. It indicates that the performance of fund schemes is way better than the market risk.

Keywords: Net Asset Values, Mutual Funds, Market Returns, Market Risk, Fund Performance, Risk Investment.

1.INTRODUCTION

A open-end fund may be a security that pools the saving of variety of investors who share a standard financial goal. the cash thus collected is then invested during a capital market instrument like shares, debentures and therefore the other securities.

A open-end fund may be a clean intermediary which performs a basic purpose of shopping for and selling securities on behalf of its unit-holders, which latter can also perform but not easily, conveniently, economically, and profitably. The investors within the open-end fund are given the share in its total funds which is proportionate to their investments, and which is evidenced by the unit certificates. one among the main features of the operations of this type of organization of quite organization to holds. Unlike other financial institutions, whose liabilities and assets differ sharply in their nature, unit investment trust issues claims (units)which have, like its assets (equity stock), claim on a proportionate a part of the portfolio.

Thus open-end fund is that the best suited investment for the overall man because it offers a chance to take a position during a diversified, professionally managed basket of securities at a comparatively low cost.

Investments in securities are spread across a good cross-section of industries and sectors and thus is that the reduced. Diversification decreases the danger because all stock might not move within the same direction within the same proportion at an equivalent time. open-end fund issue units to the investors in accordance with quantum of cash invested by them.

Mutual funds are one among the investment alternatives playing a big role in investment techniques due to its diversification nature and minimum earnings. There are many investment alternatives like bank deposits, insurance, shares, debentures, bonds, commodities, land and far more but mutual funds are one among the sources of investment, gaining rapid increase when matched to the opposite sources of investment alternatives.

This study evaluates the performance of the mutual funds by risk and returns and associating an equivalent with NSE-SENSEX. This study examines the 4 open-ended, growth-oriented

equity fund schemes in India. Open-ended funds are that funds don't have any fixed maturity period. they provide the new unit of funds purchasable and prepared to shop for at any period.

2.REVIEW OF LITERATURE

Dr. K. Veeraiah and Dr. A. KishoreKumar (Jan 2014), conducted an enquiry on Comparative Performance Analysis of Select Indian mutual fund Schemes. This study analyzes of the performance of Indian owned mutual funds and compares their performance.

B. Raja behavior and Dr. B. Ramachandra Reddy (Oct 2012), assessment and act of first-class Mutual means Operated By concealed Sector Banks.

Dr.S. Vasantha, Uma Maheswari and K.Subashini, (Sep 2013), Evaluating the execution of a little chosen initiate ruined fair play diversified open-end sponsor in Indian open-end savings account Industry

Dr. B. Saritha, (Feb 2012) has studied open-end fund Investment Decisions by Using Fama Decomposition Models**.**

Dr.S.M.Tariq Zafar, Dr.D.S.Chaubey and Syed Imran Nawab Ali, (Feb 2012), have done An Empirical Study on Indian Mutual Funds Equity Diversified Growth Schemes and Their Performance Evaluation.

3.OBJECTIVES OF THE STUDY

This paper consists of the next objectives:

To analyses the danger and return of the chosen fund schemes and compare the same with NSE-SENSEX.

Examine the scheme on the by performance compared with the market index whether or not they're outperforming or underperforming the benchmark.

To evaluate the performance of selected fund schemes by using several performance evaluation techniques.

4.RESEARCH METHODOLOGY

Any research methodology is consists of primary information and secondary data. Primary data is that the info collected directly by knowing the facts. Primary data wasn't taken within the research. Whereas secondary information is that the choice source from the third parties. This study is taken on the secondary information where it includes the analysis of 10 growth-oriented mutual fund schemes. The knowledge was collected from www.mutualfundindia.com and www.moneycontrol.com, and thus the info regarding NSE-SENSEX was collected from www.nseindia.com.

Primary Data

The information which we collects directly from the company and moulds it in useful information is known as primary data.

Secondary Data

This study is based on secondary data only. The knowledge which is collected from journals, books, and websites is known as secondary data.

5.HYPOTHESIS

H0 - there's no relationship between the performance of the mutual funds and market index.

H1 - there's an relationship between the performance of the mutual funds and market index.

6.SAMPLE DATA

This study is mainly focused on the following samples.

Kotak Gold Fund – Growth

SBI Magnum Midcap Fund

Sundaram Select Focus Fund

Mirae Asset Emerging Bluechip Fund

Axis Small Cap Fund Direct Plan

LIC Mf Equity Hybrid Fund

Nippon India Income Fund Direct Plan

Invesco India Treasury Advantage Fund

BOI AXA Liquid Fund

ICICI Prudential Bluechip Fund

7.STAISTICAL TOOLS USED

Return

Correlation

Risk

Beta

8.RESULTS AND ANALYSIS

Returns, beta, risk and correlation of selected schemes:

Below tables represents the results of the return, risk and beta of determination of selected schemes. The same is compared with the benchmark index (NSE-Index) .

TABLE-1 SUMMARY OF RETURN, RISK, AND BETA OF SELECTEDSCHEMES

INTERPRETATION:

SCHEME RETURNS

From table 1, it is clear that 10 schemes

SCHEMES	CORRELATION
Kotak Gold Fund	-0.03723303
LIC Mf Equity Hybrid Fund	0.274320115
SBI Magnum Midcap Fund	0.156511941
Sundaram Select Focus Fund	0.096703728
Mirae Asset Emerging Bluechip Fund	0.021312508
Axis Small Cap Fund Direct Plan (G)	0.162938417
Nippon India Income Fund Direct Plan (G)	0.138358
Invesco India Treasury Advantage Fund (G)	-0.370652
BOI Axa Liquid Fund	0.247182
ICICI Prudential Bluechip Fund	0.310098602
Average	0.058488431

performed the market returns. In this analysis, the average market returns are 0.039. The minimum returns are from Mirae asset Emerging Bluechip Fund and highest returns are from Nippon India Income Fund with 0.016055605. All the schemes are performing well when they are compared with the market returns with an average return of 0.000605496.

RISK

From table 1, it is clear that 10 schemes performed the market returns. Sundaram Select Focus Fund is having more risk with 0.34392317 and BOI Axa Liquid Fund ishaving less risk 0.000183036. The average market risk with selected schemes is ICICI Prudential Bluechip Fund with 0.011684632.

BETA

When it comes to beta it is noticed that 10 schemes having beta value is 0. Hence, these funds having less risk category. Kotak Gold Fund having -0.047872023 and Invesco India Treasury Advantage Fund (G) having -0.15752. Thus 10 projects having beta values less than 1 it means these 10 schemes are performing better in managing the systematic risk.

TABLE -2 SUMMARY OF CORRELATION INTERPRETATION

From table 2, it is clear that total 10 schemes are outperformed that market correlation kotak Gold Fund is having more related with the market index -0.03723303 and Nippon India Income Fund Direct Plan (G) having -0.370652.

9.FINDINGS:

From this analysis, it's clear that total 10 schemes are performed the benchmark returns. It shows the success of mutual funds. The very best returns from Nippon India Income Fund Direct plan scheme and therefore the less returns are Mirae Asset Emerging Blue chip fund Direct plan.

When it involves risk, ICICI Prudential Blue chip fund scheme has high risk and Invesco India Treasury Advantage Fund has less risk.

In the beta calculation, it's observed that 10 funds having beta value is a smaller amount which suggests these 10 schemes are performing well in managing the systematic risk. Later these funds are having less risk.

10.SUGGESTIONS

Beta value for all the ten schemes are but one. So, they have to continue the beta value. Correlation values for 8 schemes are zero and a couple of schemes are but zero. So, invest within the schemes which are having zero. they need less risk.

11.CONCLUSION

From this study, we will assume that some evaluation may have higher returns and a few with higher risk. regardless of the combination, investors always search for the mixture of maximum revenues and minimum risk. Alongside this, it's to look at the correlation of these schemes. Based abreastof the correlation H1 is accepted.From my study I even have concluded that the danger related to the chosen open-endfund schemes is lesser with minimum returns. Hence the beta value is additionally minimum and therefore the levels of systematic risk is minimum to all or any the chosen open-end fund schemes.

Hence I conclude that investors can invest in any of the chosen mutual funds to urge returns and obtain benefited.

SCHEMES	SCHEME RETURN	SCHEME RISK	BETA
Kotak Gold Fund	0.002715555	0.013236651	-0.047872023
LIC Mf Equity Hybrid Fund	-0.001425436	0.007583843	0.202079519
SBI Magnum Midcap Fund	-0.002012608	0.008181959	0.124388458
Sundaram Select Focus Fund	-0.002000473	0.34392317	0.34392317
Mirae Asset Emerging Bluechip Fund	-0.005522446	0.010584001	0.021910875
Axis Small Cap Fund Direct Plan (G)	0.000173958	0.000879344	0.136427279
Nippon India Income Fund Direct Plan (G)	0.016055605	0.001705252	0.022992223
Invesco India Treasury Advantage Fund (G)	0.000247439	0.000362166	-0.15752
BOI Axa Liquid Fund	0.000183036	0.000125883	0.0030322
ICICI Prudential Bluechip Fund	-0.002359672	0.011684632	0.351957443
Average	0.000605496	0.03982669	0.100130894
NSE SENSEX INDEX(Benchmark)	0.03968797	0.06982669	1

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A STUDY ON EMPLOYEE WELFARE
AT
K.P.R.Pvt.ltd

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Abstract: Human Resourse must recruit talent for all areas of the operation in a cost-effective and timely manner. Employee welfare is the most important machinery in any organizations to get the productive result from the workers. The main objective of the study is to analysis and interpreting the statutory and non statutory methods of employee welfare measures in the K.P.R.Pvt.ltd. The research tools used in this project is correlation. The Sample size taken is 100 among 260 employee with a ratio of 1:1.26. labour welfare raises the company's expenses but if it is done correctly, it has huge benefits for both employer and employee.

Main Terms: Welfare measures, Employee Satisfaction, Statutory methods, Non statutory methods.

I.   INTRODUCTION

Employee welfare defines as "efforts to make life worth living for workmen". These efforts have their origin either in some statute formed by the state or in some local custom or in collective agreement or in the employer's own initiative.

➢ To combat trade unionism and socialist ideas.
➢ To build up stable labour force, to reduce labour turnover and absenteeism.
➢ To develop efficiency and productivity among workers.

➢ To make recruitment more effective (because these benefits add to job appeal).

II.   OBJECTIVES OF THE STYDY

➢ To study the safety and welfare measures of the employee.
➢ To adopt suitable measures for the improvement of employee performance.
➢ To find the level of satisfaction of employee about the facilities given by the company.

III.   RESEARCH METHODOLOGY

Definition

The Advanced Learner"s Dictionary of current English lays down the meaning of Research as, "A careful investigation or enquiry specially through search for new facts in any branch of knowledge."

Research Methodology

Research methods may be understood as al l those methods/techniques that are used for conduction of research. Research methodology is a way to systematically solve the research problem.

Sources of data

Primary data

Data collected from questionnaire.
Informal interviews conducted with employees.

Secondary data

Secondary data are those data have been already collected someone else and which have been

approved. Secondary data were collected from company journals, website.

Sampling method

The samples were selected by convenient sampling method. This is the method where the items that are most conveniently available are selected as part of the sample

Sample size: 100

IV.   REVIEW OF LITERATURE

The ILO (International Labour Organization) defined, "welfare as a term which is understood to include such services and amenities as may be established in or the vicinity of undertaking to perform their work in healthy, congenial surrounding and to provide them with amenities conductive to good health and high morale". According to Arthur james Todd, "welfare as anything done for the comfort or improvement and social of the employees over and above the wages paid, which is not a necessity of the industry".

V.   ANALYSIS OF STUDY

DATA   ANALYSIS   AND INTERPRETATION
Table No:5.1
Age Group

S.No	Age group	Number of respondants	% of respondants
1	Below 25	28	46.7
2	26-30	20	33.3
3	31-35	10	16.7
4	35 above	2	3.3
	total	60	100

Chart 5.1
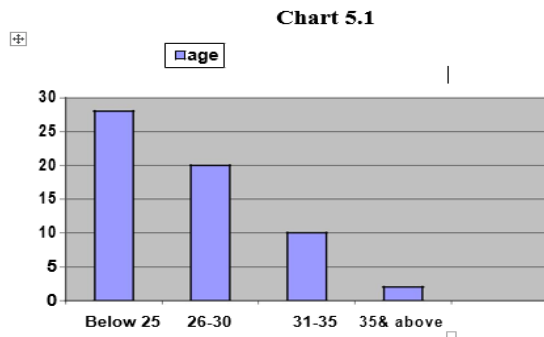
INTERPRETATION:

In industrial sector workers are working in different age group starting from Below 25 to 35& above years. So, the age factor of workers determine their involvement, concentration and performance. The above table points out that, most of the respondents 46.7% are in the age group of Below 25, 33. 3% of respondent are in

S.NO	Sex	Number of Respondants	% of Respondants
1	Male	58	96.7
2	Female	2	3.3
	Total	**60**	**100**

the age of 26-30 ; 16.7% of respondent are in the age of 31-35; 3.3% of respondent are in the age of 35% above.

Table No: 5.2   Respondents Sex
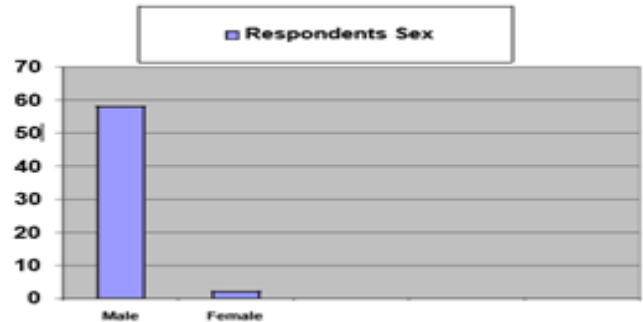
INTERPRETATION:

Most of the respondents (96.7%) are in sex group of male.(3.3%) of respondents are in sex

S.No	Qualifications	Number of Respondents	% of Respondants
1	H.S.C	5	8.3
2	Diploma	26	43.3
3	I.T.I	25	41.7
4	U.G	3	5
5	P.G	1	1.7
	TOTAL	60	100

group of female.
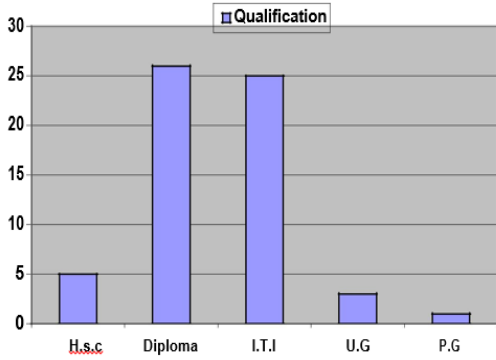
Interpretation:

The above table shows that, most of the respondents (1.7%) have studied P.G,(5%)of the respondents have studied U.G.(.41.7%)of the respondents have studied ITI (43..%) of the respondents have studied diploma and (8.3%) of the respondents have studied in H.s

Table 5.4

Level   of Motivation given to employee

S.NO	Level of Motivation	No.of Respondents	% of Respondents
1	Very high	34	56.7
2	High	19	31.7
3	Moderate	7	11.6
4	Low	0	0
5	Very Low	0	0
	Total	60	100
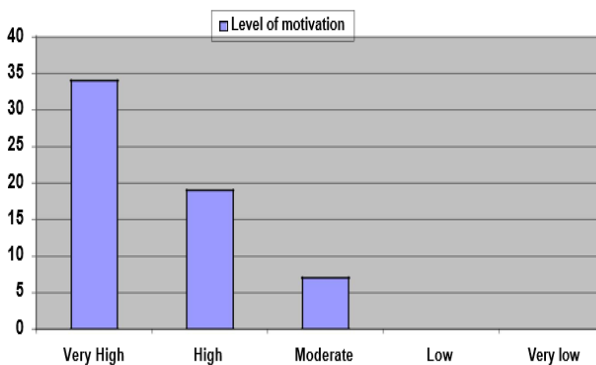
Inference:

From the table it infers that 56.7%of respondent are Very high motivated and 31.7% of respondent are high motivated.11.6% of respondent are moderate.

Table 5.2.1

WEIGHTED AVERAGE FOR RANK THE WELFARE FACILITIES PROVIDED IN THE ORGANIZATION

NO	FACILITY	No. of respondents
1	Safety measures	16
2	Medical facility	13
3	Uniform facility	12
4	Education facility	5
5	Rest room	6
6	Drinking water	8

Formula:

$X \qquad = WX/W$

W = number of respondents

X = rating given by the respondent

Table   5.2.2

RANK	WEIGHT	X1	WX1	RANK
1	6	16	96	1
2	5	13	65	2
3	4	12	48	3
4	3	5	30	4
5	2	6	12	5
6	1	8	8	6
TOTAL		60	259	4.31667

X = 256/60

=4.31667
Inference:

From the above table most of the respondents are satisfied with welfare facilities given by organization

Table 5.2.3
WEIGHTED AVERAGE FOR RANK THE WELFARE FACILITIES PROVIDED IN THE ORGANIZATION INFRA STRUCTURAL FACILITY

	H.S	S	Neutral	D.S	H.D	Total
Rest room	12	22	16	7	3	60
Ventilation	16	20	15	5	4	60
Lighting	13	24	12	8	3	60
Toilets	10	24	12	8	6	60
Working environment	10	30	13	5	2	60

Interpretation:

Weighted average for rank the Infra structural facilities provided in the organization.

Formula:

W1x1

X = _____

W

Where:

W-   Total No. respondents

W1- NO of respondents

X1- rating given by the respondents

X	W	X1	WX1	X2	WX2	X3	WX3	X4	WX4	X5	WX5
1	5	12	60	16	80	13	65	10	50	10	50
2	4	22	88	20	80	24	96	24	96	30	120
3	3	16	48	15	45	12	36	12	36	13	39
4	2	7	14	5	10	8	16	8	16	5	10
5	1	3	3	4	4	6	6	6	6	2	2
Total		60	213	60	219	60	219	60	204	60	221
W		3.55		3.65		3.65		3.4		3.68	
RANK		IV		II		II		V		I	

Inference:

From the above table most of the respondents are satisfied Infra structural facility in working environment.

ANALYSIS OF EXPERIENCE OF THE EMPLOYEE'S & DO YOU NEED A SORT OF WORKER

USING CHI-SQUARE TEST

HO: There is no significant difference between Experiences for the Employee's & need a sort of worker

H1: There is significant difference between Experiences for the Employee's & need a sort of worker

Table 5.2.4
OBSERVED FREQUENCY:

		Do you Need a sort of worker		Total
		Temporary	Permanent	
Experience	Below 1yrs	6.2	5.8	12
	1-3 yrs	4.65	4.35	9
	3-6 yrs	4.03	3.77	7.8
	Above 6yrs	3.72	3.48	7.2
Total		18.6	17.4	36

CHI-SQUARE TEST

		Do you Need a sort of worker		Total
		Temporary	Permanent	
Experience	Below 1yrs	16	4	20
	1-3 yrs	8	7	15
	3-6 yrs	5	8	13
	Above 6yrs	2	10	12
Total		31	29	60

FORMULA:

$$\Sigma = (0-E)^2 /E$$

O – Observed value

E – Expected value

O	E	(0-E)2	(0-E)2/E
16	6.2	96.04	15.49
4	5.8	3.24	0.56
8	4.65	11.22	2.41
7	4.35	7.02	1.61
5	4.03	0.94	0.23
8	3.77	17.89	4.75
2	3.72	2.96	0.80
10	3.48	42.51	12.22
TOTAL			38.07

Calculated value: 38.07

Degree of freedom = (C-1) (R-1)

$$= (2-1)(4-1)$$

$$= 1 \times 3$$

$$= 3$$

Table value: 7.815

Ho accepted:

Since calculated value 38.07 for degree of freedom at 5 % level of significant is greater than the table value 7.815 there fore the hypothesis is not accepted.

VI. CONCLUSION:

Employers are more than willing to understand the employee's requirement and design their welfare packages and employee benefits programmers accordingly. The time for them to understand the changes in employee needs and bridge the gap. Employers should understand what employees want and compensate them accordingly.

- What employee want :
- Proper environment
- Transport facilities
- Canteen facilities.
- Preventive guidance chart.

Thus the focus of welfare polity should be on these factors. If the organizations want to achieve the aim of attracting and retaining suitable talent from the labour market.

VII. FINDINGS

- 46.7% of the respondents are belonging to the age group of 35 & above.
- 96.7% of the respondents are male.
- 43.3% of the respondents are studied Diploma.
- 41.7% of the respondents are having above 1-3 years of experience.
- most of the respondents are having 5000 and above of monthly salary.
- In weighted average method most of the employees are satisfied with the rewards given by the company

VIII. SUGGESTIONS

The employee's felt that the transport facility is inadequate. The company can arrange additional transport facility so that the employee's will be able to come to the company without much strain.

The manager can adopt various motivation technique to motivate the employee's working in night shift.

The company have to increase welfare measures to the employees.

IX. HYPOTHESIS

Ho: Employee welfare facilities do not have significant impact on employee satisfaction.

Ha: Employee welfare facility has significant impact on employee satisfaction.

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A STUDY ON COMPARATIVE ANALYSIS OF MUTUAL FUND SCHMES

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ABSTRACT

The mutual fund industry is one of the fast growing industries in the stock exchange market. This industry attracts the investors with its diversification nature. In this study 10 open-ended, growth oriented funds are considered for the study. The data was collected for the period of March 2015 to December 2019(five years) where quarterly net asset values of the selected funds are collected to calculate the risk and return of those schemes and to compare the same with the benchmark index. In this study, BSE-Sensex is considered as the benchmark index. The study revealed that 7 out of 10 schemes are outperformed the benchmark Sensex when the scheme returns are compared with the Sensex returns. It indicates that the performance of the fund schemes is far better than the market returns. When it comes to risk all the schemes are underperformed than the market risk. It means the market had a lower risk when compared to all the selected schemes in the study.

Keywords: Mutual Funds, Comparative Analysis, Market Returns, Portfolio Risk, Market Risk.

INTRODUCTION

In recent decades, investment alternatives are gaining more significance when compared to the old methods of investing the income. As we know, investment is all about to earn income over the income. We are having a plenty of investment alternatives such as deposits, shares, debentures, insurance, bonds, commodities, gold and other precious ornaments, real estate and many more but mutual funds are one of the sources of investment alternatives.

Mutual funds are the group of equities attracting the investors to invest in the fund where the investment is diversified among all the units of equity shares in mutual fund. They hire a fund manager and appoint a trustee to supervise the fund manager. Mutual funds are the best alternative because of its less risk and best alternative for long term investment with moderate returns. Mutual fund industry was set up with the existence of unit trust of India in 1963.

A study on mutual funds came into existence because of the advantages of mutual funds attracting many investors daily. The investors need to analyse the risk and return factors involved in mutual funds before investing in it. The study of mutual funds helps the investors to understand the concept of mutual funds and analyse the mutual fund schemes

NEED FOR THE STUDY

1. Mutual funds are one of the best investment alternatives with less risks and returns, it is important to analyse the mutual fund schemes for the better knowledge of fund management and improve the returns from the mutual funds. It is possible only when you completely analyse the mutual fund schemes, having knowledge regarding the risk and the return involved in the mutual funds along with the best ways to invest in the funds to gain more returns in less time.

2. The study focusses on the conceptual knowledge regarding the mutual funds, risk and return involved in the funds and performance evaluation techniques to analyse the mutual funds.

OBJECTIVES OF THE STUDY

1. The important objective of this study is to understand the subjective concept of mutual funds.

2. Analyse the performance of selected mutual fund schemes on the basis of

risk and return and compare with benchmark index.

3. To compare the mutual fund Indices with benchmark index.
4. To evaluate the performance of the selected mutual fund schemes by using several technique of performance evaluation.

SCOPE OF THE STUDY

1. The scope of the study is limited to only equity funds. Four categories of equity funds are selected from which 10 mutual fund schemes are randomly selected for the analysis. The time limit for this analysis is limited to 45 days.

RESEARCH METHODOLOGY

Research methodology consists of primary and secondary data. Primary data is a data collected directly by knowing the facts. Secondary data is the alternative source collected from the third parties.

Primary data: In this study no primary data is used

Secondary data: Most of the data is gathered through Share khan limited and other necessary data is collected from moneycontrol.com and bseindia.com

HYPOTHESIS

H0 - there is no relationship between performance of the mutual funds and performance of the market.

H1- there is a relationship between performance of the mutual funds and performance of the market.

STATISTICAL TOOLS

In this study, the following statistical tools are used to analyse the performance of the mutual funds:

- Average return
- Standard deviation
- Beta
- Correlation

1.1 SAMPLING

This study is mainly focused on the following samples:

1. Axis mid cap fund
2. Sundaram mid cap
3. Franklin india mid cap
4. Inveskoindia multi cap
5. Sbi magnum multi cap
6. Adityabirla sun life equity fund multy cap
7. Adityabirla sun life small cap
8. Kotak small cap fund growth

9. Hdfc equity capital large fund
10. Indianbullsbluechip fund large cap

LIMITATIONS OF THE STUDY

1. The main limitation of this study is time where due to the short span of time it is highly impossible to evaluate the performance of whole industry.
2. The study is limited to only equity funds.
3. Most of the data used in this study is secondary data where it may or may not be accurate.
4. The study is limited to only four categories of equity funds and 10 mutual fund schemes.

RESULT AND ANALYSIS

TABLE 1 SUMMARY OF RETURN, RISK AND BETA OF SELECTED SCHEMS

COMPANIES	RETURN	STANDARD DEVATION	BETA
Axis mid cap fund	0.027816	0.057	0.64
Sundaram mid cap	0.020914	0.07034	0.98
Franklin india mid cap	0.0211	0.06218	0.81
Inveskoindia multi cap	0.01847	0.07265	1.15
Sbi magnum multi cap	0.02571	0.05292	0.84
Adityabirla sun life equity fund multy cap	0.02601	0.06283	0.94
Adityabirla sun life small cap	0.0914	0.10087	1.31
Kotak small cap fund growth	0.02269	0.07316	1.01
Hdfc equity capital large fund	0.02226	0.07208	1.29
Indianbullsbluechip fund large cap	0.0278	0.06612	0.8
Average	**0.025577**	**0.0689367**	**0.977**
BSE-Sensex index(Benchmark)	**0.02178**	**0.0474**	**1**

INTERPRETAION:

From the table 1, it is clear that 7 out of 10 schemes are outperformed the market returns. In this analysis, the average market return is 0.02178. The minimum returns are from the Invesco India multi cap (0.01847) and the highest return from Aditya Birla sun Life equity fund multy cap (0.0914).

When it comes to the risk Aditya Birla sun life small cap is having more risk with 0.10087 and SBI Magnum multi cap fund is having less risk with 0.05292. The market risk is 0.0474. All the schemes are underperformed the market risk with an average scheme risk of 0.06893 where the risk factor is comparatively more.

In the context of beta, it is observed that 4 out of 10 funds having the beta value greater than 1 and 6 schemes are having less than 1. Thus, 4 schemes are having beta values more than one and 6 with less than one that means 6 schemes are performing well in managing the systematic risk.

TABLE 2

COMPANIES	COREELATION
Axis mid cap fund	0.535
Sundaram mid cap	0.661
Franklin india mid cap	0.614
Inveskoindia multi cap	0.751
Sbi magnum multi cap	0.750
Adityabirla sun life equity fund multy cap	0.712
Adityabirla sun life small cap	0.614
Kotak small cap fund growth	0.654
Hdfc equity capital large fund	0.850
Indianbullsbluechip fund large cap	0.573
Average	**0.671**

INTERPRETAION:
From the table 2, Correlation of the HDFC equity capital large fund is more related with the market index with 0.850 followed by Invesco India multi cap with 0.751 and SBI magnum multi fund with 0.750. Axis mid cap fund is less related with the correlation value of the 0.535

FINDINGS

1. It is observed that the average returns 7 out of 10 schemes are outperformed thebenchmarkindex.
2. It is also observed that the standard deviation all the schemes are underperformed when compared to the rate of return.
3. Beta value for the 6 schemes is less than one. So, we can say they are less volatile than the market index and remaining 4 are highly volatile in the market.
4. Schemes are having higher coefficient of determination which indicates its performance on diversification.

SUGGESTIONS

1. When it comes to the standard deviations all the schemes are underperformed when compared to the rate of return. They need to control the risk factor.
2. Beta value for the 4 schemes is more than one. So, we can say that they are highly volatile than the market index and they need to decrease the beta value.
3. Schemes are underperforming than the market benchmark return; they need to be performed well.

CONCLUSION
From this study, we can conclude that some schemes may have higher returns and some with higher risk. Whatever the combination, investor's always look for the combination of maximum returns and minimum risk. Along with this, it is important to examine the fund diversification in the schemes. It can be concluded that returns are not only the only factor to examine at the time of investment where an investor needs to analyze all the factors affecting the fund's performance for the better results.

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A STUDY ON INDICATORS OF INDIAN ECONOMY

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ABSTRACT

India today is a changed economy and one of the super economic power in the world.After liberalization, privatization and globalization policy in 1991, the growth of Indian economy is quite strong, healthy, significant and remarkable.After the formation of Monetary policy committee, the inflation in India is under total control. Similarly, the Fiscal Deficit is now in the range and healthy. The implementation of the Goods and Services Tax, recapitalization plan for the public-sector banks, the Insolvency and Bankruptcy Code (IBC), liberalization of the foreign direct investment norms and the provisions of RERA are notable structural reforms of a new India. The jump of ranking in Ease of doing business is appreciable and encouraging. This paper analyses the Indian economy with the help of some leading and lagging indicators. The indicators that have been selected are GDP, Savings, Inflation, Interest Rates, Balance of Trade, Yield of Crops, NPA and Foreign Investment Inflows. The data range from 2010-11 to 2018-19. We find that the GDP, Per capita GDP is increasing from year to year. The inflation is also within control after the formation of MPC.Some of the major challenges are Financial Inclusion, Liquidity Crisis in NBFCs and NPA, export growth rates and the fiscal deficit.

Keywords: Indian Economy, Economic Indicators, GDP, Inflation, Interest Rates, Balance of Trade, GST, NPA.

INTRODUCTION

Indian economy can be broadly divided into three sectors namely Primary sector, Secondary sector and Tertiary sector. Primary Sector consists of agriculture, forestry, fishing, mining, etc. whereas, The Secondary Sector consists of manufacturing, electricity, gas, water supply .The tertiary sector consists of all services like Financial, real estate, hotels, transport, communication and other professional services .It is the largest contributor to the GDP of India. India is now the world's 5th largest economy by nominal Gross Domestic Product and the 3rd largest economy when GDP measured by Purchasing Power Parity. But the Per Capita income of India is not satisfactory and lags far from BRICS. However, its young population, Low dependency ratio, healthy savings and investment rates are some of the promising indicators for a vibrant economy tomorrow. Still, there remains numerous challenges for Indian economy. Some of the major challenges are Unemployment and Skill Development, Financial Inclusion, Liquidity Crisis in NBFCs and NPA, export growth rates and the fiscal deficit. In this paper, we have studied and analyzed some important indicators of Indian economy to better understand where the economy is heading. For various indicators, we have analyzed the data from 2010-11 to 2018-19 obtained mainly from reserve bank of India. We have not included the recent corona impact to draw any conclusion on economy.

SCOPE OF THE STUDY

The scope of the study is confined to some important indicators of Indian economy. The indicators are GDP, Savings, Inflation, Interest Rates, Balance of Trade, Yield of Crops, NPA and Foreign Investment Inflows. The data range from 2010-11 to 2018-19

OBJECTIVES OF THE STUDY

➢ To study the overall economic condition of India with the help of Indicators
➢ To understand and interpret the leading and lagging indicators
➢ To suggest policy makers and other stake holders regarding the core strength and weakness of our economy.

RESEARCH METHODOLOGY

For the purpose of the study required data has been collected from various sources of secondary data. The data collected are basically fromReserve Bank of India. We have plotted graphs to understand the fluctuation from year to year.

DATA ANALYSIS AND INTERPRETATION

Year	GDP at Market Prices (In	Per Capita GDP	GDP Growth Rate
2010-11	7634472	64372	8.50%
2011-12	8736329	71609	5.24%
2012-13	9944013	80518	5.46%
2013-14	11233522	89796	6.39%
2014-15	12467959	98405	7.41%
2015-16	13771874	107341	8.00%
2016-17	15391669	118489	8.17%
2017-18	17098304	130124	7.17%
2018-19	18971237	142963	6.81%

Table-1.1-Source-National Statistical Office
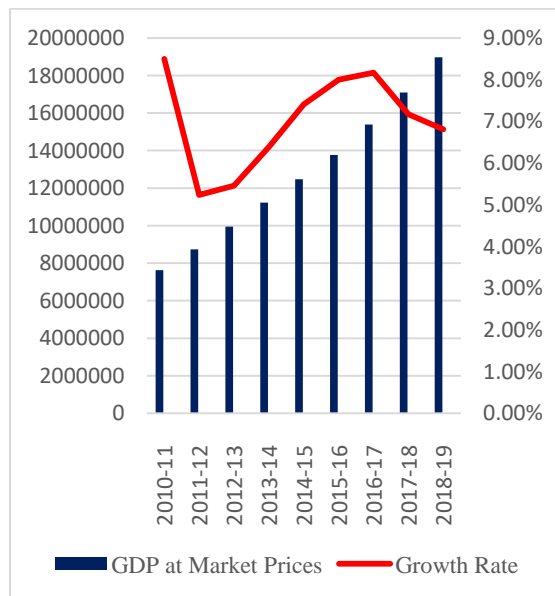
Figure-1.1-GDP and Growth rate

Interpretation

During the nine-year period, the GDP growth rate was highest in 2010-11 and was lowest in the following year. From 2012-13, GDP again consistently increased and reached its peak in 2016-17 which is 8.17 percentage, but since last 2 years GDP has been declining and It became 6.81 percentage in 2018-19. The growth rate is not encouraging as developing country like India should grow at around 9 to 10 percentage per annum. The major reason for the decline in GDP is due to demonetization and faulty implementation of GST.There is also a consistent growth in the per capita GDP, which is obtained by dividing GDP by the population in that year. The Compounded annual growth rate of per capita GDP from 2010-11 to 2018-19 is found to be 10.49 percentage.

Table showing Gross Savings and Net Savings from 2010-11 to 2018-19
Amount in Rs. Crore

Year	Gross Savings	Net Savings
2010-11	2817807	2021863
2011-12	3026837	2109662
2012-13	3369202	2308297
2013-14	3608193	2412218
2014-15	4019957	2677666
2015-16	4282259	2832562
2016-17	4825113	3233781
2017-18	5538393	3774446
2018-19	5712920	3733296

Table-1.2-Source-National Statistical Office
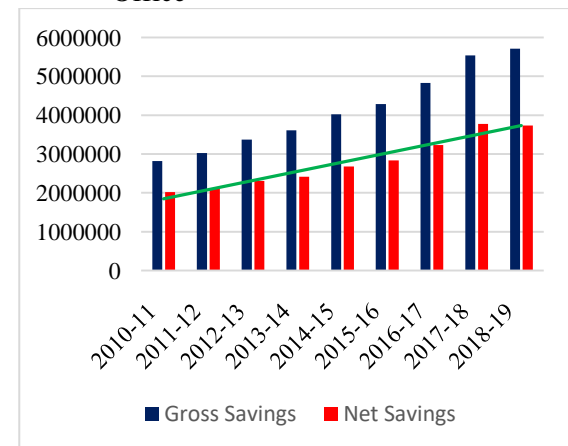
Figure-1.2-Gross Savings and Net Savings

Interpretation

Gross Domestic Saving that forms gross capital consists of household, private, corporate and public sector savings. Net saving is calculated after deducting consumption of fixed capital. Both the Gross Savings and net savings are consistently increasing during the study period. However, the compounded annual growth rate of gross earnings is 9.24 % and the compounded annual growth rate of net savings is 7.97 percentage.

Figure Showing Wholesale Price Index
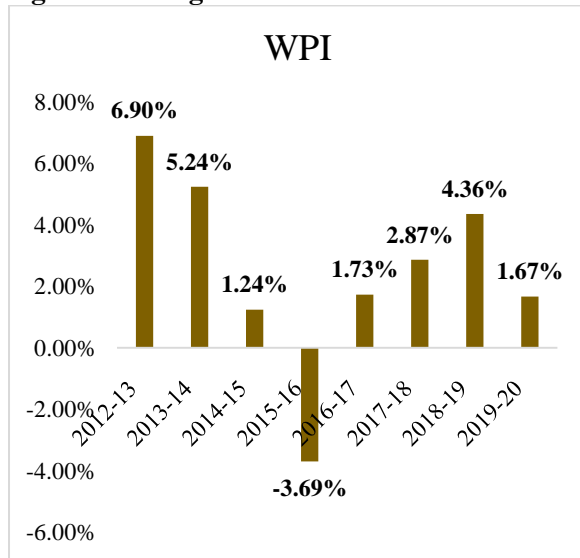
Figure-1.3-WPI

Interpretation

For the calculation of wholesale price index, the base year is taken as 2011-12 and the base value is 100. It was found that during 2012-13 and 2013-14, the wholesale price index was the highest. Gradually, it declined and became negative during 2015-16. Again, there is rise in wholesale price index and during 2018-19 it became 4.36 percentage. It started reducing and became1.67% in 2019-20.

Table Showing CPI of Rural and Urban Combined

Year	CPI
2012-13	9.31%
2013-14	10.91%
2014-15	6.35%
2015-16	5.87%
2016-17	4.94%
2017-18	2.49%
2018-19	4.86%

Table-1.3-Source- Reserve Bank of India
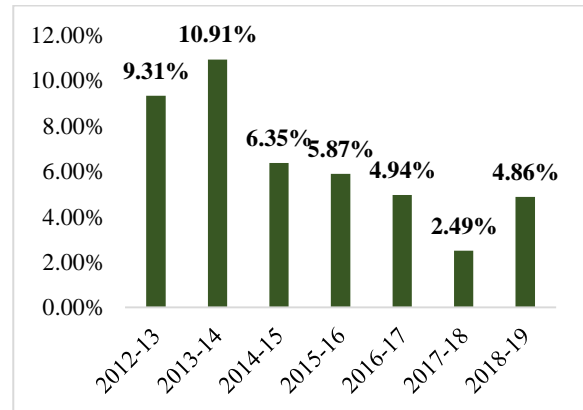
Figure-1.4-CPI of Rural and Urban Combined

Interpretation

The above table shows the CPI (combined) data released by CSO. For the calculation of consumer price index, the base year is taken as 2011-12 and the base value is 100, It was found that during 2012-13 and 2013-14, the CPI was the highest. Gradually, it declined and became the lowest during 2017-18. Again, there is a rise in the CPI and during 2018-19, it became 4.86 percentage.

Repo and Reverse Repo Rate
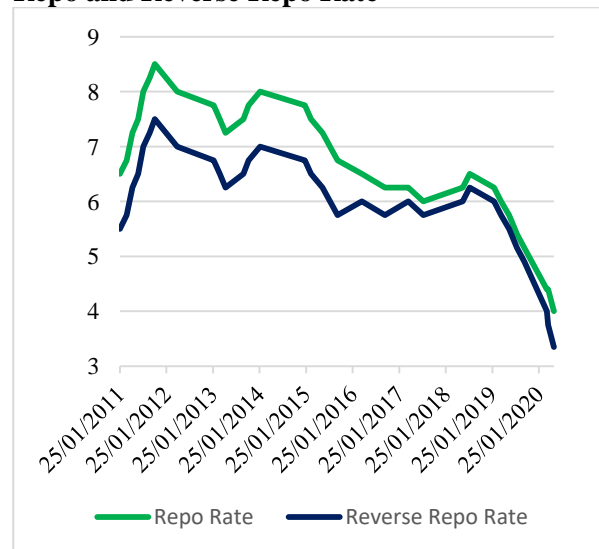
Figure-1.5-Repo and Reverse Repo Rate

Interpretation

Repo rate is the rate at which commercial banks borrow money by selling their securities andsimultaneously repurchasing the securities after a specified time at a specified price. Reverse repo is the rate at which Central bank borrows funds from the commercial banks. Both Repo and reverse repo rate are the instruments of RBI to control liquidity and inflation in the economy. When there is no inflationary pressure in the economy, RBI reduces the repo rate so that there will be

enough liquidity in the market and it will help the economy to grow. When there is high inflation increases the rates. From the above figure, we can find that both repo and reverse repo are steadily declining and it was reduced at a higher rate in 2020 to mitigate the impact of COVID-19.

Figure Showing Index of Industrial Production
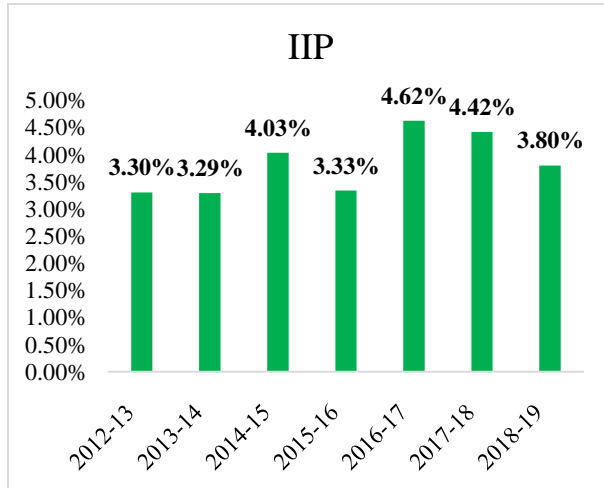
Figure-1.6- IIP-Source- CMIE Database

Interpretation

The Index of Industrial Production that tracks manufacturing activity in different sectors of an economy is compiled and published by the Central Statistical Organization. The current base year of IIP is 2011-12 with a base value of 100.The weights of mining is 14.373%, manufacturing 77.633% and electricity 7.994%. During 2012-13 to 2018-19, it was found that the average growth of IIP is 3.83%, the lowest is 3.33% in 2015-16 and highest is at 4.62% in 2016-17. From 2016-17, it is continuously declining which is not a good sign for the economy. It indicates that there can be no healthy growth in the economy in the long run.

Figure Showing Yield of Crops
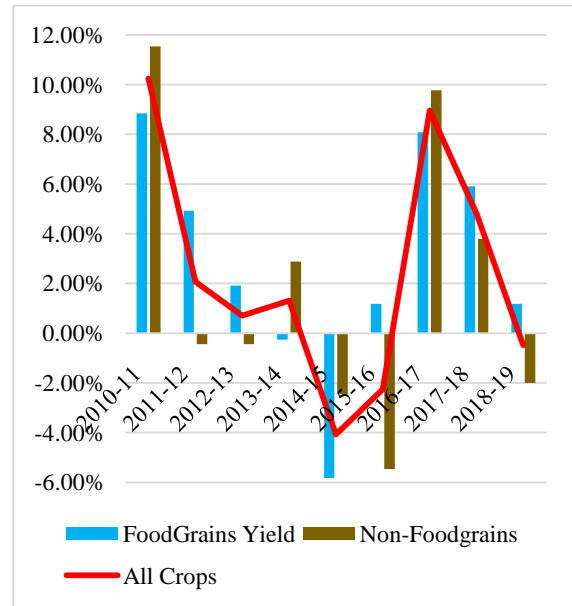
Figure-1.7- Source- Ministry of Agriculture & Farmers Welfare, Government of India.

Interpretation

The above table shows the data regarding the yield of Foodgrains, non-Foodgrains and yield of all crops during the period from 2010-11 to 2018-19. In all crops, the weights of Foodgrains is 50.66% and, non-Foodgrains is 49.34%. It is found that the yield of food grains, non-Foodgrains and yield of all crops was highest in 2010-11. However, it started declining and became negative in 2014-15. The yield of food grains was lowest in the year 2014-15 and yield of non-food grains was lowest in 2015-16. The yield of all crops which was the highest at 10.24% in 2010-11 started declining and became -4.07 % in the year 2014-15. Again, it started giving positive and recovered in 2016-17. But in 2018-19, the yield of all crops become negative due to negative non-Foodgrains yield and mild positive yield of food grains.

Figure Showing Gross and Net NPA
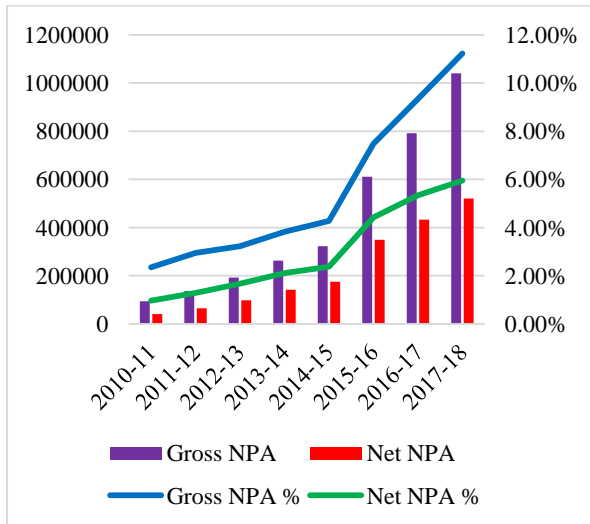
Figure-1.8- Gross NPA and Net NPA-Source-Reserve Bank of India

Interpretation

Both gross non performing asset and net performing asset are consistently increasing from 2010-11 to 2017-18. However, the growth rate of gross non-performing asset and net non-performing asset is highest in 2015-16 when compared to the previous year. The gross none performing asset as a percentage of gross advance is lowest at 2.35 percentage in 2010-11 but it increased and in 2017-18, the gross non performing asset as a percentage of gross advance is 11.2 percentage. The growth in net non-performing asset percentage is the highest in 2015-16. The net non-performing asset as a percentage of net advance was lowest in 2010-11 and it is continuously increasing to reach its highest in 2017-18. The growth rate of net non-performing asset as a percentage of the net advance almost doubled in 2015-16 from 2014-15. The growth in gross and net non-performing asset is not a good indicator for the banking sector as well as economy as a whole.

Table Showing Balance of Trade

Year	Exports	Imports	Trade balance
2010-11	1165665	1746135	-580470
2011-12	1482517	2394647	-912129
2012-13	1667690	2732146	-1064456
2013-14	1931074	2815918	-884845
2014-15	1934210	2820072	-885862
2015-16	1743289	2592820	-849531

2016-17	1878943	2633395	-754452
2017-18	1991436	3023163	-1031727
2018-19	2358211	3619072	-1260861

Table-1.4-Source- Reserve Bank of India
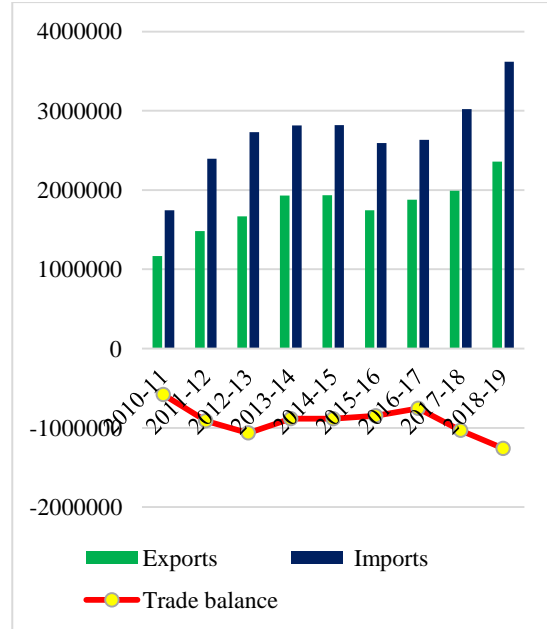
Figure-1.9- Balance of Trade

Interpretation

Exports and imports are continuously increasing from 2010-11 to 2018-19. The growth rate of Exports in 2011-12 is 27. 18 percentage which is the highest and in the same year, the growth rate of imports is 37.14 percentage which is the highest among the nine years. The compounded annual growth rate of exports is 9.1 % and imports 9.5 %. Every year, there is deficit trade balance and this deficit is increasing year by year. Among these 9 years, in 2018-19 the deficit is highest.

Figure Showing Foreign Investment Inflows In Rs Crore
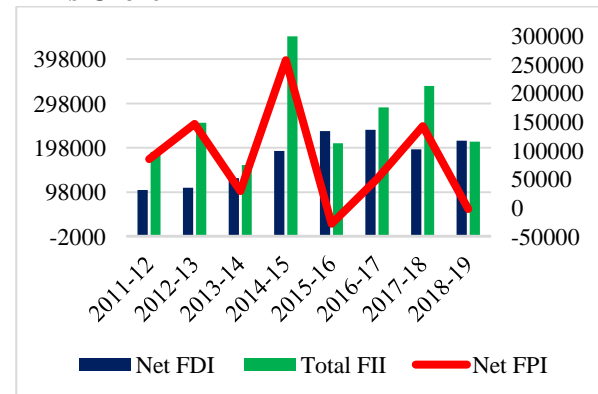
Figure-1.10- Foreign Investment Inflows

Interpretation

The total foreign investment inflows are found by adding the net foreign direct investment and net foreign portfolio investment. It is observed that the total foreign investment inflows are fluctuating from year to year. The highest fall was in 2015-16 which is 53.55% and the highest rise is in 2014-15 which is 181.29%. The compounded annual growth rate of FII is calculated to be 1.69% during these periods. It is due to the fluctuation in the foreign portfolio investment. However, the foreign direct investment remained stable in these periods.

CONCLUSION

In this Paper, we have studied and analysed the overall economic condition of India with the help of Indicators. The indicators are GDP, Savings, Inflation, Interest Rates, Balance of Trade, Yield of Crops, NPA and Foreign Investment Inflows. For the purpose of the analysis, required data has been collected from various sources and we have only considered the data from 2010-11 to 2018-19. The growth rate of gross domestic product should be consistent. The policy makers should not do the experiment with the economy of our country. We have experienced the disruption caused by demonetization and faulty implementation of GST. The government and policy makers should help to channelize the savings so that maximum returns can be obtained. The wholesale price index and the consumer price index should always be within control as high inflation erodes the value of money and real growth. At present situation, the Reserve Bank of India should keep the repo rate and reverse repo rate at low. As the Index of Industrial Production is declining, the policy makers should take necessary actions so that there should be no manufacturing disruption. Similarly, for a country like India which is basically agrarian, the yield of crops should be rising and consistent. The non-performing asset situation is alarming and the RBI should take necessary actions to control the rising NPAs.So, the economic indicators help us to understand where our economy is heading. It provides valuable piece of information for policy makers, entrepreneurs, analysts and investors

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A STUDY ON THE PERFORMANCE OF IPO LISTEDIN NSE500 SECTORAL INDICES DURING 2018

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ABSTRACT

Initial public offering which is referred as the public issue of shares for the first time are an important source of funds for the companies to accelerate their future growth and expansion. In this paper the performance of the selected IPOs is analysed to understand the anomaly of short term returns as well long-term performance. The sample for the study includes 7IPOs listed in National Stock Exchange of India and from NIFTY 500 sectoral Indices. The IPOs were during the calendar year, i.e. 1st December 2018 to 31st December 2018.The findings of the study were quite surprising.An IPO which was up by 60.64% on the listing day eroded 72.53% of its issue price as on 30th January 2020. Another IPO which was down by 12.46% on the listing day was trading 80.89% above its issue price as on 30th January 2020.The comparative analysis of the 7 IPOs from different sector gave a clear idea about the different pattern of performance in different time periods owing to various fundamental and technical factors. The findings in this paper will throw light to the investors in better decision making. The fundamentally strong companies will perform well and can give high return which was evident from Fine Organic Industries Limited. The listing day performance may not give enough conclusion about the future performance of the company.

Keywords: Initial Public Offering, Issue Price, Listing Price, ClosingPrice, Performance, Returns, National Stock Exchange.

INTRODUCTION

Initial Public Offering (IPO) is a process of selling the securities to the public for the first time and is one way to raise capital. It is one of the largest sources of funds with indefinite maturity and no risk. Companies go for IPO to meet their expenses for its projects and to get a global exposure by listing in the stock exchange. Once a company is listed, it will have access to capital and it can solve the liquidity problem in future. The biggest advantage is the dilution of risk among many owners. It also helps the company during merger and acquisition. So, there are numerous benefits of getting listed. But for an investor an IPO can be an unsafe venture as it is tough to predict the future share price of the company. In case of a new company and without any historical evidence, it becomes a risky affair to invest any amount in IPO. In this paper, we have made an attempt to study the performance of all the initial public offerings in India in 2018. Among all the IPOs, we have considered only those which got listed in Nifty500 sectoral Indices. The performance has been carefully studied by comparing performance over different time periods. The time periods are taken as listing day performance, performance after one week, one month, one year and as on 30th January2020.We have tried to understand the price movement of an IPO at different time periods and how an IPO can give an investor different return.

SCOPE OF THE STUDY

The scope of the study is confined to Initial Public Offering through book building process for the calendar year 2018.Out of 25 initial Public Offerings that happened in 2018, we have considered seven IPOs listed in NIFTY500 Sectoral index. The selected IPOs are Garden Reach Shipbuilders & Engineers Limited (GRSE),TCNS Clothing Co. Limited (TCNS),Fine Organic Industries Limited

(FINEORG),Hindustan Aeronautics Limited (HAL),Galaxy Surfactants Limited(GALAXYI),Amber Enterprises India Limited(AMBER) andApollo Micro Systems Limited (APOLLO).The scope of the study is also confined to comparative analysis of IPO performance and the time periodis confined to listing day performance, performance after one week, one month, one year and as on 30th January2020.

OBJECTIVES OF THE STUDY
➢ To analyze the post issue performance of the selected IPO's in the market during the calendar year 2018.
➢ To Compare the performance of selected IPOs at different time periods.

SOURCES OF DATA
The main data sources for this project is the database of National Stock Exchange. The secondary data was collected from the various sources available like websites of SEBI, BSE and various journals & books.

DATA ANALYSIS AND INTERPRETATION

Company Name	Issue Price	Listing Day Price	Performed
GRSE	118	103.3	Overpriced
TCNS	716	659.15	Overpriced
FINEORG	783	822.8	Underpriced
HAL	1215	1132.85	Overpriced
GALAXY	1480	1700.45	Underpriced
AMBER	859	1,245.25	Underpriced
APOLLO	275	441.75	Underpriced

Table-1.1-Source-National Stock Exchange

Interpretation

Out of 7 IPOs, we found that 3 are overpriced and 4 are under underpriced. When the issue price is more than the listing price, then it is known as overpriced, similarly when the issue price is less than the base price, it is known as underpriced.

LISTING DAY PERFORMANCE

Company	Date of Listing	Issue Price	Closing Price	% Change
GRSE	10-Oct-	118	103.3	-
TCNS	30-Jul-	716	659.15	-7.94%
FINEOR	02-Jul-	783	822.8	5.08%
HAL	28-Mar-	121	1132.8	-6.76%
GALAX	08-Feb-	148	1700.4	14.90
AMBER	30-Jan-	859	1245.2	44.97
APOLL	22-Jan-	275	441.75	60.64

Table-1.2-Source-National Stock Exchange
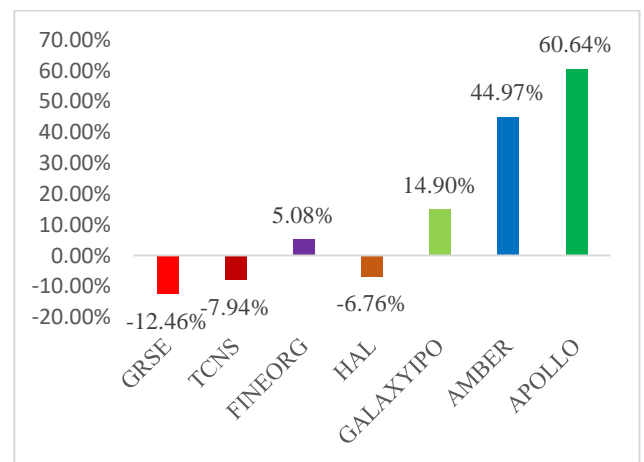
Figure-1.1-Listing Day Performance

Interpretation

Apollo Micro Systems Limited surged 60.64% on listing day and yielded a huge return to investors. Amber Enterprises India Limited which belongs to Air Conditioner also had a stellar performance on listing day. The stock surged 44.97% on the listing day itself. Galaxy Surfactants Limited and Fine organics industries Limited also gave positive return of 14.9% and 5.08% on the listing day itself. Among the seven IPOs which are listed in Nifty500 sectoral indices, Garden reach shipbuilders engineers Limited gave highest negative return of 12.46% on the listing day. The stock belongs to defence sector. TCNS clothing Limited which belongs to Fabrics and Garments sector gave a negative return of 7.94% on the listing day. Hindustan Aeronautics Limited also lost 6.76 % of its base price on the listing day itself.

PERFORMANCE AFTER A MONTH

Company	After One Month	Issue Price	Listing Day	% Change
GRSE	11-07-18	118	90.4	-23.39
TCNS	29-08-18	716	649.8	-9.25
FINEORG	07-08-18	783	808	3.19
HAL	27-04-18	1215	1125.8	-7.34
GALAXY	08-03-18	1480	1494.35	0.97
AMBER	28-02-18	859	1,092.20	27.15
APOLLO	26-02-18	275	311.1	13.13

Table-1.3-Source-National Stock Exchange
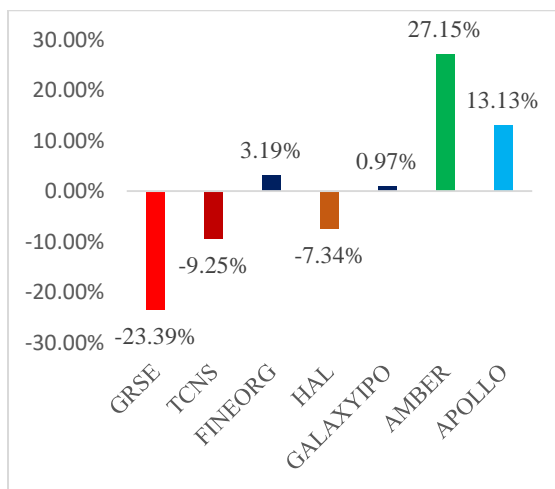
Figure-1.2- Performance after a Month

Interpretation

After one month, the Garden Reach Shipbuilders Engineers Limited was down by 23.39% from its issue price. It could not recover from its listing day poor performance. TCNS clothing Limited which also gave a negative return on the listing day could not recover after a month and was down by 9.25% from its issue price. The Apollo Micro Systems Limited which had a stellar performance on the listing day could not sustain at higher price and after one month it was only up by 13.13% percentage. It means it lost 47.51 percentage points from its listing day closing price. Amber Enterprises India Limited also lost 17.82% points from its highest price on the listing day. Galaxy Surfactants Limited, Fine organics industries Limited and Hindustan Aeronautics Limited could not perform well and were down by a higher percentage points than compared to its listing day performance.

PERFORMANCE AFTER SIX MONTHS

Company	After Six Month	Issue Price	Closing Price	% Change
GRSE	04-12-2019	118	99.5	-15.68
TCNS	29-01-2019	716	710.85	-0.72
FINEORG	04-01-2019	783	1203.7	53.73
HAL	26-09-2018	1215	839.45	-30.91
GALAXY	08-08-2018	1480	1,246.20	-15.80
AMBER	27-07-2018	859	949.85	10.58
APOLLO	30-07-2018	275	155.3	-43.53

Table-1.4-Source-National Stock Exchange
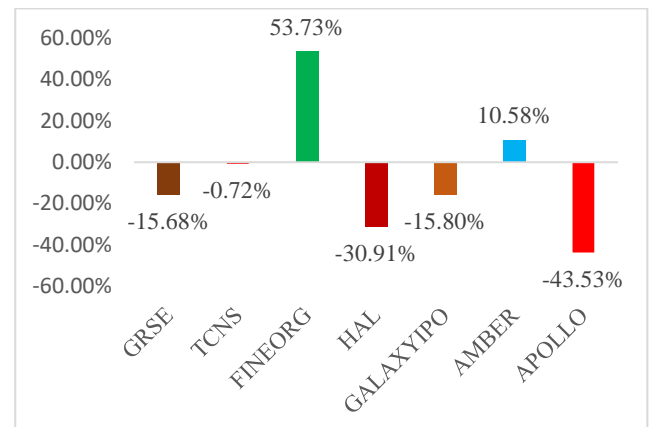
Figure-1.3- Performance after Six Months

Interpretation

The Apollo Micro Systems Limited which had a stellar listing day performance and was also trading higher even after a month plunged 43.53% from its issue price after six months. This was the highest negative return among the selected seven stocks. Hindustan Aeronautics Limited continued its negative return and eroded 30.91% of its issue price as on 26-09-2018. Galaxy Surfactants Limited also couldn't recover even after six months and was trading below 15.80% from its issue price. Amber Enterprises India Limited also plunged further down and was trading just above 10.58% from its issue price. Fine organics industries Limited which was trading only around 5% to 7% within one month surged 53.73% from its issue price as on 04-

01-2019. After six months, the Garden Reach Shipbuilders Engineers Limited recovered a little and was trading at 15.68% lower than its issue price. TCNS clothing Limited which was down by 9.25% after a month was trading at par after six months.

PERFORMANCE AFTER A YEAR

Company	After One Year	Issue Pric	Closing Price	% Change
GRSE	15-10-2019	118	171.45	45.3
TCNS	26-07-2019	716	727.05	1.54
FINEORG	04-07-2019	783	1386.35	77.06
HAL	29-03-2019	1215	706.45	-41.86
GALAXY	11-02-2019	1480	1017.85	-31.23
AMBER	04-02-2019	859	680.10	-20.83
APOLLO	23-01-2019	275	122.75	-55.36

Table-1.5-Source-National Stock Exchange
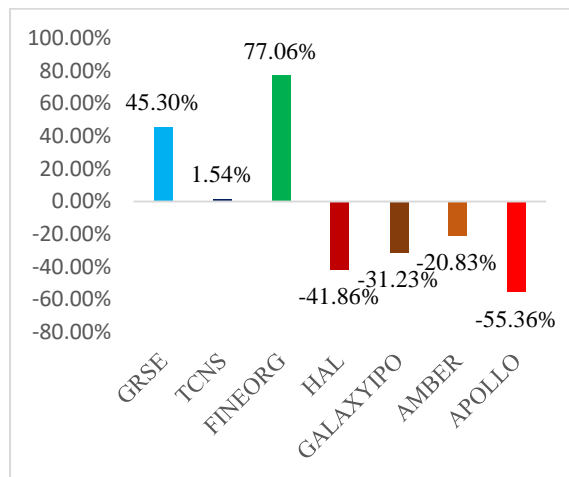
Figure-1.4- Performance after a Year

Interpretation

Starting from listing day to six months, the Garden Reach Shipbuilders Engineers Limited was giving a significant negative return, but after a year, it is giving a return of 45.30% which is unbelievable and spectacular. Fine organics industries Limited which was having no eye-catching performance till the end of one month, is now giving a return of 77.06% after one year. Hindustan Aeronautics Limited continued its negative return and eroded 41.86 % of its issue price after one year. Among all

the seven selected stocks, The Apollo Micro Systems Limited which had a stellar listing day performance eroded 55.36% of its issue price after one year. Amber Enterprises India Limited which had a good listing day performance was trading 20.83% from its issue price after one year. Galaxy Surfactants Limited also couldn't recover even after one year and lost 31.23% of its issue price. TCNS clothing Limited remained stable at its issue price even after a year.

PERFORMANCE AS ON 30-01-2020

Company	Issue Price	Closing Price	% Change
GRSE	118	213.45	80.89
TCNS	716	593.9	-17.05
FINEORG	783	2374.2	203.22
HAL	1215	804.1	-33.82
GALAXYIPO	1480	1608.3	8.67
AMBER	859	1,497.85	74.37
APOLLO	275	75.55	-72.53

Table-1.6-Source-National Stock Exchange
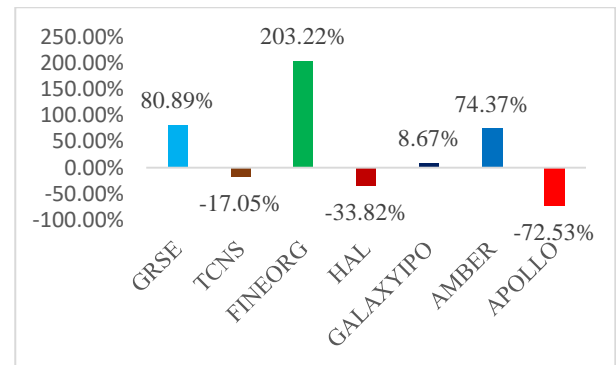
Interpretation

As on 30th January 2020, Fine organics industries Limited gave an astounding return of 203.22%. This is the highest return among all the seven selected IPOs during 2018. The Garden Reach Shipbuilders Engineers Limited which only gave negative return till the end of six months came strong and yielded 80.89% of its issue price as on 30th January 2020. Amber Enterprises India Limited also came back strong and was trading at 74.37% above its issue price. The worst performer among the seven stock is the Apollo Micro Systems

Limited which eroded 72.53% of its issue price as on 30th January 2020. Hindustan Aeronautics Limited could not even reach its issue price and the stock was trading 33.82% as on 30th January 2020. TCNS clothing Limited never gave a return and was trading 17.05% below its issue price. The Galaxy Surfactants Limited slightly recovered its highest loss of 31.23% and was trading 8.67% above its issue price.

COMPARATIVEPERFORMANCE ANALYSIS (%)

Company	Listing Day	One Month	Six Months	One Year	2020
GRSE	-12	-23	-16	45	81
TCNS	-8	-9	-1	2	-17
FINEORG	5	3	54	77	203
HAL	-7	-7	-31	-42	-34
GALAXY	15	1	-16	-31	9
AMBER	45	27	11	-21	74
APOLLO	61	13	-44	-55	-73

Interpretation

The Fine organics industries Limited which belongs to Chemicals – Speciality sector gave highest return after six months, one year and as on 30th January 2020. This has given highest return among the selected stocks. Apollo Micro Systems Limited started giving negative return after six months and it deteriorated further after one year and as on 30th January 2020. Hindustan Aeronautics Limited consistently gave negative return and never gave a chance to quit at any point of time. TCNS clothing Limited also gave negativereturn during various time periods. The Galaxy Surfactants Limited and Amber Enterprises India Limited fluctuated in different time period, however the performance of Amber was far better than Galaxy. The performance of Garden Reach Shipbuilders Engineers Limited is just opposite to Apollo Micro Systems Limited. GRSE gave negative return till six months, but after that it performed well and as on 30th January, its closing price was 80.89% higher than the issue price.

CONCLUSION

Through, the initial public offering, an entity raises capital for the first time and goes public. Various types of investors participate in the primary market and subscribe the shares issued by the entity with a hope of spectacular return. But there is information asymmetry and no significant amount of evidence of the performance or the track record of the entity which is a big challenge for the investor. The historical analysis of the IPO performance also reveals the fact that certain entities technically follow the regulations laid down by SEBI, but take away the hard-earned money of innocent investors. In this paper, we found that Apollo Micro Systems Limited, Hindustan Aeronautics Limited and TCNS clothing Limited eroded the investor wealth and never gave at least their investment amount at different point of time. The Fine organics industries Limited gave highest return and it became three times of its issue price within one and half years. So, we found that while some companies are giving spectacular returns, some are also eroding the wealth. Hence, one should consider the systematic and unsystematic risk in the capital market and they should make enough analysis before investing.

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A STUDY ON INVESTORS PERCEPTION TOWARDS ONLINE TRADING AT JRG SECURITIES

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ABSTRACT
Generally, the personal savings of an individual along with contributions from friends and relatives are the source of fund to begin new or to expand existing business. This might not be feasible in case of large projects as the required contribution from the entrepreneur (promoter) would be very large even after availing term loan; the promoter might not be able to bring his or her share or equity capital. Thus availability of capital can be a major constraint in setting up or expanding business on a huge scale. This study aimed at measurement of perception of investors towards online trading with reference to JRG solutions.
Keywords: Investor Perception, Online Trading, Securities, Equity capital

1. INTRODUCTION
Apart from shares, there are many other financial instruments (securities) used for raising capital. Debentures or bonds are debt instruments that pay interest over their lifetime and are utilized by corporate to raise medium or long-term debt capital. If you prefer fixed income, you may invest in these instruments, which may give you higher rate of interest than bank fixed deposit, due to the higher risk. Besides, equity and debt, a mixture of these instruments, like convertible debentures, preference shares are also issued to raise capital. The market is supervised by SEBI. It ensures supply of quality securities and non manipulated demand for them. It develops best market practices and takes enforcement actions against the miscreants. It essentially maintains discipline in the market to ensure that the participants can undertake transaction safely.

2. OBJECTIVE OF THE STUDY
1. To know about investor perception towards online trading

2. To study about the online trading system in Indian stock market
3. To analyse the factor influences on investors perception on online trading

3. NEED OF THE STUDY
The processing of this order is implemented at appropriate timings since the hosts of the internet trading portal are connected to the chosen banks and stock trades though out twenty five hours.

The investments made are secure and Secured and gain is earned at appropriate time with no dispute.

• Online trading upgrades are also supplied to both investors and about the current grade of the orders through the port or email.

• The investors increase stocks and Make advancement into the corporation.

4. SCOPE OF THE STUDY
People whom returns are most important are ready to take risk to earn fair risk. The preferred mode of investment over here is shares and mutual fund. The risk factor in these modes of investment is basically the returns are performance based.

5. RESEARCH METHODOLOGY

This study considered the information from the official website of JRG SECURITIES LTD, 5paisa.com, magazines, journals, other companies websites as a source of secondary data.

Sample design:
The actual sample was selected of such who are the customers visitors of JRG SECURITIES LTD, Boring Camera Street Branch, as per convenient level.

LIMITATIONS
1. Most of investors are not responding properly and

2. Sample is limited to 100 respondents only

6. DATA ANALYSIS

what is your profession?

Category	No. Of People	Percentage
Employees	43	43%
Businessmen	27	27%
Retired	30	30%
Total	100	100%
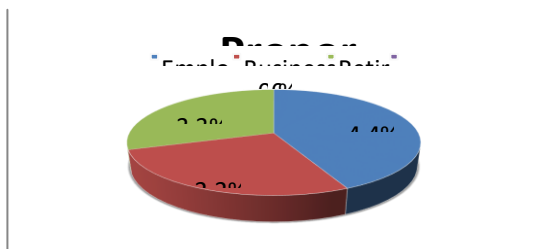
Ø 43% of the customer surveyed in Sri Gangbanger who visited the branch of JRG Securities ltd belongs to Govt. employees or salaried person 27% are businessmen and rest are the 30% retired persons.

Q8. How do you invest your money?
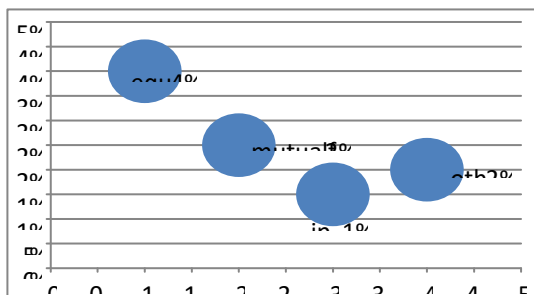
Category	No. Of People	Percentage
Equity	40	40%
mutual funds	25	25%
IPO's	15	15%
other	20	20%
Total	100	100%

Interpretation:

- The survey show that 40% invest money in equity,25% mutuslfunds,20% others and 15%Ipo'S.

What type of trading do you prefer?
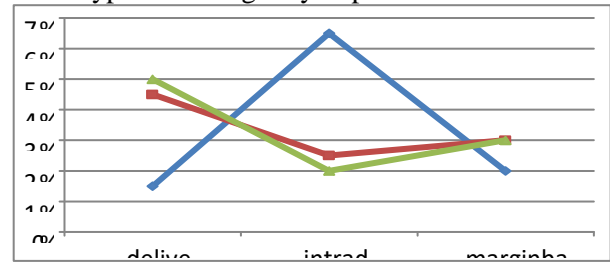
Category	Businessmen	Salaried	Retired
Delivery	15%	45%	50%
Intraday	65%	25%	20%
Margin based	20%	30%	30%

Interpretation:
The survey show that 65% of the businessmen do intraday trading and 20% does margin based trading only 15% of the businessmen does delivery based trading as they like to earn more in less time .

How do you choose to invest in a particular type of

Category	No. Of People	Percentage
Self analyze.	30	30%
From Colleagues	37	37%
Analyst	22	22%
Website	11	11%
Total	100	100%

Interpretation: Survey show that 37% people invest ask to some of your colleagues,30% self analy,22% analyst and rest 11% from website.

are you satisfied with JRG Securities ltd as a breakage house?
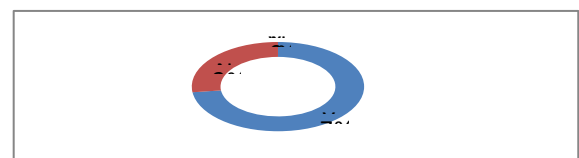
Category	No. Of People	Percentage
Yes	73	73%
No	27	27%

Total	100	100%

Interpretation: Only a proportion of 73% of individuals are satisfied with JRG Securities Ltd rest 27% individuals are not aware of the various facilities provided by JRG Securities such as research tips, margin ,free software facility, services of RM's etc that is why they are not satisfied with JRG SECURITIES ltd.

DO YOU CONSIDER ONLINE TRADING IS EFFORTLESS AND FAST WAY REGARDING TRADING?

Category	No. Of People
YES	87
NO	13
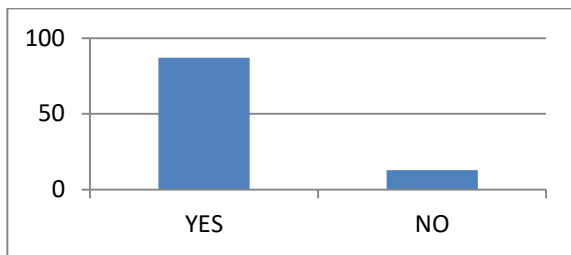
Highest persons say that on-line buying and selling is straightforward and quickly means of trading while 13 persons say it is usually not easy and quickly way of trading

DO YOU CONSIDER INTRODUCTION OF ONLINE BUYING AND SELLING HAS HELPED IN APPEALING TO THE NEW INVESTORS HENCE INCREASING THE TRADING AMOUNTS AT STOCK MARKET?

Category	No. Of People
YES	82
NO	18
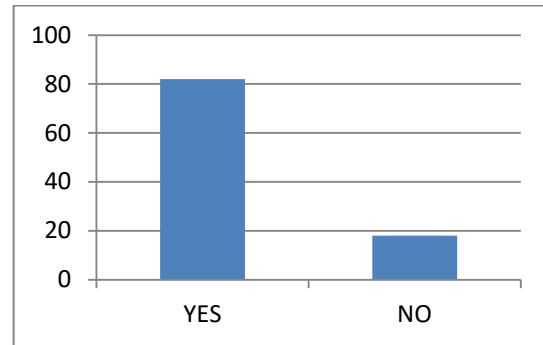
Concerning 82 persons feel of which online trading has aided in attracting the fresh investors while 18 persons believe it will not attract fresh investor.

7. FINDINGS

This analysis contributes to our understanding that every investor is different, with different financial goals, different tolerances to risk, different personal circumstances and different desires. The Objectives being the kind of return being sought, while constraints include factors such as time horizon, how liquid the investor is, any personal tax situation and how risk is handled. Uneducated mass do not have much information regarding the stock market but invest in stock market based on the saying of other. Businessmen make more investment in stock market whereas a salaried investors are busy at work during the week and consider trading decisions mainly during the weekend and consequently they are more likely to trade (either buy or sell) on Mondays.

8. SUGGESTIONS

Client interaction and after sales services are the most crucial aspects for any business.
The research carried out a study to gauge the level of satisfaction of the clients with the services of JRG Securities ltd. This helped us in understanding why JRG Securities ltd has become one of the most trusted brands within a short span of its commencement.
The Relationship Managers (RM) should be made responsible to make sure that the clients are well catered, thus, reducing switching over of a lot of time lag is there between the follow up and the change of RM, as a result, the calls could not leave a positive impact on the clients, so contacted. Therefore, follow up should be done fast with no time lag.

- The customers, who were satisfied with the services, appreciated this sort of follow up.

Therefore, such follow-ups are done from time to time, to gain customer confidence.

9. CONCLUSION

Indian economy is growing faster. This is among the best growing economies among the world. You can say the best emerging economy of the world. Stock market is the reflection of economy. Naturally stock market of India is roaring. Sensex (One of the best Index of Bombay Stock Exchange) has climbed from 3,000 to 22,000 in last five years and it is believed that it will reach 40000 in coming years. Now a day's every investor and trader enjoying sweet taste of stock. More all less every day many stock prices have been increasing. Some of them are heating the upper circuit (5%, 10% and 20%).

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Fixed Asset Management with Reference to Ultra Tech Cement

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ABSTRACT

Real property is a concept used for the valuation of land and assets that cannot be turned quickly into cash and is often defined as a non-current asset or as house, plant and equipment (PP&E). The current assets like currency or bank accounts may be contrasted to those defined as capital. Throughout certain instances, it is referred to as defined just measurable properties. Fixed asset are most important as the capital has been fixed for a period of long duration and also required to utilize at optimum level is one more factor in any organisation while in increasing the profit level. This studyfocusses on the management level of fixed assets with reference to Ultra tech cement Ltd.

Keywords:-Fixed assets, Current assets, Statement analysis, Capital, PropertiesINTRODUCTION

The accounts include financial statements that take into consideration the present function of the company entity. Throughout the present contexts, the corporate entity is believed to have realistic hopes that the enterprise can operate for an unspecified amount of time. This presumption offers a substantial proportion of the rationale for tracking and consistently depreciating capital assets at initial expense irrespective of their present viable value.

I. NEED AND IMPORTANCE OF THESTUDY

Inorder to accomplish the goals of businesses, capital assets play an significant part. The set ones can not be transformed or liquidated for a certain era. Net investments are used to accumulate owner capital and long term liabilities. Financial investments have now controlled the business and the corporation utilizes capital assets. The ratio therefore helps to measure and assess the business ' results

II. OBJECTIVES OF THE STUDY

1.To analyze the capital investments produced during the five years span by UltraTech Cement Limited.

1. 2. To determine UltraTech Cement Ltd's fixed asset results and turnov

3. To assess the sum of funding for fixed assets supported by long-term obligations and owners funds and to determine how fixed assets provide the business with sufficient returns

4. To assess how much capital assets can add against the recovery of shareholders ' funds and long-term obligations until liquidated.

The UltraTech Cement Restricted fixed assets are included in the scheme. Depending on the company's financial accounts. The focus is restricted to capital assets, their study and their results, but not to any other company, marketing and financial sec

METHODOLOGY

The required data for this project was obtained from secondary sources only. Purely out of popular texts and citations are abstract materials and the company's tax reports contain financial statements.

PERIOD OF STUDY:

Made a study for the period of 5 years . 2013-14 to 2017-18.

LIMITATIONS:

1. The research is restricted to details and annual reports issued by Ultra Tech Cement only.

DATA ANALYSIS

YEAR	NET FIXED ASSETS	CAPITAL EMPLOYED	RATIO IN %
2013-14	10890.33	3063.83	3.554482
2014-17	12166.13	2286.16	5.321644
2017-16	14025.19	2421.52	5.791895
2016-17	17521.42	2663.59	5.827255
2017-18	18384.46	3230.93	5.690144

Real property is a concept used for the valuation of land and assets that can not be turned quickly into cash and is often defined as a non-asset or as house, plant and equipment (PP&E). The current assets like currency or bank accounts may be contrasted to those defined as capital

FIXED ASSET RATIO:
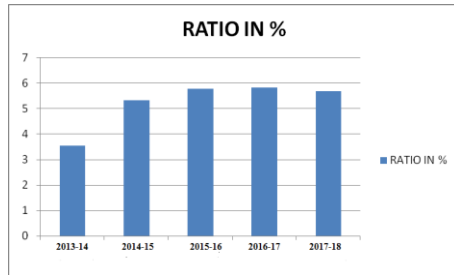
INTERPRETATION

The table indicates the effective role of firm investments in the business in view of the increase of real assets. There is little improvement in the top percent in 2014/2017, as the long-term funding indicates less variations. This year, i.e. 2017-2018, shows that 5.69 shows satisfactory the company'srole.

V. FINDINGS

- Long term funds show an increase in fixed assets.•
- The total turnover ratio of investment has shown that sales were up in the 2014-2018period.
- Sales increased with respect to the fixed asset turnoverratio.
  - With regard to the return on the total asset ratio, profit was noted. This reflects the company's advantageous position.
  - The analysis above indicates that the overall financial condition for fixed assets of UltraTech Cement Limited is adequate.

VI. CONCLUSION

Ultra Tech Cement Limited's Fixed Asset Management is with a rational mix of debt and equity. The general review of the financial statement ensures that production, financing and developments are utilized effectively. As assessed by improved capital and surplus, the productivity of the company seems remarkable. Discussions on management and review in compliance with business law and accounting principles by Director's Report and by opinions expressed in the Report of the Auditor in a fixed asset management statement are accurate and rational.The company's total wealth control is more than adequate.

VII. SUGGESTION

- Strengthening the company's role by utilizing capital assets wisely is proposed.
  - Fixed asset development rates may be improved by the utilization of additional spending.
- Revenue efficiency should be increased

overall.
- An independent disclosure is more important than disclosure of consolidated debtors ' and loan transactions as exchange declines / increases and otherstatements.
- The globalization of markets and expectations for institutional holders, a broad and challenging corporate market, include a straightforward, in-depth detail on the financial position of the business in the AnnualReport.

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A REPORT ON FOREIGN EXCHANGE RISK MANAGEMENT AT RELIGARE SECURITIES

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ABSTRACT

The worldwide monetary framework comprises of establishments and the financial design through which cross border payments are made. Instalments are made based on exchange rate, which communicates the estimation of one currency as far as another. Nations have different exchange rate frameworks and nation chooses the foreign currency against which its currency is communicated.The foreign exchange market is where the currency of one nation is exchanged for that of another nation and where the rate of exchange is resolved the beginning of foreign exchange market can be followed to the requirement for foreign monetary standards emerging.

Keywords-foreign exchange, riskmanagement, Exchange risk.

01. INTRODUCTION

As of now, major monetary powers on the planet (USA, UK, European Union, and Japan) have exchange rates that are fixed by advertise powers, i.e., the interest and supply of foreign exchange in the foreign exchange showcase. Hypothetically, the estimation of a nation's currency regarding the currency of another currency (or the exchange rate) is a component of interest and supply. The interest for foreign exchange emerges in light of imports, FDI surges and portfolio investments abroad. The stock of foreign exchange emerges from sends out, FDI inflows and abroad portfolio venture inflows In any case, this current situation has come to longer than a century during which there was a complex increment in world exchange and FDI, the introduction of abroad portfolio venture, two universal wars, and a transoceanic realignment of worldwide economic power. The USA developed as a super force with a comparing growth to direct the bearing and state of the universal financial framework. The advancement of the universal financial framework up to its present structure is inseparably connected to the back and forth movement of US monetary fortunes the US dollar has had a focal job in exchange rate assurance since 1944.

02. OBJECTIVES

- To talk about the procedure of foreign exchange rate assurance and variables influencing the currency exchange rates.
- To break down the exchange rates between US dollar and Indian rupee for the period 2016 - 2018.
- To find out purposes behind vacillations in exchange rates of US dollar and Indian rupee for the period 2016 - 2019

03.SCOPE OF THE STUDY

Right now, rates of US dollar and Indian Rupee are considered as US dollar is a worldwide currency and Indian Rupee was fluctuating profoundly with respect to US $.The purposes behind variances are examined in detail.

Right now, large scale monetary factors, for example, financing costs, swelling rates, current record deficiency, terms of exchange, political strength, downturn are considered

This examination will be useful in understanding the spot exchange rate of monetary standards and their vacillations.

04.RESEARCH METHODOLOGY

SAMPLING METHOD

For the purpose of study, 3years data i.e.,2016-2019 exchange rates are collected

DATA COLLECTION METHOD

Data is collected from various websites, books, and journals

The data is taken for two years i.e., 2016-2019

Techniquesof Analysis
Data is represented in the form of tables, graphs and charts
Statistical tools mean and range are used to analyse the data

05.LIMITATIONS OF THE STUDY
1. In this study only the effect of macro-economic factors is discussed
2. The data is taken only for 3yearsand the analysis may not be accurate
3. Only two currencies (US dollar and Indian rupee) are considered for analysis
06.REVIEW OF LITERATURE
The international money related framework comprises of organizations and the financial engineering through which cross-fringe instalments are made. Instalments are made based on exchange rate, which communicates the estimation of one currency regarding another. Nations have distinctive exchange rate frameworks and nation picks the foreign currency against which its currency is communicated.
There has been a quick development of international financial framework over the period. It has effectively handled times of stresses and strains. It has gone through a time of change from the arrangement of fixed exchange rates to the arrangement of gliding rates.
Gold exchange standard was the primary significant advance towards the foundation of an international money related framework. This framework was placed into impact in 1850. The members were the UK, France, Germany, and the USA. Right now, currency was connected to a load of gold. The framework was regulated at the meeting of Genes in 1922. Since gold was convertible into monetary forms of major created nations, national banks of various nations either held gold or the monetary standards of these created nations. Be that as it may, after the gathering of Genes (1922), there was colossal theoretical action joined by financial emergency, high swelling in the Germany, protectionism following the emergency of 1929, serious debasements for giving stimulus to sends out, lastly the Second World War.This chapter includes the data related to
exchange rates of Indian rupee against US the dollar for past three years (2016-2019) and it also gives clear information regarding the exchange rate fluctuations. In this chapter average exchange rate and range of the exchange rate is found out for the years 2016, 2017and 2018.

07.DATA ANALYSIS
Year wise crude oil prices from 2010 to 2019

year	average price in dollar(per barrel)
2010-11	79.48
2011-12	94.88
2012-13	94.05
2013-14	97.98
2014-15	93.17
2015-16	48.72
2016-17	43.58
2017-18	50.84
2018-19	64.9

Pictorial Representation of Crude Oil Prices From 2010-2019

From the above chart we can discover unrefined
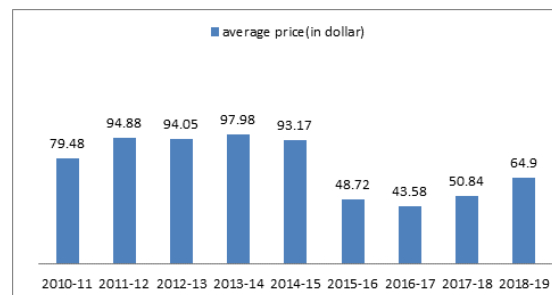
petroleum value changes over timeframe. In 2017 the normal value raw petroleum was 50.84 per barrel. Furthermore, it got 64.9 in 2018 and there was increment of 27.65%ovr the earlier year and it is additionally one reason for rupee deterioration

08.FINDINGS

From the above examination, it is discovered that coming up next are the purpose for the swapping scale changes.

I. Increasein the Price of the Crude Oil:

As we as a whole realize that India creates simply 20% raw petroleum of her necessity and rest is imported from different nations like Iraq, Saudi Arabia, Iran and other bay nations. Raw petroleum is the greatest giver in the import bill of India.

As per a January report from vitality research and consultancy firm Wood Mackenzie; the everyday fuel request of India is relied upon to dramatically increase to 190,000 barrels in 2018, up from a year ago's 93,000 barrels.

As the interest of unrefined petroleum is expanding the bill of oil import is additionally expanding. Information distributed by the Petroleum Planning and Analysis Cell (PPAC) focuses that India's complete raw petroleum import bill in the current budgetary year (2018-2019) is required to hop 24% to $109 billion from $88 billion last financial year.

So, increment in the interest of raw petroleum will be trailed by the expanding import bill as instalment of more dollars to oil trading nations. Subsequently the interest of dollar will increment in the Indian market which will lessen the estimation of Indian rupee

9.SUGGESTIONS

- The greenback may find further support near current levels, helped by recent points of earlier resistance.
- Downward momentum also may see a near-term reversal with the relative strength index showing near oversold conditions. However, the lower bound of price range over the past year would allow the USD to depreciate further downward before breaking new yearly lows.
- A break below current levels would likely leave bears in charge until the next zone of resistance, possibly near January lows.

- Conversely, bulls will aim to retake momentum. A move up to challenge recent highs may manifest if price moves back above the 200-day moving average.

10.CONLSUION

In Indian, conversion standard vacillations are most of the occasions because of changes in unrefined petroleum cost in worldwide oil market. India is bringing in 80% of its fuel needs from different nations and is the third biggest merchant of raw petroleum. India ought to diminish raw petroleum utilization and government ought to advance non unrefined based electric vehicles

India exchange shortage ought to be decreased by taking estimates like "Make in India" increasingly powerful and ought to make industry well-disposed environment to improve the fares. India should evacuate obstacle particularly for remote financial specialist and make the way FDI, FII and FPI

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A STUDY ON CAPITAL MARKET INVESTMENTS AT ANGEL BROKING

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ABSTRACT

The Indian capital market has witnessed major reforms in the decade of 1990s and thereafter. It is on the verge of the growth. Thus, the Government of India and SEBI has taken several measures in order to improve the working of the Indian stock exchanges and to make it more progressive and vibrant.

The first part gives an insight about Share market and financial system and its various aspects, the Company Profile, Objectives of the study, Research Methodology. One can have a brief knowledge about share market and its basics through the Project.

three creditors rating agencies viz. The Credit Rating Information Services of India Limited (CRISIL - 1988), the Investment Information and Credit Rating Agency of India Limited (ICRA - 1991) and Credit Analysis and Research Limited (CARE) were set up in order to assess the financial health of different financial institutions and agencies related to the stock market activities. It is a guide for the investors also in evaluating the risk of their investments. Capital Market could be a marketplace where sellers and customers be a part of trade of securities such as for example stocks, bonds, etc... The buying/selling is conducted by participants as human beings and associations.

Keywords- Capital market, shares, Mutual funds.

1. INTRODUCTION

Capital Marketplaces help channelize excess money from savers to associations that subsequently invest them to successful use. Broadly speaking, forex transactions mainly in securities that are long-term.

Do marketplaces with Can intermediaries dampen the result of external shocks on the market or just how do they amplify them through the entire charge channel? As the brand new theoretical and empirical literature has generated that a results of financial sector advancement on financial growth, the feasible connections between financial development and the volatility of financial growth haven't been analysed however, the elevated development volatility which many developing countries completely.

2. NEED FOR THE STUDY

• Necessary documentation about the currency markets.

• Provide usage of the currency markets and transaction processes

• Gives a margin for trading

• Provides trading system - a platform is an instrument (web tool or cellular application or perhaps a desktop app) that can be utilized to set up trade orders.

3. OBJECTIVES OF THE STUDY

▪ The procedure for investment in capital marketplace investment about the investors.

▪ To analyse the procedure and investment knowing of the investors

▪ To get out the expense behaviour and their effect on company financial growth.

▪ To get out capital market expense behaviour of the traders.

4. SCOPE OF THE STUDY

There are only some research workers concerning the consequence of financial intermediaries on firm operation. Majority of researchers have conducted research on financial intermediaries on economic development. Some of the chief roles of financial intermediaries is to facilitate the provision of bandwidth. Financial intermediation involves banks borrowing from many agents through deposit funds and

providing many consumers and firms with liquidity.

5. RESEARCH METHODOLOGY

Main data: - collection form the questionnaire form the traders

Secondary Data Collection: hat is often a descriptive research paper canteredon Secondary data. Data have already been gathered through the websites, research paper, Journals, Books and mags.

Sample size: -100 users of traders from the Hyderabad town.

6. REVIEW OF LITERATURE

The thought of good money related framework has gotten significant consideration on paper on account area and financial advancement (Mowery, 1998). It really is sheltered to convey that the budgetary establishments, due to a few factors, assume increasingly significant work in a well creating overall economy. The hypothetical underpinnings of the bond between cash related improvement and advancement can be followed back again to crafted by Schumpeter (1912) and, later, Goldsmith (1969), McKinnon (1973), and Shaw (1973). While Gurley and Shaw (1960) depict cash related advancement, the bond between budgetary improvement and monetary advancement provides been broke down in the system of a broad exhibit of endogenous advancement versions (Greenwald and Stiglitz, 1989; Greenwood and

Often terms, cash related middle people diminish the expenditures of search for borrowers and banking institutions and motivate the capacity to switch in low exchange costs (Harris, 2003; Kyle, 1985). Provided the problem of go-between, banking institutions have a related capability as data suppliers on the lands that their work gives usage of point by stage data not generally accessible

Fundamental focus on data by Leland and Pyle (1977; Diamond, 1984) implies that the info accumulated by a cash related middle person could be ensured (i.e., the go-between can defeat an 'apportionment concern') and will be believably assured to be solid (we.e., the delegate can conquer an 'unwavering quality concern') giving protections and using the returns to place resources into agencies wherein the mediator provides positive personal data. To the end, monetary middle folks have motivating

forces to place resources into the obtaining of personal data associated with investee organizations, which hence upgrades the advantage of the amount of money related delegate

7. DATA ANALSYSIS

you invest in the financial instruments / securities which give:	Response	Percentage
High Risk / High Return	26	26%
Low Risk /Low return	23	23%
Low Risk/ High Return	51	51%
Total	100	100%
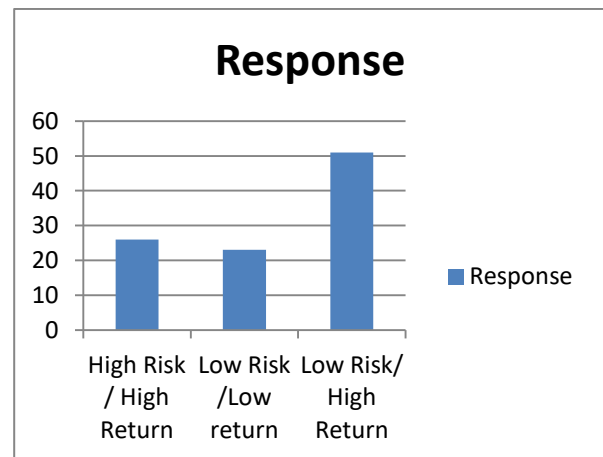
Interpretation: - 26% are interested in High Risk / High Return, 23% are interested in Low Risk /Low return, 51% are interested in Low Risk/ High Return.

investor have invested in which type of Mutual Fund Scheme	Response	Percentage
Equity funds	36	36%
Debt funds	20	20%
Hybrid Funds	44	44%
Total	100	100%
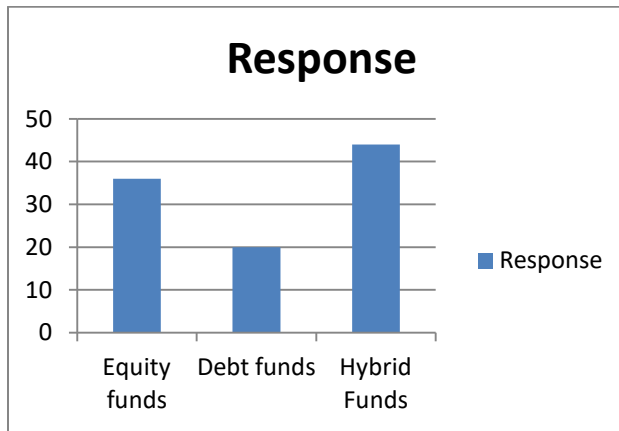
Response

Interpretation: - 36% are interested in Equity funds, 20% are interested in Debt funds, 44% are interested in Hybrid Funds.

19. What do you look before investing in a particular mutual fund scheme?	Response	Percentage
Past Performance (NAV)	31	31%
Ratings (by CRISIL, ICRA, Etc.)	30	30%
Asset Management Companies (AMC)	6	6%
Expert Advice	33	33%
Total	100	100%

Response
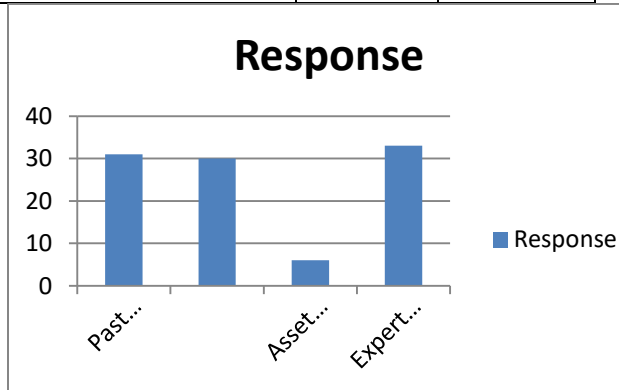
Interpretation: - 31% are looking Past Performance (NAV), 30% are looking Ratings (by CRISIL, ICRA, Etc.), 6% are looking Asset Management Companies (AMC), 33% are looking Expert Advice.

8. FINDINGS

- 19% are interested in Safety, 27% are interested in High Returns, 19% are interested in Liquidity, 18% are interested in Less Risk, 18% are interested in Marketability
- 31% are looking Past Performance (NAV), 30% are looking Ratings (by CRISIL, ICRA, Etc.), 6% are looking Asset Management Companies (AMC), 33% are looking Expert Advice
- 18% gathers information from Financial Institutions, 12% gathers information from Brokers, 19% gathers information from Financial Consultants, 16% gathers information from TV Channels, 25% gathers information from Magazines, 10% gathers information from Internet.

9. SUGGESTIONS

Recently Capital Market appeared as something for ensuring one's financial wellness. Mutual funds haven't only led for the India growth story but also have helped families tap in the victory of Indian Business. As awareness and information is rising a growing number of people are appreciating the added benefits of purchasing mutual funds. The most important reason the range of retail Capital Market traders stays small is that eight people who have incomes in India have no idea that mutual funds exist. However, once individuals are mindful of Capital Market investment chances, the number who opt to put money into mutual capital rises to as much as one in five people.

10. CONCLUSIONS

Capital marketplaces perform the same functions as the amount of money marketplace. It provides a connection between the savings/traders and the prosperity creators. The money will be utilized for productive reasons and build a fortune in the overall economy in the long run.

Among the important features of the administrative centre markets is to supply simple transactions for both investors and the firms. Both parties will be able to discover one another easily and the legal facet of things is going smoothly. Now why don't we check out both main types of capital marketplaces.

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COMPARATIVE ANALYSIS OF MUTUAL FUNDS WITH EQUITY SHARES

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ABSTRACT

New financial specialists hoping to contribute for what's to come are typically confronted with two fundamental choices – common assets or individual stocks. Common assets are effectively overseen bushels of stocks, intended to beat the market with the help of a reserve administrator. Singular stocks can be purchased by any financial specialist through a financier, and it turns into the obligation of the individual speculator to keep up their portfolio. Shared assets are generally viewed as a uninvolved type of contributing, while at the same time putting resources into singular stocks is a progressively dynamic structure. Both convey natural points of interest and dangers, and it is significant for speculators to comprehend the contrasts between them.

Keywords: -comparative, analysis, mutual funds, equity market

1. INTRODUCTION

For the gutsier financial specialist who isn't happy with the lower returns of shared or list reserves, picking singular stocks for an individual portfolio is the supported decision. Buying singular stocks should be possible legitimately through any business, with the main expenses being the commission paid upon the acquisition of offers and the capital increases charge paid upon deal. Financial specialists characterize precisely the measure of offers to buy, and the ideal cost. Profits from singular stocks can likewise be reinvested into the organization, with the equivalent previously mentioned favorable circumstances of common assets – dollar cost averaging and avoiding the capital increases charge.

2. NEED OF THE STUDY:

This study is essentially made to investigate correlation of value assets and value markets. Subsequently, through the examination one would see how a typical man could productively change over an allowance into incredible penny by admirably putting into the correct plan as indicated by his hazard taking capacities.

3. SCOPE OF THE STUDY

The investigation here has been constrained to rest down open-finished value plans of various Asset Operations Corporations in particular Reliance Capital, Franklin Templeton, UTI and SBI Magnum .Each method is examined by its exhibition against the different, in mild of factors just like tempo of Dividends and hazard . The headline of the concern of the research can be, The Shared retail store advertise in INDIA can be nonetheless in a expansion arrange, it can be crucial to ponder "delivery of distributed possessions"

4. OBJECTIVES:

1.   To process Mutual Fund as the 'useful road' for contributing exercises.

2.   To show the huge scope of speculation choices available in Mutual Cash by clarifying its Comparative Examination of Performance of Mutual Cash between Equity.

3.   To investigate the plans dependent on tempo of Returns and hazard and present which plan is most beneficial for the financial professional reliant on his hazard profile.

4.   To assistance a financial consultant settles on the correct decision of venture, while deciding the inborn hazard factors.

5.   To grasp the ongoing patterns in Mutual Money world.

5. RESEARCH METHODOLOGY:

The strategy includes haphazardly choosing open-finished value plans of varied reserve places of the country. The information gathered because of this venture is fromtwo resources, they are

1.   Primary sources: Every month actuality sheets of varied reserve houses and research information from banks.

2.   Secondary sources: Assortment of information from Internet and literature amfi site at shared funds costs.

6. REVIEW OF LITERATURE

A CENTRAL PROBLEM Found in MUTUAL FUNDS Financing (and particularly portfolio the executives) has been that of assessing the

"execution" of set up of hazardous speculations. The thought of portfolio "execution" has the point is two unmistakable measurements:

1)The capability of the portfolio director or security examiner to expand returns about the portfolio through successful expectation of long-term security costs, and

2)The capability of the portfolio director to limit (through "proficient" enhancement) the way of measuring "insurable hazard" conceived by the holders of the portfolio.

The significant trouble experienced in endeavoring to examine the exhibition of a portfolio in both measurements has been the lack of a rigorous comprehension of the type and estimation of "chance." Evidence seems to demonstrate a good prevalence of hazard avoidance in the administrative centre markets, and so long as speculators effectively start to see the "peril" of different assets this infers "hazardous" assets should on regular yield even more significant yields than less "unsafe" assets.1 Hence in assessing the "execution" of portfolios the impacts of differential examples of hazard on the gains of those portfolios should be considered.

7. DATA ANALYSIS

RETURNS COMPARISION OF SELECTED MUTUAL FUNDS 2014-2019

YEAR	RELIGARE-MF	UTI-MF	SBI-MF
2014	8.54	10.25	12.22
2015	5.43	4.49	3.52
2016	8.51	7.33	-30.54
2017	9.52	7.52	28.09
2018	5.30	7.08	1.79
2019	3.28	3.52	18.43
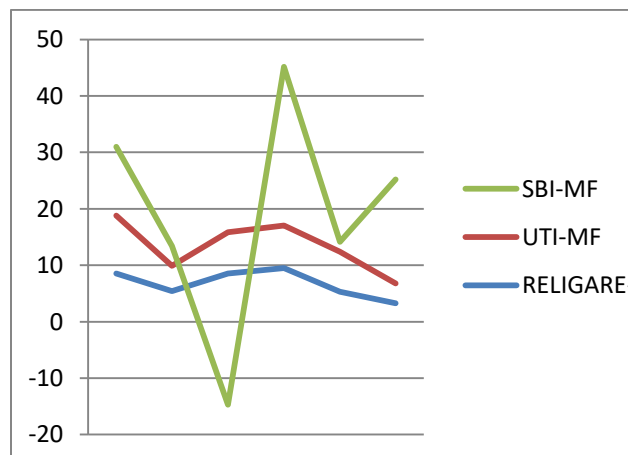
INTERPRETATION:-from the above chart showing SBI mutual funds are showing very volatility that means SBI can choose for short term investment religare mutual funds are given 9.52 in the year of 2017,UTI give maximum results in the year of 2014 10.25,SBI mutual funds given maximum results in the year of 2017.

RISK(SD) COMPARISION OF SELECTED MUTUAL FUNDS-2014-2019

YEAR	RELIGARE-MF	UTI-MF	SBI-MF
2014	4.04	2.62	4.64
2015	0.09	0.19	2.86
2016	0.27	0.12	4.89
2017	0.18	0.14	2.74
2018	1.08	0.18	2.82
2019	0.46	0.10	4.10
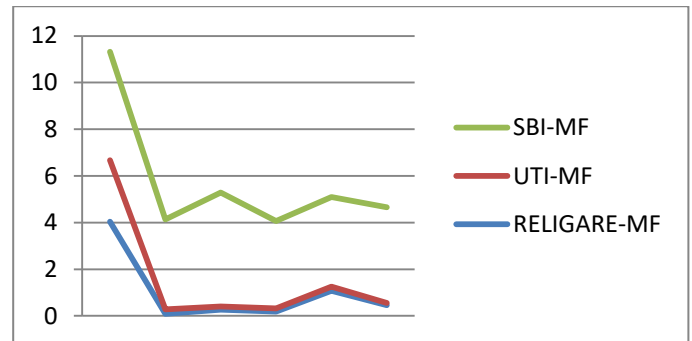
INTERPRETATION: -from the above chart showing SBI mutual funds are showing very volatility comparing other mutual funds.

8. FINDINGS

➤ 7.33%, average returns are0.611, standard deviation 0.13 and variance is 0.01

➤ In the year of 2018Religare INVESCO mutual funds has given total returns 5.30%, average returns are0.44189, standard deviation 1.08 and variance is 1.17

➤ SBI mutual funds are showing very volatility that means sbi can choose for short term investment religare mutual funds are given 9.52 in the year of 2017,

UTI give maximum results in the year of 201410.25, SBI mutual funds given maximum results in the year of 2017.

➢ SBI mutual funds are showing very volatility comparing other mutual funds.

9. SUGGESTIONS

• Since all the store's profits are beating the market returns and the assets are giving acceptable returns, contributing is very useful to financial specialists.

• Since most of the financial specialists are working in the private segment it is even more important to give value flavor to one's venture portfolio with the goal that they can have an agreeable post retirement life.

• If there is an opportunity of withdrawal of speculation, it ought to be made owing debtors instruments.

10. CONCLUSION:

It can be mentioned that, falling percentage of interest in addition to recent developments in typically the investment climate in typically the country, have generated investment decision avenues dwindling drastically. Nevertheless, Mutual Funds are virtually any day a safe guess for investors of diverse groups, motives and additional preferences. Since Asset Supervision companies give a array of Cash respective Investment philosophies, a great investor can benefit simply by purchasing appropriate fund, which often shall meet his specifications. Manager should try to be able to reduce the risk by purchasing efficient or he must be able to differentiate between the successful and inefficient securities. Typically, the mutual fund company need to pay attention to cash rich firms just like the Trusts, cash abundant private companies, etc to be able to generate, more funds regarding the investment.

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A STUDY ON MARKETING MIX OF SERVICES at SBI

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Abstract
The marketing mix is about placing the right product or a combination thereof in the place, at the right product, and at the right cost. The difficult aspect is doing this well, as you need to know every element of your business strategy. Service industry companies take part in retail store transportation, distribution, food services as well as other service-dominated business. In this paper we will discuss about the marketing mix in SBI Bank. The services offered by the bank range from retail customer to corporate services The seven **P**'s of extended marketing mix are pivotal to the marketing of products whether they are goods or services. The four P's product, price, place and promotion are more products oriented and the additional 3 P's are service oriented. The three P's of services people, process and physical evidence are very crucial in providing the required levels of services to the customers. As the services are basically intangible in nature, the people who offer the service, the process of offering of services and the physical environment in which they are provided are of great importance. The SBI is a market leader in banking services in public sector due to which I focused on understanding the level of services facilitated by it. The experience of the account holders from start to finish of the transaction is taken into account in addition to the various products available at the bank. The SBI with its timely and sophistication of services is in the forefront in attracting the customers.

Key Words
Marketing Mix, Service, People, Process, Physical Evidence, SBI

Preface
The service marketing mix is also known as a stretched marketing mix and is an inclusive part of a service blueprint design. The service marketing mix consists of 7P's as compared to the 4P's of a product marketing mix. In simpler terms, the service marketing mix assumes the service as a product itself. However includes three more P's which are required for perfect service delivery. The product marketing mix consists of the 4 P's which are Product, Price, Place and Promotion. These are discussed in my article on product marketing mix- the 4P's. The extended service marketing mix places 3 further P's which include People, Process and Physical Evidence. All of these elements are required for perfect service delivery. The marketing mix is a crucial tool to help understand what the product or service can offer and how to plan for a successful product offering. The marketing mix is most commonly executed through the 4 P's of marketing: Price, Product, Promotion, and Place. The service marketing mix of SBI discusses the 7P's of SBI bank and how the bank is using it to doing well, as you need to know every aspect of your business strategy. An industry may increase its customer base by adopting suitable mix and this is happening with a witnessed rise in the banking industry.

Need and Importance
Service Industry has significant impact on present market conditions. In this paper we will discuss about the marketing mix of SBI. Marketing has a significant role to play in the performance of any business. The study highlights the services initiated by SBI and also focuses on improvement of current levels. The marketing mix is vital in meeting the requirements of the existing as well as potential customers. Any business organization has to keep an eye on the sophistications happening in the industry and update themselves to cope up with the changes. This is where the assortment of all

the elements of the marketing mix has to be equally and timely accounted for. Marketing is considered and characterized as a wizard that sets the economy to rise and lessens the burden of weaker economy.

Scope of the Study

The study encompasses the attributes which satisfy the customers by developing appropriate mix of marketing so as to retain the old customers and gain proportionate share of new customers. The paper analyses the various products and services that help SBI to keep up its mark.

Objectives

- ❖ The study of marketing mix in State Bank of India
- ❖ To understand the services provided by the bank to the account holders
- ❖ To suggest the improvements in the process that can be brought in place
- ❖ To know what other competitive banks are doing in comparison with the SBI
- ❖ To ascertain the importance of employee training in satisfying customers

Research Methodology

This paper is mainly based on secondary data. The information is accumulated from previous articles which are published in the area of marketing mix of services. The data is also absorbed from few textbooks of repute in the area of marketing. The SBI bank website is browsed for latest content.

Review of Literature

Marketing by service industries are yet to gain momentum, especially when it comes to marketing by public sector commercial banks. In India, the liberalization of the financial sector has impelled all the players to redefine that business they are in and strategically think how to say ahead in the existing business. Marketing orientation of banks is imperative for survival and success. Marketing of financial services by banks is under active and extensive discussion among academicians and bank personnel. Surveys and researches have been conducted both by academic researchers and practitioners on the various aspects of services marketing by banks.

A study by Median (1976) revealed that about 90 percent of the respondents banked at the branches nearest to their home place or place of work. Convince, in terms of location, was found to be the single most important factor for selecting a branch.

Sasser (1997) has described several strategies, for producing a better match between demand and supply in service business.

In banking industry all such attributes are very pertinent and imperative to customers as possessions are very risky and customer concern is very much. The most important research in to service quality is strongly customer oriented.

Marketing Mix

The tools available to a business to gain the reaction it is seeking from its target market in relation to its marketing objectives 7P's- Price, Product, Promotion, Place, People, Process, Physical Evidence. The product in service marketing mix is intangible in nature.

Products of SBI

The main products of SBI bank are Investment Banking, Commercial Banking, Retail Banking, Private Banking, Asset management, pension Mortgages and credit cards.

Source: www.onlinesbi.com

Place:

The place part of the marketing mix is where the customer receives the product or service. Place in case of services determines where is the service going to be offered. The services are offered at the branches and online as well.

Price:

Pricing in case of services is rather more difficult than in case of products. The price of the product depends upon the services provided by the bank on the respective product to the customers. Detailed pricing changes from time to time and the same can be found on the website of SBI Bank.

Promotion:

Communications and offers to make the consumer aware of the existence of a product or service. Promotion has become critical factor of service marketing. Visualization tangibilizers services through hoardings, TV and print and physical representation in services has a good promotional appeal to customers like use of colors to symbolize wealth and status.

People

People are one of the elements of service marketing mix. People define a service. If you have an IT company, your software engineers define you. If you have a restaurant, your chef and service staff defines you. If you are into banking, employees in your branch and their behavior towards customers define you. In case of service marketing, people can make or break an organization. People are a common factor in every service and people tangibilizers services. Good people (means good performance) make good or successful

services. Bad performances deliver bad services.

Process

Service process is the way in which a service is delivered to end the customer. The delivery of your service is usually done with the customer present. So how the service is delivered is once again part of what the customer is paying for. This element of the marketing mix looks at the systems used to deliver the service.

Physical Evidence

The ambience, mood or physical presentation of the environment is Smart/Shabby, Trendy/retro/modern, Light/dark/bright, Loud/romantic/chic, Clean/dirty and Music. The ambience certainly impacts the mood of the customers in a positive way that results in a pleasant experience and makes the customer feel the same experience again and again.

Reduce paper usage- Due to technological innovations such as use of Financial Software for core banking solutions. It has positioned itself as a bank which gives higher standard of services through product innovation. It satisfies the diverse need of individual and corporate clients. It is a customer centric, and service oriented.

Findings

1. The customer rating of the services falls between average and good.
2. Products/services are matching with the account holders needs and the priority is locker facility and fixed deposit.
3. The enquiry counter is dispensing the required information.
4. The branch employees are moderately service oriented.
5. The staff including the manager is accessible.
6. Reasonable level of cooperation is experienced by the persons visiting the branch.

Limitations

1. The study is confined to secondary data
2. The data collected may not present full information of the services of the SBI
3. Short time duration for which the study is done
4. My analysis may not be the true representation of the facts and figures of SBI

Suggestions

1. The customer current opinion of the services is good which needs to be refined.
2. Employees have to be trained to regard customer service as their prime responsibility.
3. The manager should closely monitor the day to day affairs of the branch.
4. The transaction time has to be brought down to the minimum.

Conclusion

The service marketing mix of State Bank of India is up to the expectation level of customers, the only problem being the impatience of the employees for which they have to be trained properly to improve their behavior with the visitors to their premises. Online transactions are to be continued with same sophistication. The number of counters in majority of the branches has to be increased to bring down the response time.

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ADVERTISING MANAGEMENT AT HONDA MOTORS

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ABSTRACT
On the far side there are the proponents of advertising who give hope to the advertisers. They believe that although the advertising has the power to attract the audience, but the real power lies with the audience. The audience can only be attracted to that image which is already embedded in their minds. Remember when the last time you saw an advertisement after which your response was "pathetic"! This is because probably the ad wasn't directed towards you and you didn't fall in the target audience. The advertisements then, only act as a stimulus, a catalyst. They argue that how could a person ever be induced to buy something that he/she doesn't want? The famous saying that "Advertisements can sell a refrigerator to Eskimos" is then an exaggeration! And answering to the other controversy, they say that since advertiser's personal image, the company's reputation, and both of their futures are at stake, therefore, no advertiser and company would ever want to use dirty tricks in the bag to sell substandard, harmful products to the customers. Consequently, the buyers can be confident in buying the advertised products since the company has put its own reputation at stake.
Keywords:-Advertising, audience, image, power, reputation

1. INTRODUCTION
The word 'advertising' is derived from its Latin root adverter, which means 'to turn towards' or 'to attract attention'. Advertising basically comprises all acts that are directed towards drawing the attention of people about the availability of goods and services. Advertising is commonly defined as any form of non personal presentation and promotion of ideas, goods and services usually paid for by an identified sponsor or advertiser. Advertising is also directed at a specific group of consumers of goods and services. Advertising is a paid form of communication. The advertiser is also duly identified by the media of advertising for obvious reasons. Advertising has become a necessary evil in the modern society. Advertising has promotional, educative, economic and social dimensions. The particular automotive industry is an array of firms and organizations included in the look, development, manufacturing, advertising, and marketing of automobiles. It is among the world's most significant economic industries by income. The auto industry will not include sectors focused on the servicing of automobiles pursuing shipping to the end-user, like automobile restoration shops and engine fuel filling channels.

2. NEED OF THE STUDY
The study helps the company to improve their standard of service and handle the competition in near future. It also helps in giving inputs about possible improvements, addition and new strategies and offers the customers. It also puts a detailed insight into the different aspects of company such as manufacturing marketing sales production and finance etc.

3. OBJECTIVES
- ➢ To understand the advertising activities of Honda Motors
- ➢ To study the consumer perception about the Honda Motors
- ➢ To suggest few sales promotion techniques to improve the brand awareness among consumers.
- ➢ To know the advertising methods followed by the dealers

4. RESEARCH METHODOLOGY
Data source   : Primary & secondary
Research approach   : Survey method
Geographical area   : Hyderabad
Sample size   : 50

Research instrument   : Questionnaire
Contact method   : Personal contact

5. LIMITATIONS

- Some customers refuse to co-operate and do not disclose their genuine opinion.
- Respondent's answers might have influence or bias.
- Information is collected from the customers and dealers only.
- Sample selection

6. REVIEW OF LITERATURE

An assessment of literature may be the mirror of previous research, which enriches the researcher and really helps to identify the gaps for future year's research. Many reports on advertisements have already been conducted in various elements of India. As today's study can be involved with the advertisements in television, an attempt was created to review the literature obtainable to ensure that an excellent insight in the advertisements world is normally obtained. Like any researcher, enough effort is used this chapter to comprehend previously researches on advertisements.

Vijaykumari (1999),1in her research on "Efficiency of marketing with reference and print mass media" analyzed the potency of two popular advertisement mass media viz. television and print and their impact on people. The researcher figured the tv advertisement has provided even more impact than advertisement on the net mass media on the people within their buying decisions, because it has the visual and sound medium and it attracted viewers easily.

P.Akbarbatcha(2001)2in his study entitled "Marketing industry -with special mention of print mass media and intermediaries" analyzed the general public opinion towards advertisement in the printing mass media. The researcher provides attempted a particular study with regards to print press and figured the print press played a essential part in the thoughts of the centre class people.

Jacob Goldenberg et.al.(2002)3in their content "How cross marketplace communication can produce a significant slump to product sales"

analyzed the result of the parameters of communication over the early and primary markets in saddle prevalence. The cross-market conversation parameters possess a significant influence in identifying the living of saddle. In a narrow selection of low ideals of the cross-marketplace communications parameters fairly, there is absolutely no clear lower relationship between your ideals of their parameters and the

Mode of Advertisement	No of Customers
TV	15
Internet	5
Newspaper	6
Banners &Hoardings	5
Friends/Relatives	8
Road show	4
Magazine	2
Dealer	5

living of saddle.

7.DATA ANALYSIS

Advertisement mode by which you became aware
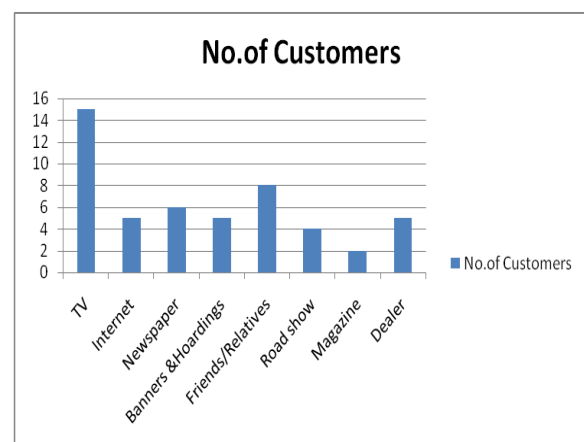
Inference:
Advertising through Television created high awareness followed by friends/relative and newspapers

Advertising that makes you buy Honda bikes?

Avertsing	Count	Percentage
Road side stall	12	24
Display vehicle	10	20
Stunt shows	17	34
Test drives	08	16
Special offers	03	6
Total	50	100
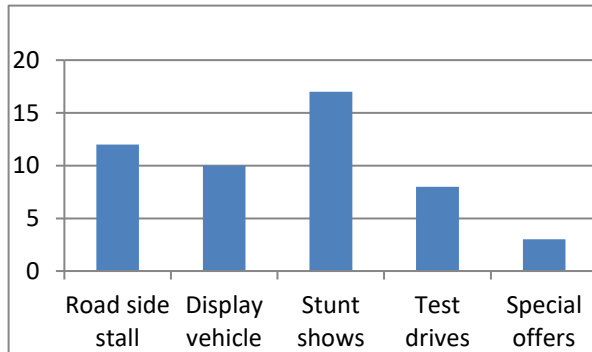
Inference:
Stunt shows and road side stalls attract majority people to buy the bikes contrast to special offers

8. FINDINGS
- ➢ Through survey the advertising takes on the major part in increasing product sales.
- ➢ Ads for basic safety and recognition are done in welfare of consumer also.
- ➢ Providing check rides in display room is of interest to customer also
- ➢ The attractive advertisements makes the client to get Honda

9. SUGGESTIONS

- ➢ Efforts ought to be increased for Consumer Relationship management.
- ➢ Special offer ought to be there for govt. employee.
- ➢ Can market the brand new launched bikes by road shows
- ➢ More special offer ought to be provided like year end sales.
- ➢ More camps ought to be arranged to enhance the sales.

10. CONCLUSION

This survey was done to recognize various issues and degree of satisfaction of consumers, sales and advertising promotion of Honda, to ensure that efforts might done to fulfill them which would lead to building long-term relationships between customer and company. Because of delivery in consumer expectations and requirements, it turns into a hard task to fulfill every customer, for this purpose a true number of questions were asked to discover behavior of the customers. This research can be done to learn the sights of the client towards the providers and quality and develop innovative advertising campaigns.

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www.honda2wheelersindia.com
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A REPORT ON CUSTOMER FEEDBACK ON MARUTHI SUZUKI

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ABSTRACT

Rising incomes, better financing for vehicles and improved roads are the combined drivers for strong This study conducts a comprehensive evaluation of India's small car automobile industry and analyzes its role as potential lead market for the low-cost small car concept. This report attempts to answer some of the questions regarding brand personality of small cars in India by conducting the market research. This report is categorized into parts, deals with introduction to brand personality, companies selected, product and the industry. This personality sketching will help in knowing what a customer (or a potential customer) thinks about a given brand of car and what are the possible factors guiding a possible purchase. Similarly, the idea of measuring the customer awareness will serve the same purpose of identifying the customer perception. Thus, by measuring the" willingness of existing users of a car to recommend it to others" will help the car manufacturers to chalk out the whole Customer Buying Behavior.

The research was conducted to discover the satisfaction of the mass towards "CAR". The research was done completely for academic purpose for the course "Research Methodology". The Research's main objective was to discover the satisfaction level, acceptance level towards "MARUTHI CAR" and the major factors affecting the purchase of car like "MARUTHI Brand". The research was based on both primary data collected through survey using questionnaire and also through secondary data like journals, magazines and articles. Almost 100 Customers of Maruthi were interviewed utilizing a structured questionnaire. The data was collected from Hyderabad only. The data analysis was done through tables, charts, graphs

KEYWORDS: - customer feedback, automobile industry, marketing, customer, satisfaction.

1. INTRODUCTION

"What makes the perfect car that influence will willfully purchase?"
The project highlights the factors that influence the buying decision of a consumer.
The factor under consideration would be:

- Price
- Income of the consumer
- Features in the car
- Safety standard
- Warranty scheme
- Finance facility

Is an Indian consumer ready for more? Which is the driving motive behind the effective demand of the car? How the coming of new models like swift does is going to affect the buying decision of consumer and especially the Tata 1 lakh car.
In other words, from the spread of choices provided by various manufacturers under various segments, of which one the customer will finally turn the ignition on and drive.
Customer satisfaction index: some of the most advance thinking in the business world recognizes that customer relationships are best treated as assets, and that methodical analysis of these relationships can offer a road map for enhancing them.

2. OBJECTIVES OF THE STUDY:

- The Primary Objectives are: -
- To know, what are the factors influencing the customer while deciding to buy the Maruti Suzuki.
- To provide information helpful to Mithra Agencies [Dealers of Maruti Suzuki] in planning and implementing of marketing approach towards the buying motives of Maruti Suzuki bike owners and also to know their satisfaction. (Based gathered information through questionnaire).
- To know the level of satisfaction among the owners and users of Maruti Suzuki.

3. SCOPE OF THE STUDY:

The study covers the consumer opinion on Maruti Suzuki and is restricted to Hyderabad only. The study is done to analyze the consumer perception towards the Maruti Suzuki. The survey was conducted from 3rd MAY, and the response relate to that period only.

4. LIMITATIONS OF STUDY:

- The study could not be conducted on a sizable sample size and area due to time constraint.
- The number of sample size is Customers of Maruthi and the study is confined Only to the Hyderabad confined limits.
- The study is time bound & would be applicable to the current findings of the study.

5. RESEARCH METHODOLOGY AND RESEARCH DESIGN:

Research Design

Sample Design : Descriptive Research
Type of universe : Consumer
Sampling unit : Hyderabad

- Size of the sample : 100
- Type of sampling : Simple random sampling
- Type of question : Open-ended and Close-ended
- Type of questionnaire: Structure disguised
- Type of scaling : Nominal, Ordinal, Interval scale

SOURCE OF DATA:

(a) Primary Source: This was the primary source of data. The data was obtained from individual respondent.

(b) Secondary Source: The usage of secondary data is made in knowing the industry trends and market share of individual company.

1. 6. REVIEW OF LITERATURE

The management of buyers' perceptions of waiting time by service businesses may be critical to customer satisfaction. Although reducing actual waiting time is important, what managers view as a short time to wait may feel too long to customers. Relevant literature from architecture, environmental psychology, physiology, functions management, sociology, and marketing is integrated to build a conceptual model of how the service environment may influence affect and, in turn, waiting time perception. Based on this model, propositions about how exactly specific service environment components (e.g., lighting, color, temperature) may influence affect and time perception are presented. Finally, a research agenda and implications for service facility design are proposed.

Analysing consumer behaviour is perceived as cornerstone of a successful marketing strategy Consumer behaviour is 'the mental and emotional processes and the observable behaviour of consumers during searching purchasing and post consumption of a product and service (Batra & Kazmi, 2004) Similarly, Engel (et al, 1990) refers consumer behaviour as the action and decision process of individuals who purchase goods and services for personal consumption.

Now if these defining requirements are closely observed, it is evident that analysing consumer's decision-making process is the foundation of entire notion of consumer behaviour To Maruthi Suzuki.

There are four different views related to consumer decision making process and behaviour (Schiffman & Kanuk, 2004). It is argued that first of them is 'economic view' that consumers are mainly facing imperfect competition and they are always expected to make rational decision on the basis of assumptions that they are aware of all product alternatives, they can rank benefits and limitation of each alternative and are able to identify one best alternative. Second 'Passive View' is absolutely opposite to financial view and suggests that consumers are irrational and impulsive as they are submissive to self-centred interests of marketers and got influenced by marketing tools. Similarly, third, 'Consumer's behaviour under this view is based on information seeking and processing attributes usually directed by a goal. For instance, buying

a tooth paste from shop can have a specific goal of choosing product that can taste good.

7.DATA ANALYSIS

Age of the consumers			
	Frequency	Percent	Valid Pe
Below 25 years	18	18	18
26 to 30 years	32	32	32
31 to 40 years	24	24	24
40 years & above	26	26	26
Total	100	100	100
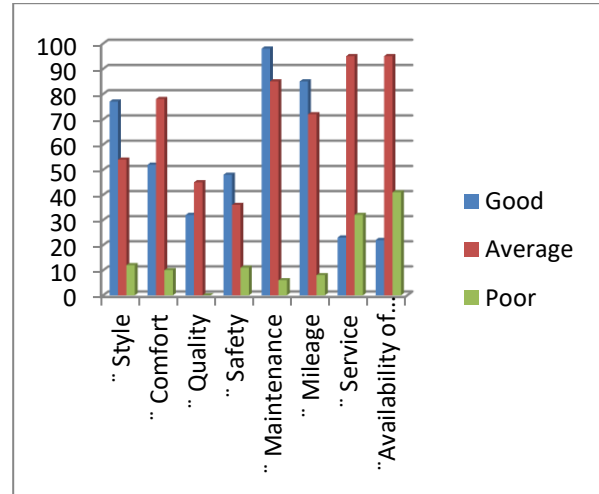
Majority of Consumers falls between the age of 26 to 30 years, & later followed by 40 years & above. There is no investment activity between the age of below 25 years, it could be due to the people in this age are found to be students or employees.

What factors influenced you
to own Maruti Suzuki?

	Good	Average	Poor
☐ Style	77	54	12
☐ Comfort	52	78	10
☐ Quality	32	45	0
☐ Safety	48	36	11
☐ Maintenance	98	85	6
☐ Mileage	85	72	8
☐ Service	23	95	32
☐Availability of Spares	22	95	41

Maruthi suzki have good style and comfart for and quality good and also good mileage and maitna charges and availitbity of spare charges and from the above chart showing mare people atracted with style they are satisfied for service and 98% people choosing for good mantians and good mileage

Do you satisfy Maruthi Suzuki Service?

Particulars	No of respondents	Percentage
Excellent	52	52
Good	18	18
Satisfactory	12	12
Not satisfactory	6	6
Total	100	100
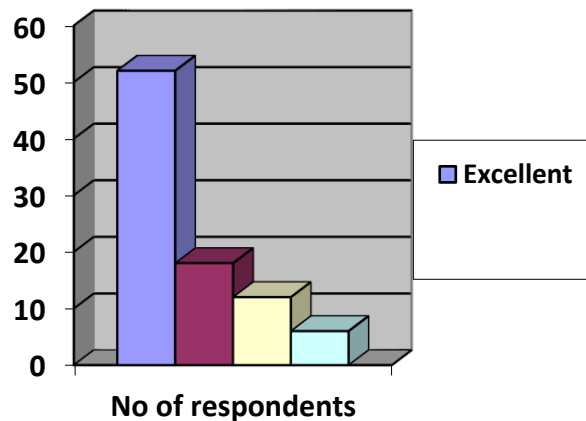
Interpretation:

From the above mentioned chart, it can be realized that liking of the Customers of Maruthi towards MARUTHI SUZKI is very high i.e. MARUTHI SUZKI service is liked by the majority of the respondents. But there is mixed responses over their plan to buy MARUTHI SUZKI. There were around 40 Customers of Maruthi who may buy MARUTHI SUZKI and there 32 Customers of Maruthi who might not buy. The rest 6 were Not satisfied

8.FINDINGS

- ✓ The sales consultants were polite and courteous with the customers and answer all the queries.
- ✓ Information regarding price list etc is readily available at the showroom.
- ✓ Majority of customers says that the sales consultants are knowledgeable and they able to answers the queries.
- ✓ As above mentioned, 96% of the customers says that they get their vehicles at clean & good conditions.
- ✓ Over all 64% of the customers have received the letter of thanks from this dealer.

9. SUGGESSIONS

- The company should work towards building customers lifetime value enhances customer relationship.
- Placing knowledge and technical salespeople who can provide complete information to the customers their enquiry would be of greater advantage to the company.
- The firm should work towards proper value delivery network where customers get value for his product.
- Attention should be paid on addressing all the small and minute problems and queries in the customer care division.

10. CONCLUSION

Based on study conducted on customer Satisfaction it has been concluded that in order to enhance the satisfaction level, a company has to come up with different models and innovative technique. Hence, it has been further concluded that to fulfill customer dealers plays a essential role in providing accurate services by reaching their expectations and by maintaining good relations with the customer which satisfies their needs and wants.

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A STUDY OF EMPLOYEE SAFETY AND MEASURES ESSEN INDUSTRIES PVT. LTD

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ABSTRACT

Role of Human Resources in Handling Employee Safety Risks What is the part of human resources in managing employee safety risks? In most organizations, safety and health obligations are within the human resources department to ensure worker health and safety. This branch whether a part of the company or an outsourced segment should know when and how to use current resources to respond to employee concerns.

The Workplace (Health, Safety, and Welfare) Regulations 1992 complete a set of six places of health plus safety regulations implementing EC Directives and replace numerous older and frequently excessively comprehensive laws.

They protect an assortment of00 health, Construction websites and some mineral extraction sites).

This Leaflet gives a brief outline of the requirements of these Rules and contains The Summary of Legislation to create simple advice for little businesses to cover Important regions of risk.

KEYWORDS: - employee safety measure, employee, human resource management.

1.INTRODUCTION

An extremely wide selection of workplaces, not merely factories, stores and places of work but also, by the approach of instance, schools, universities, hotels and places regarding entertainment. The expression office also contains the frequent parts of buildings that usually are shared, private roads in addition to avenues on business locations and business parks, in addition to momentary worksites (but not necessarily building sites).

'Domestic Premises' means an individual residence. These kinds of Regulations tend not to apply to be able to domestic Premises and rule out house workers. Yet, they will do apply to accommodations, assisted living facilities and also to be able to parts of workplaces where 'domestic' employees are employed, these kinds of as the kitchens regarding hostels.

2.OBJECTIVE OF THE STUDY

- To analyses the Effect of Safety on worker performance
- To assess the Employee satisfaction about Safety welfare facilities
- To create appropriate Suggestions and recommendations with a view to enhance the present Safety measures.
- To assess the Present security and Health coverage of the company.
- To assess the Safety measures adopted by Essen Industries Pvt. Ltd

3.SCOPE OF THE STUDY

Typically, the scope of the analysis is to know the current safety welfare measures followed in the organization and just how Essen Industries Pvt. Limited can increase the performance regarding personnel by embracing better safety welfare steps. The analysis is extended only to be able to the respondents operating inside the Essen Industries Pvt. Ltd, in Hyderabad. That doesn't cover each of the personnel working in Essen Industrial sectors Pvt. Ltd.. The research covers just some associated with the levels in a business. The welfare steps studied contain both no invasive, non-statutory measures plus mutual welfare steps. This analysis will also help the business to make crucial changes in their safety welfare applications.

4.NEED OF THE STUDY

The liberalization, Privatization and globalization of Indian economy in the past couple of years have introduced unprecedented challenges to the decision makers in government, industry and service industries to compete in the worldwide market with aggressive edge necessitates the industry to boost its productivity and high quality of products.

This objective cannot be Achieved unless and until the workers are highly satisfied with the working environment and welfare facilities, which have a significant effect in industrial associations.

Essen Industries Pvt. Ltd Is Quite eager to Learn whether the current welfare Facilities supplied to the worker is satisfactory and is it impacting their Functionality in the organization.

The study will help them to find out if they're Fulfilling the needs of workers and if they're following the legal terms.

5.LIMITATIONS OF THE STUDY

- Information crucial to the analysis was private and hence wasn't revealed to the investigator from the Essen Industries Pvt. Ltd.
- This Analysis was inclusive of the two in-house study work and set of information Through survey. 100 individuals randomly were served using questionnaire
- The Analysis is limited to Essen Industries Pvt. Ltd in Hyderabad
- Inter-firm Comparisons aren't undertaken.

6.RESEARCH METHODOLOGY
NATURE OF DATA
Primary data

The principal data are collected through the Employees of Essen Industrial sectors Pvt. Ltd., via an instant structured questionnaire.

Secondary data

Company Profiles, Business registers, websites, magazines, articles were utilized widely as assistance to main data.

7.REVIEW OF LITERATURE

A Research was conducted on employee welfare Steps by KIRABAKARAN (1983) his findings are as follows Dunlop India Ltd, has undertaken a number of welfare measures along with statutory provision. Majority of the employees and employees are satisfied about the welfare facilities supplied by the concern.

S. KUMAR (1993),"A research on the worker welfare steps in AFT Ltd Pondy". The author reasoned the goal of the study is to find out the welfare facilities provided on the AFT and the worker's proposal and opinion about welfare steps by employing structure questionnaire and by finishing personal simple random sample to get a sample of 100. The study demonstrated the welfare measure supplied by the business was adequate except for a few systems like home scheme and retirement strategy.

8.DATA ANALSYSIS
QUESTION-1
TABLE SHOWING THE THOUGHT ABOUT WORK ENVIRONMENT

Grade	No. of Respondents	Percentage
Satisfied	8	8
Highly Satisfied	28	28
Average	64	64
Dissatisfied	0	0
Highly dissatisfied	0	0
Total	100	100

OPINION ABOUT WORK ENVIRONMMENT
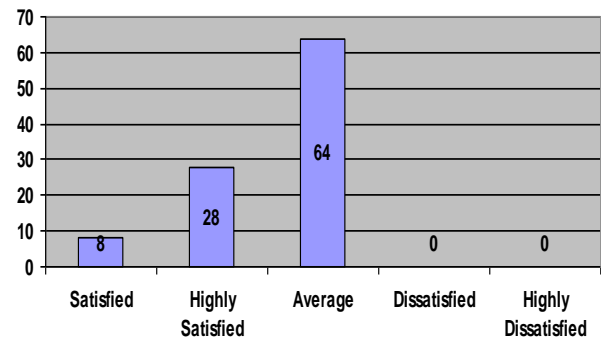
PARICULARS

INTERPRETATION:

From the previously mentioned table it really is usually inferred that 8% regarding individuals replied to pleased, 28% of individuals reacted to highly happy, 64% persons to typical, in addition to 0% of people replied to be able to dissatisfy and intensely **dissatisfied**.

DESK DISPLAYING THE OPINION REGARDING VENTILATION and LIGHTING IN THE OFFICE PLACE

Grade	No. of Respondents	Percentage
Excellent	12	12
Good	52	52

Average	36	36
Bad	0	0
Very Bad	0	0
Total	100	100

OPINION ABOUT VENTILATION & LIGHTING AT WORKPLACE

Axis Title
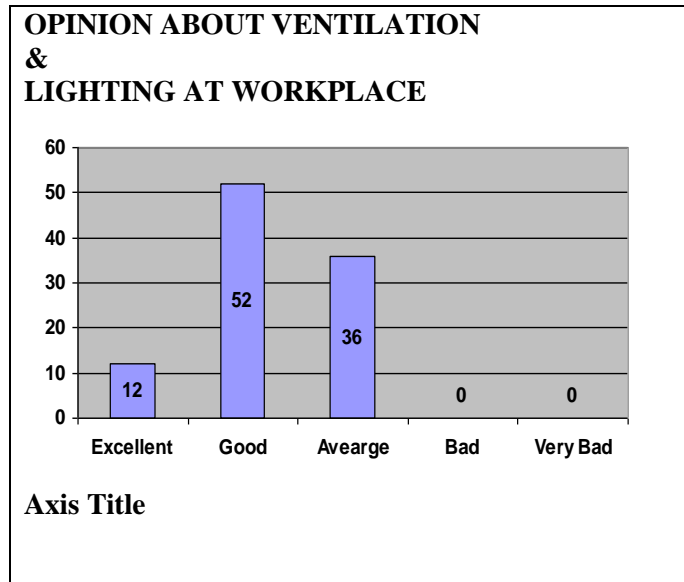
INTERPRETATION:

Through the above table, it really is inferred that 12% of individuals responded to excellent, 52% of individuals responded to great, 36% persons to regular, and 0% of folks reacted to bad and extremely negative.

9.FINDINGS OF THE STUDY

The analysis indicates that will 75 percent of these types of respondents opined enough protection training programs are carried out in ESSEN INDUSTRIES PVT. LTD., and 25 % of these opined this isn't.

2. The evaluation indicates that 62 % of these respondents possess attended safety training applications and 38 percent associated with them haven't.

3.. The particular analysis indicates that ten percent of these participants have rated the training programs as highly successful, 84 percent have rated it effective, 5 percent don't

have any opinion and one% says it's unsuccessful.

10.SUGGESTIONS AND RECOMMENDATIONS

- The Business can ensure that Security training Programs Are conducted for all of the workers, since 38 percent of them opined they haven't undergone any security instruction along with also the statistical analysis demonstrate that there's an association involving the total degree of satisfaction along with that the workers believe that the training that's being supplied isn't sensible. So measures might be adopted to make sure that training is much more practical in character.

- The researcher believes that the consciousness for the security Is very low among the workers. Steps might be undertaken to improve the awareness and demand for security.

- The Standard of mask and shoes supplied may be improved As 59 percent of these respondents have consequently opined.

11.CONCLUSION

A study was Conducted on the security and welfare measures given to the workers of ESSEN INDUSTRIES PVT. LTD.

A Vast majority of 81 percent of the respondents had been found to be more happy with the security measures at, ESSEN INDUSTRIES PVT. LTD 2 percent were highly satisfied, 1 percent was neutral in their view and just 16% disappointed with all the security steps. The Few welfare steps that were dissatisfactory were transportation centers, rest The Management may focus on these regions to improve the satisfaction degree of Workers towards the welfare steps.

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Employee Work – Life Balance

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ABSTRACT

Work and life remain the two most principal areas in the life of a used single individual. There is a developing readiness in today's workplaces that employees don't surrender their lives just because they work. With the increasing differences of family structures spoke to in today's workforce, especially with the creating standard of twofold profession families, the imperativeness of managing an employee's work-life balance have expanded prominently in recent years. Managements understand that the possibility of an employee's close to home and family life effects work quality and that there are solid business motivations to advertise work and non-work coordination. In this project, we battle that helping employees to achieve a work-life balance should transform into an essential bit of HR policy and system if it is to truly get the best from the association's kin without forsaking them unsatisfied, exhausted and unfulfilled.

Keywords: Work-Life, Employees, Satisfaction, Management, Human resources, etc.

INTRODUCTION

when an individual keeps up a balance between his personal and professional life, the situation is called Work-Life Balance. This expression holds worth very much since it is imperative to have a balance between personal and professional life. Work-life balance is at the cutting edge of the world of work. The balance among personal and professional life differs from person to person and the organization where he or she is working. When an individual doesn't keep up a balance and works a lot in the organizational setting, this may cause him some medical, psychological and behavioral outcomes, thus, their productivity will likewise beneath. Studies have indicated that work-life stress is harmful to employees.

Late sitting and working an excess of can cause an imbalance in a person's personal and professional life; nonetheless, there are a few strategies to deal with the work-life stress for example time management, task management, relaxation, adaptable working hours, working from home and exercise, and so forth. Work-life balance improves a person's health, job satisfaction, responsibility, inclusion and diminishes absenteeism and presenteeism (condition of physical nearness however not profitable). Regardless of the betterment in the improvement of maintaining work-life balance, there is still more to be finished.

One significant factor is how much work-life balance is common material over the whole hierarchy of the organization. Those lower down the organizational hierarchy is a few times not qualified for certain benefits or uniformed about important company arrangements. Work-life balance can help employers and employees to be healthy and productive in their personal and professional life.

Stephen R. Covey: "Most of us spend too much time on what is urgent and not enough time on what is important."

SCOPE OF THE STUDY

The study covers the different aspects of employee work-life Balance and estimated an increase in productivity accountability, commitment better teamwork and communication made better morale, more positive organizational stress.

OBJECTIVES OF THE STUDY

1. To find out work-life balance of employees in ispatial tech solutions.

2. To increase an understanding of current work time policies and practices, as well as work-life balance issues.
3. To find out the effectiveness of the work-life balance of employees in ispatial tech solutions.

HYPOTHESIS

H0- There is no significant relation between balance of Work and life of an employee.
H1- There is a significant relation between balance of Work and life of an employee.

Sampling

The Total samples taken for the research study are 100 and it includes HR executives, HR professionals, trainers and employees from different departments.

Sampling Technique

Random sampling has been used to have a better productivity from the questionnaire given to every individual.

RESEARCH METHODOLOGY

Research methodology is the process of collection of information and obtaining solutions for a specific collected data. Data has been classified into two types based on the source and type of collection.

1. Primary Data
2. Secondary Data

Primary Data

Primary data is the data which is collected for the first time by through different means of collection. There are different types of collection of primary data. They are

- Survey Method
- Questionnaire Method
- Personal Interview Method
- Focus Group Method
- Delphi Technique
- Email Survey Method, etc.

Secondary Data

Secondary Data is the data which is already collected by someone or which already existed on several sources. Secondary data collected from different sources. They are

- Textbooks
- Journals
- Websites,
- Newspapers...etc.

For my study it is mostly depends upon the primary data.

Research Tools

A survey has been conducted to get the significant data from the employees. This survey includes different questions based upon their work experience, working hours, personal life, balance between the work and life and satisfaction from both the ends. The questionnaire includes different forms of questions such as

- Open-ended questions
- Closed ended questions
- Multiple choice questions.

Review of Literature

Mesmer-Magnus & Viswesvaran (2006). In his study he stated that, it was found that family support will helps to manage work-life balance. The support from Superiors, flexibility of working hours, co-worker's behavior, maternity leaves etc. motivates the employee and makes them to reduce the dark side of work life balance. This contributed significantly work life conflicts.

Kulkarni and Kulkarni (2012). In his study he stated that, he shared his opinion that successful employees are recognized for their works and they feel positive for their work life balance. Challenging work and career development are the key ingredients to employees and employer for a successful business strategy.

Parida (2012). In her study she stated about the importance of employees to recognize the work life balance with the help of analyzing the family, other responsibilities and interests. In order to retain employees. The company should recognize the one individual work life balance and schedule the work and craft the work culture according to them.

STATISTICAL TOOLS USED: For analyzing t opinions collected and obtain the results from that with the help of different statistical tools. They are

1) Bar graphs
2) Pie charts
3) Correlation.

Data Analysis

1. **How many days in a week do you normally work?**

Table 1: Number of working days in a week

Attributes	No of	Percentage

	Respondents	
Less than 5 days	0	0
5 days	68	68
6 days	16	16
7 days	16	16
Total	100	100
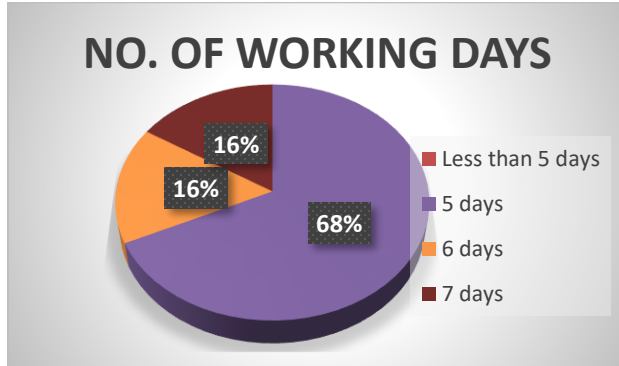
Chart 1: Graphical presentation of Number of working days in a week.

Interpretation:

From the above analysis we can see that no one is working less than 5 days in a week, most of the people are working for 5 days that comprises 68% of the total employees i.e., 68 members. Some are working more than usual weekdays and that comprises 32% of the employees.

2. **Do you generally feel you are able to balance your work-life?**

Table 2: Employees balance between work-life

Attributes	No of Respondents	Percentage
Yes	78	78
No	22	22
Total	100	100
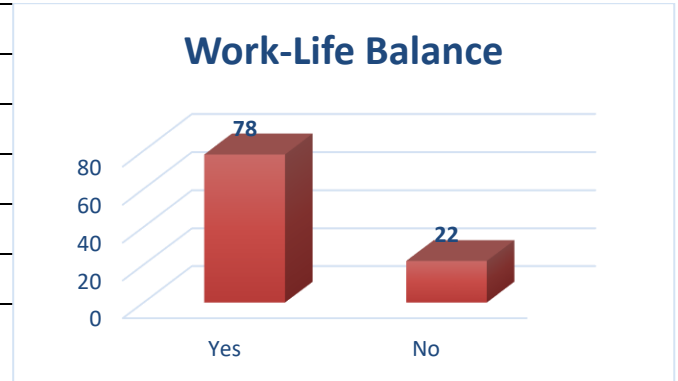
Chart 2: Graphical presentation of employees between work - life

Interpretation:

From the above analysis we can see thatmost of the people said their opinion that they are balancing their work and life. 78 persons from 100 people said that they have work-life balance and 22 employees are not balancing their work-life effectively.

3. **How do manage if stress arising from your work?**

Table 3: Managing of stress arising from work

S.NO	ATTRIBUTES	RESPONDENTS	PERCENTAGE
1	ENTERTAINMENT	77	77
2	YOGA	15	15
3	READING BOOKS	8	8
	TOTAL	100	100
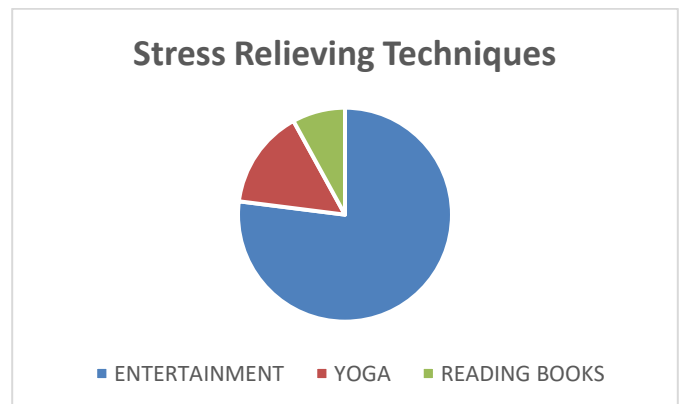
Chart 3: Graphical presentation of stress relieving techniques by employees at work

Interpretation:
From the above analysis we can see that people who feel stress while in job they do several stress relieving activities like entertainment, yoga, reading books. Most of the respondents selected entertainment as their stress relieving option and some people do yoga and less people read books to get the rid of stress.

4. Does your company have a separate policy for work-life balance?
Table 4: Company have a separate policy for work – life balance

S.NO	ATTRIBUTES	RESPONDENTS	PERCENTAGE
1	YES	24	24
2	NO	25	25
3	NOT AWARE	51	51
	TOTAL	100	100
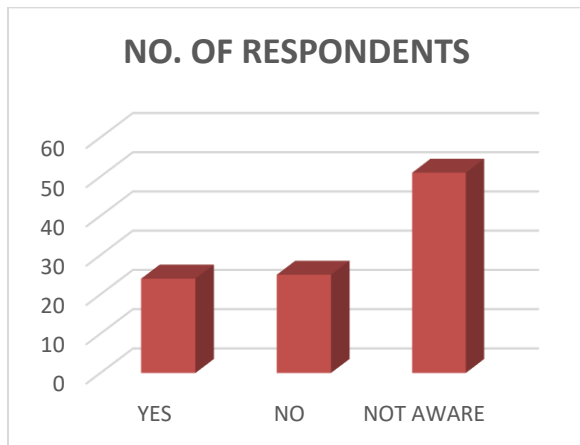
Chart 4: Graphical presentation of separate life policy on work–life in the company
Interpretation:
From the above analysis we can see that most of the employees don't know that company have a separate policy on work-life balance and only 24 % people aware of the policy.

5. Does your organization provide you counseling service for employees?
Table 5: Table showing Counselling services for employee in company

S.NO	ATTRIBUTES	RESPONDENTS	PERCENTAGE
1	YES	84	84
2	NO	16	16
	TOTAL	100	100
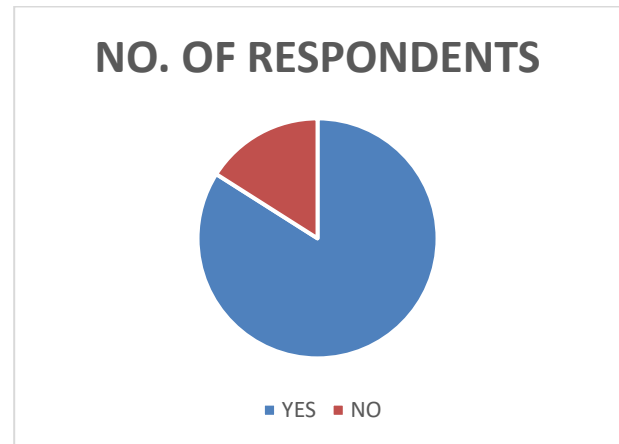
Chart 5: Graphical presentation of counselling services by company to employees.
Interpretation:
From the above analysis we can see from survey most people said that company is providing counselling services and only 16 people don't know about that services.

6. Does your organization provide your Health programs?
Table 6: Table showing Organization providing health programs

S.NO	ATTRIBUTES	RESPONDENTS	PERCENTAGE
1	YES	100	100
2	NO	0	0
	TOTAL	100	100

NO OF RESPONDENTS
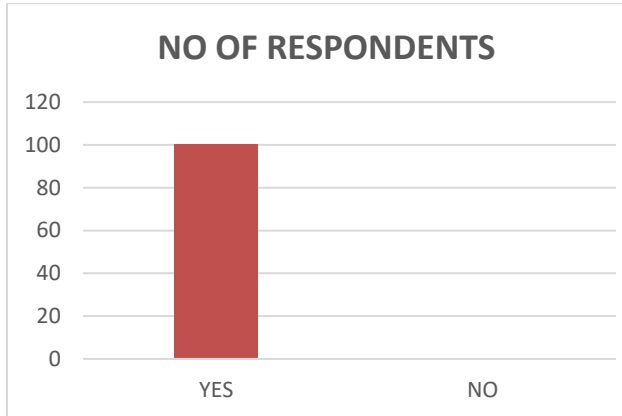
Chart 6: Graphical presentation of organization providing Health programs.

Interpretation:
From the above analysis we can see that all the employees know that company will provide health care benefits. All employees shared their view that they are happy with the health care benefits and they told they feel secured.

7. **How many hours in a day do you normally work?**

Table 7: Table showing number of working hours in a day

Attributes	No of Respondents	Percentage
7-8 HOURS	12	12
8-9 HOURS	65	65
9-10 HOURS	23	23
MORE THAN 10 HOURS	0	0
Total	100	100
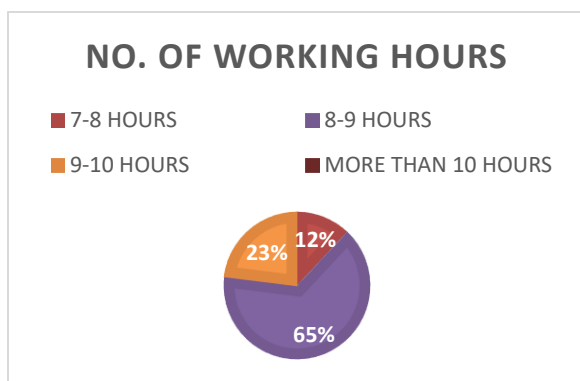
NO. OF WORKING HOURS

Chart 7: Graphical presentation of Number of working hours in a day

Interpretation:
From the above analysis we can see that most of the people work for 8 hours minimum a day and for a week a minimum of 40 hours. These working hours not included a leisure and break time of 1 hour per day. 65% of employees are working for a minimum of 8 to 9 hours a day and no one is working more than 10 hours.

8. **Does your organization provide you telephone for personal use?**

Table 8: Table showing Organization providing telephone for personal use

S.NO	ATTRIBUTES	RESPONDENTS	PERCENTAGE
1	YES	65	65
2	NO	35	35
	TOTAL	100	100

NO. OF RESPONDENTS
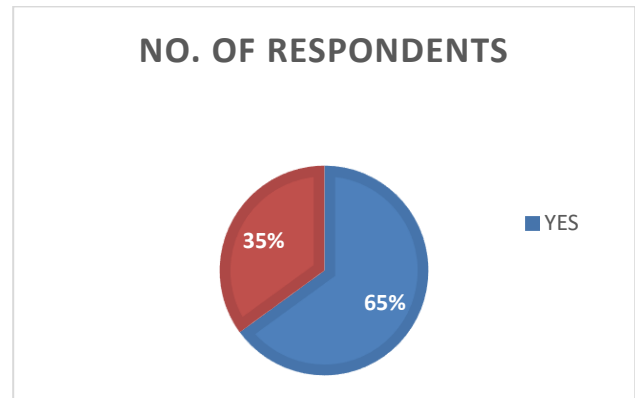
Chart 8: Graphical Presentation of Organization providing telephone for personal use

Interpretation:
From the above analysis we can see that company is providing telephone services to most of the employees in the organization. 65% of employees are getting telephone services from company side and 35% said they aren't getting that service to them.

9. **Does your organization provide you Exercise facilities?**

Table 9: Table showing Organization Provide you Exercise facilities

S.	ATTRIBUT	RESPOND	PERCEN

NO	ES	ENTS	TAGE
1	YES	12	12
2	NO	0	0
3	YES BUT NO TIME	88	88
	TOTAL	100	100
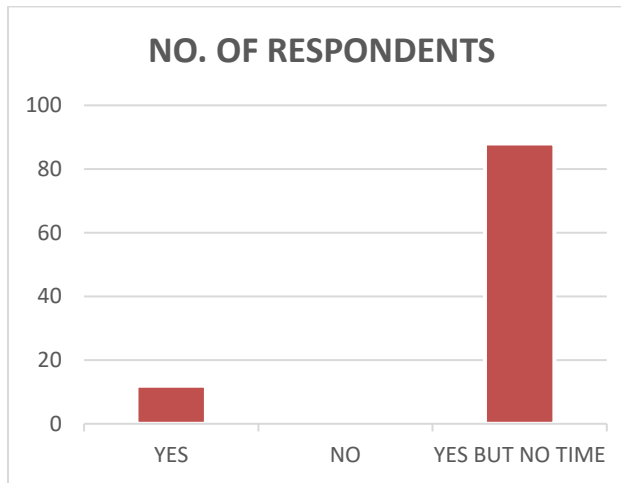
Chart 9: Graphical presentation of Organization Provide you Exercise facilities
Interpretation:
From the above analysis we can see that all the employees said that organization providing exercise facilities and most of the people said that they don't get time to do that activities and 12 members said that they are balancing the time effectively.

10. How do you feel about the amount of the time you spend at work?
Table 10: Table showing data about Employees feel about time spend at work

S. NO	ATTRIBUTES	NO. OF RESPONDENTS	PERCENTAGE
1	VERY UNHAPPY	4	4
2	UNHAPPY	12	12
3	INDIFFERENT	11	11
4	HAPPY	59	59
5	VERY HAPPY	14	14

	TOTAL	100	100

Chart 10: Graphical presentation of Employees feel about time spend at work
Interpretation:
From the above analysis we can see most of the employees are happy with the time spent at workplace. More than 70% people said that they feel happy in the working place and they aren't facing any difficulties while at workplace. 12 employees shared their opinion that they aren't happy while working and 4 said they are not at all happy with the work environment.

Hypothesis Testing:
H0- There is no significant relation between balance of Work and life of an employee.
H1- There is a significant relation between balance of Work and life of an employee.

Attributes	Work Balance	Life Balance	Total
Strongly Agree	65	62	127
Agree	22	28	50
Neutral	9	7	16
Disagree	4	3	7
Strongly disagree	0	0	0
Total	100	100	200
	WORK BALANCE	LIFE BALANCE	
WORK BALANCE	1		
LIFE BALANCE	0.989222	1	

Correlation value r = 0.989222

Interpretation: where the calculated correlation value is (0.989) is proving that there is a relation between the work and life. H1 is accepted and H0 is rejected. Hence there is a significant impact between the work balance and Life balance.

Findings

❖ From the study I came to know that weekly most of the employees are working more than regulartimings.

❖ From the questionnaire it shows that employee work life balance in **Ispatial** is good, with the policies andprocedures.

❖ Employees showed their opinion towards the working environment is very good and the employees aren't feeling stress in office

❖ From table 5, I observed that most of the employees are going for entertainmentprograms

❖ Everyone in the company stated that there will be no separate work life balance in any company but have to balance the employees work-life with company policies andprocedures.

Suggestions

❖ As the policies for work life balance should be customized to individualneeds.

❖ Since, most of the employees are not aware of welfareprograms I suggested HR manager to make an awareness program and detailed explanation regarding their benefits should be discussed in team meetings.

❖ Employee work-life balance will affect the work quality so the organization should give reasonable shift timings according to individual preferences by asking them and this will lead to better production output.

❖ For employees'company should provide sanitation hygiene facilities as this will satisfy employees with much satisfaction.

❖ Quality of food in the canteen of the company should be at hygiene level and Food coupons should be provided by company based on performance so that it will satisfythe employee.

Conclusion

From the study it is clear that employee work life balance in ispatial is good, but there are some problems from employee satisfaction to company.Work-life balance programsplays a win-win situation for both employers and employees. When it comes to employee, he will think about work obligations and non-work responsibilities but for employer the major thing comes with the work quality and employee behavior towards work. Now a days most of the companies are modifying their policies and procedures according to employee and working situations. Employer support will create positive employer branding, lesser stress, increased happiness, motivation, Productivity. The Key role of HR is to understand the issues of work-life balance, integrate that to organization's policy and manage the work-life balance of employees by personal analysis regularly.

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FACTORSINFLUENCING JOB SATIFACTION OF EMPLOYEES IN SELECTEDELECTRIC EQUIPMENT MANUFACTURING COMPANY

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ABSTRACT

In this research paper the factors associated with job satisfaction have been analyzed. Job satisfaction of employees in selected electronic equipment manufacturing company had been analyzed. The primary data for this study had been collected through structured questionnaire and secondary data had been gathered from journals and books. The findings of this study are helpful for practicing human resources managers in electronic equipment manufacturing industry. The need for attaining job satisfaction among the satisfaction level of employees. Some people love their jobs, some people tolerate their jobs, and some people cannot stand their jobs. Job satisfaction describes the degree to which individuals enjoy their job. While job satisfaction results from both how we think about our work (our cognition) and how we feel about work, it is described in terms of affect.

A person having negative attitude shows a personality disposition which is inclined to experience nervousness, tension, worry, upset and distress, where as those with positive attitude will feel happy with themselves, others, and with their work. Job satisfaction reflects the extent to which people find gratification or fulfillment in their work. Job satisfaction shows that personal factors such as an individual needs and aspirations determine his/her attitude, along with group and organizational factors such as relationships with co-workers and supervisors and working conditions, work policies, and compensation. A satisfied employee tends to be absent less often, to make positive contributions, and to stay with the organization.

OBJECTIVES OF THE STUDY

- ➢ To study the factors influencing job satisfaction level of employees at the electronic equipment manufacturing company.
- ➢ To know the association between employee department and job satisfaction.
- ➢ To understand the perception of employees towards supervisory support and fair compensation.
- ➢ To study the impact of employee engagement on job satisfaction level of employees.
- ➢ To describe the perception of employees towards organizational human resource policies.

REVIEW OF LITERATURE

Human resources management performs variety of tasks and creates organizational policies for employee welfare. The perception of employees towards organizational policies can be measured using the concept of job satisfaction. The job satisfaction is unique feeling of employee towards their job in organization (DeCenzo et al, 2016). The work environment creates an impact on employee motivation, morale and job satisfaction (Aswathappa, 2013).

Vijayalakshmi (2012) had conducted survey among women employees in Hyderabad

city and suggested for changes in organizational human resources (HR) policies. According to Burra and Chirayath (2013) the quality of work life gives life satisfaction among employees in business process outsourcing (BPO) sector in Hyderabad. Swaminathan and Jawahar (2013) had mentioned that job satisfaction among employees leads to organizational citizenship behavior. Adhikari and Deb (2013) had described that job satisfaction is multidimensional concept. The job satisfaction of employees in organization leads to satisfaction in personal life.

Akella and Rao (2016) had conducted an empirical survey among employees in IT sector and stated that appreciation and feedback gives job satisfaction. Ardestani (2017) had measured employee satisfaction in private hospitals in Hyderabad. Employee satisfaction is a requirement for good employee performance as well as employee retention. Lakshmi (2016) had discussed about organizational excellence from the viewpoint of employee satisfaction. Azash et al (2017) had explained about job satisfaction from the dimension of locus of control. The job characteristics like skill variety, task identity, task significance, autonomy and feedback influence job satisfaction of employees in organizations.

Baskar (2016) had conducted a study on job satisfaction from the perspective of human resources polices in selected public sector bank. It is found from their study that performance management system (PMS) had an impact on perception of job satisfaction among employees in banking sector. According to Jain (2016) distributed leadership has positive impact on employees' performance, and it carries the impact of job satisfaction on performance. Sarma (2012) had conducted a study on commitment of employees in small scale industries and its association with job satisfaction.

RESEARCH METHODOLOGY

The respondents for this research study had been randomly selected from employees of HBL Company. Out of total employees of the company only 100 employees have been interviewed through structured questionnaire for collecting primary data. The purpose of the interview is communicated to the employees. The privacy information had not been collected from the respondents like name, employee id and contact number. The primary data had been entered into Ms-Excel software and later it was migrated to SPSS software for data analysis. The statistical tools used in this study for analyzing primary data are frequency analysis, descriptive statistics and regression analysis. There are six variables in this study and they are shown in following Figure 1. The items under each variable have been measured by using five point Likert-type scale from 5 to 1 where '5' means strongly agree and '1' means strongly disagree. The dependent variable is job satisfaction and independent variables are empowerment, fair compensation, supervisor support, work environment and employee engagement. Secondary data had been procured from books, journals and electronic sources. The literature review had helped to identify the research gap. Hypothesis testing had been conducted through regression analysis.

Figure 1: Research model of this study
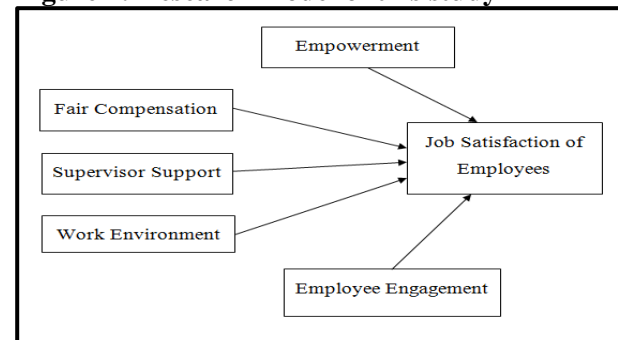
(Source: Own Creation)

DATA ANALYSIS

Among the total 100 respondents of this research study sixty four percent are male and 36 percent are female from the perspective of gender. Majority of the respondents belong to 25 to 35 years age group as per Table 1. More than half of the total respondents are graduates and sixteen percent are post graduates. From the dimension of department fourteen percent belong to administrative department and thirty percent belong to marketing department.

Table 1: Demographic profile of respondents

Variable	Characteristic	Frequency
Gender	Male	64
	Female	36
Age Group	Less than 25 Years	20
	25 to 35 Years	40
	36 to 45 Years	24
	Above 45 Years	16
Education	Graduate	52
	Post Graduate	16
	Diploma	18
	Other	14
Department	Production	26
	Marketing	30
	Administrative	14
	Other	30

(Source: Compiled from primary data)

As per Table 2 the mean value for job satisfaction variable is 4.640 and its standard deviation is 0.482 which shows that job satisfaction level of employees is high at the company. The means value for fair compensation is 2.290 and its means standard deviation is 0.778 which states that employee are expecting increments with regard to their compensation. The mean value for supervisor support is less than 4.0 and its standard deviation is 0.601.

Table 2: Descriptive Statistics

	N	Mean	Std. Deviation
Empowerment	100	3.320	0.617
Work environment	100	3.920	0.502
Supervisor Support	100	3.160	0.808
Fair Compensation	100	2.290	0.778
Employee engagement	100	3.720	0.451
Job Satisfaction	100	4.640	0.482
Valid N (listwise)	100		

(Source: SPSS Output)

Hypothesis H1: Employee empowerment has positive impact on job satisfaction of employees at the selected company.

H1 is accepted because p-value in Table 3 for the variable empowerment is less than 0.05 (benchmark value). Therefore empowerment of employees has positive impact on job satisfaction level of employees.

Table 3: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.500	0.558		11.646	0.000
	Empowerment	0.258	0.074	3.330	3.476	0.001
	Work environment	0.467	0.098	1.486	4.768	0.000
	Supervisor Support	0.191	0.057	0.320	3.345	0.601
	Fair Compensation	0.042	0.054	0.068	1.789	0.432
	Employee engagement	0.338	0.109	2.316	3.098	0.003

a. Dependent Variable: Job Satisfaction
(Source: Output from SPSS)

Hypothesis H2: Work environment has positive impact on job satisfaction among the employees. H2 is accepted because p-value for work environment is less than 0.05 as per Table 3. Hence work environment at the selected company has positive impact on their perception towards job satisfaction.

Hypothesis H3: Supervisor support positively influences job satisfaction of employees.

According to Table 3, the p-value for supervisor support is more than 0.05. Hence H3 is rejected which means that job satisfaction is not positively influenced by supervisor support at the company.

Hypothesis H4: Fair compensation has positive impact on job satisfaction.

The p-value for fair compensation as per Table 3 is more than 0.05. Therefore H4 is rejected. Hence the compensation package at the company does not have impact on job satisfaction of employees.

Hypothesis H5: Employee engagement has positive impact on job satisfaction.

H5 is accepted as per p-value for employee engagement in Table 3. Hence employee engagement has positive impact on job satisfaction of employees.

Table 4: One-way ANOVA

Job Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.945	3	1.648	8.744	0.000
Within Groups	18.095	96	0.188		
Total	23.040	99			

(Source: Output from SPSS)

H6: There is an association between department of employee and their job satisfaction level.

H6 is accepted because p-value in Table 4 is less than 0.05. Therefore there is an association between department of employees and their perception towards job satisfaction.

FINDINGS

It is observed that beta value of employee engagement is high compared to other independent variables. Hence it is found that employees are more concerned about engagement activities. The boredom can avoided with implementation of regular employee engagement programs. The standard deviation for supervisory support is approximately 0.81 therefore it is important for management to develop leadership skills among employees. The employee job satisfaction can be enhanced drastically with supervisor support at work place.

SUGGESTIONS

Flexible work timings should be implemented for attaining job satisfaction at the selected company. The employees should be given rewards and recognition for their contribution at workplace. It is important to provide incentives for giving constructive ideas with regard to minimization of production cost. The efficiency of employees both at individual level and team level should be monitored and communicated at regular intervals. The most important thing is to assign realistic goals for employees. The trust in employees should be enhanced with friendly work environment for increasing the organizational productivity at large.

DISCUSSION AND CONCLUSION

Job satisfaction is multidimensional construct and it varies from employee to employee. The overall job satisfaction of employees at selected electronic equipment manufacturing company is high. The job satisfaction level of employees at the selected company is positively influenced by variables like empowerment, work environment and employee engagement. Organizational human resource management needs to modify the compensation package for enhancing job satisfaction. The leadership training should be given to managers of various departments. There is difference in job satisfaction level of employees in various departments. It is important to design human resource strategy at

the organization for implementing innovative human resources policies.

The job satisfaction is a collection of attitudes about specific factors of the job. Employee can be satisfied with some elements of the job while simultaneously dissatisfied with others. Satisfied employees translate into engaged employees. Having engaged employees produces a trickle-effect for the company. Engagement can be found through your employees' roles, teams, company and community. When an employee is satisfied, they are invested at all four of these levels. Employees who are satisfied with work perform their work in drastically different ways than those employees who actively dislike their jobs. Perhaps more importantly, happy employees are much more likely to work alongside other happy employees because of the effect they have on overall workplace morale.

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A Report on Equity Analysis of Telecom Sector

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ABSTARCT

The study on equity analysis on Telecom sector proved to be unavoidable to understand the association or relation between returns and risk of investment on telecommunications. The super motive of every investor is to have maximum returns with less risk, The ability of the investor returns can be estimated based on the risk taking caliber. Statistical methods like Correlation, Variance, Beta and Standard Deviation helps in knowing the association of risk and returns in telecom sector. For making good financial and investment decisions the research of stock market is compulsory.

Keywords: Unavoidable, Association, Caliber.

LITERATURE REVIEW

R. NARAAYANASWAMY AND R. THIRUGNANSOUNDARI (2016): By the research they have done, they explained that the relation between the security market return and average rate of return is in a positive way during the period of the study. They gave a suggestion to the investors to take appropriate decisions before investing in the shares. According to the study they have done the IT companies like Oracle and Infosys which are having high and good growth rate and also the investors those who are interested in the short investment can prefer the Wipro Company because it gives profits in short term investment. The Indian market exhibiting a positive relationship among risk and return is their final conclusion.

DR. SHYAM VASHISTHA AND RAJESH KUMAR (2011): This research explainsthat the equity volatility analysis is said to be an effective analysis for the measurement of risk factor. The volatility analyzes the securities based on the fluctuations in price so this study helps in investment decision to the investors by forecasting the volatility in the share price. There are different factors like internal information which influence the actual price of shares so the concluded it as the investment decisions cannot be done only on the equity volatility analysis basis.

OBJECTIVES

1. To understand and analyze the equity analysis concept and also to gain a practical knowledge.
2. To know the selective 5 Telecom sector companies present scenario.
3. To suggest the investors for gaining the appropriate profits in the telecom industry.
4. To analyze the risk and return which is involved in the selected 5 telecom sector companies.

RESEARCH METHODOLOGY

Primary Data: Primary data is defined as the information which is directly collected from the company and processed in a required manner. The information is gathered from the first hand sources like interview, direct mail or the telephonic conversations with the company management.

Secondary Data: Secondary data is defined as the information related to the organization collected from various sources like Books, Journals, BSE and NSE Official websites and Portals of telecommunications. This study is totally based on secondary data.

PERIOD OF STUDY

This study includes the period of previous 5 years, 2015-2019and its data which is used for the analysis of equity share price volatility of selected 5 telecommunications companies.

METHOD OF SAMPLING

This study includes the random sampling of 5 companies in the telecom sector. The selection is totally based on the trading platforms of BSE and the information which is available in other reliant sources.

BHARATI AIRTEL: Bharati Airtel limited is also called as airtel. It is one of the most important global telecommunications services company which is headquartered New Delhi. Airtel provides various mobile services like 3G, 4G LTE, 4G+, GSM. It operates in 18 different countries across South Asia and

Africa, and in the channel Islands with 411.42 million subscribers. Airtel is recognized as the 3nd largest mobile network operator in the India.

TATA TELESERVICES: Tata Teleservices Limited (TTSL) is an Indian telecommunications and broadband service provider. The headquarters of Tata Teleservices is located in Mumbai, Maharashtra. Tata Teleservices is a subsidiary of the Tata Group which is an Indian conglomerate company. It has 1.78 million subscribers and 8.51% market share. It is one of the important wireline operators in telecom sector.

RELIANCE COMMUNICATIONS: Reliance Communications Limited is popularly known as R.Comm which provides voice, 2G, 3G and 4G data services. Reliance communications has 0.55 million subscribers and 2.64 market share. It is the fixedline operator which is headquartered in Navi Mumbai.

VODAFONE IDEA: Vodafone Idea Limited is said to be the Indian telecom operator which is headquartered in Mumbai, Maharashtra and Gandhinagar, Gujarat. Vodafone Idea is known as a pan-India integrated GSM operator which is offering 2G, 3G and 4G Volte mobile services under two brands called Vodafone and Idea. Vodafone Idea Limited is India's 2nd largest telecommunications network and world's 5th largest mobile telecommunications network. It has 332.65 million subscribers as of December 31st 2019.

MTNL: Mahanagar Telephone Nigam Limited (MTNL) is a subsidiary of Bharat Sanchar Nigam Limited (BSNL) which is headquartered in New Delhi, India. MTNL is known as a state owned telecommunications service provider. 57% of stock in the company is owned by the Government of India. MTNL has subscribers of 6.71 million.

TOOLS OF ANALYSIS

MEAN: Mean is defined as the average of the numbers. It is calculated by adding all the values taken and dividing it by the number of values. Mean is used most commonly and it is the general purpose for the calculation of the midpoint of a set of values. The following is the formula of Mean.

$\bar{X} = \sum x/N$ Where, $\bar{X}$ = Mean

$\sum x$= Summation of the values, N = Number of values.

STANDARD DEVIATION: To reveal the historical volatility of an investment standard deviation is applied to the annual rate of returns of that investment. The variance between each price and mean is greater with the greater standard deviation. The following is the formula which is used for the calculation of standard deviation.

$\sigma = sqrt[\Sigma(X_i - \mu)2 / N]$

Where σ= Standard deviation X_i = Each value

μ = Mean N = Number of values

BETA: Beta is known as a statistical method which is used for the measurement of the systematic risk or volatility of an individual security in comparison to the unsystematic risk of the entire market. The calculation of Beta is done with the help of the following formula.

$\beta = (N \Sigma XY - \Sigma X \Sigma Y) / (N \Sigma X2 - (\Sigma X)2)$

HYPOTHESIS

H0: There is no significance association between return and risk in telecom sector.

H1: There is a positive significance association between return and risk in telecom sector.

AVERAGE RETURNS

Table 1

YEAR	Bharati Airtel	Tata Teleservices	Reliance Comm.	Vodafone Idea	MTNL
2015	0.02554	0.98597	1.11999	-0.646	-1.2303
2016	-0.7489	-2.9218	-7.3329	-5.065	-1.1151
2017	4.75662	2.21285	8.60609	4.34012	1.51529
2018	-4.3816	-4.9799	-6.6228	-8.9719	-3.3746
2019	3.759639	-5.45244	-17.5028	-7.86316	-4.38
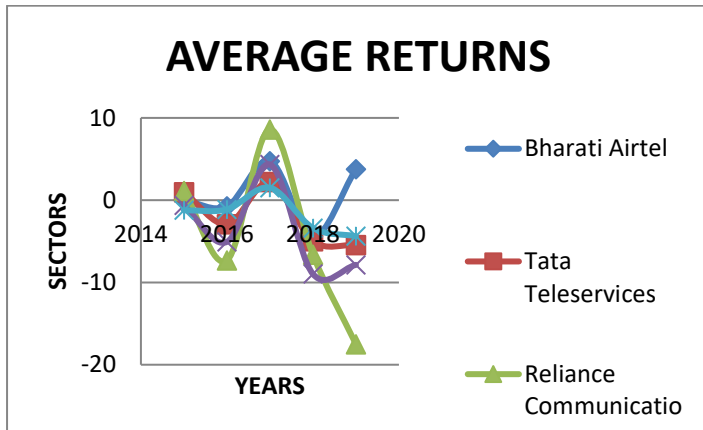
Interpretation: From the above graph we can know the highest and lowest average returns of Bharati Airtel are 4.75662 and -4.3816 in the years 2017 and 2018. For Tata Teleservices they are 2.21285 and -5.45244 in the years 2017 and 2019. For Reliance Communications they are 8.60609 and -17.5028 in the years 2017 and 019. For Vodafone Idea they are 4.34012 and -8.9719 in the years 2017 and 2018. And for MTNL they are 1.51529 and -4.38 in the years 2017 and 2019.

STANDARD DEVIATION

Table 2

YEAR	Bharati Airtel	Tata Teleservices	Reliance Communications	Vodafone Idea	MTNL
2015	7.01062	11.878	11.2297	7.068	13.8603
2016	6.94876	12.2687	12.0785	9.39466	10.4975
2017	9.26926	20.2956	54.4752	17.7302	8.92207
2018	7.13021	7.2568	19.6347	6.7577	11.276
2019	6.45765	18.02001	24.65324	29.45214	15.8771
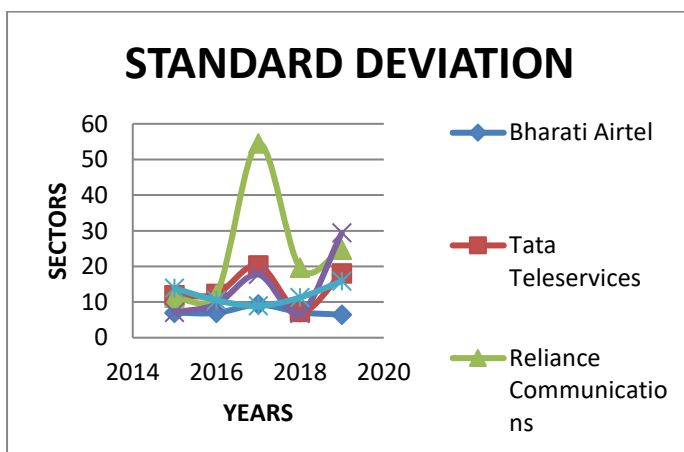
Interpretation: From the above graph we can say the highest and lowest standard deviation values of Bharati Airtel are 9.26926 and 6.45765 in the years 2017 and 2019. For Tata Teleservices they are 20.2956 and 7.2568 in the years 2017 and 2018. For Reliance Communications they are 54.4752 and 11.2297 in the years 2017 and 2015. For Vodafone Idea they are 29.45214 and 6.7577 in the years2019 and 2018. And for MTNL they are 15.8771 and 8.92207 in the years 2019 and 2017.

BETA

Table 3

YEAR	Bharati Airtel	Tata Teleservices	Reliance Communications	Vodafone Idea	MTNL
2015	0.928896	2.31157	1.5735	-0.3861	2.51398
2016	0.37617	1.46025	1.46867	0.73336	1.25486
2017	2.547022	4.20041	3.4814	2.6544	0.70343
2018	0.65512	1.32575	0.70241	0.11969	0.9067
2019	0.61085	3.06244	-0.6196	2.96496	2.12319
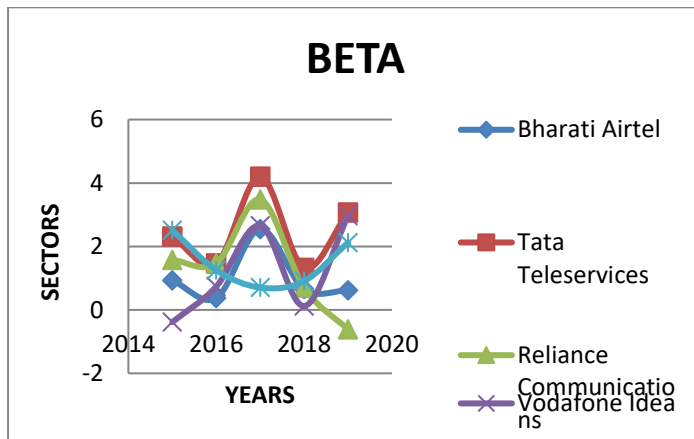
Interpretation: From the above graph we can say that the highest and lowest Beta values of Bharati Airtel are 2.547022 and 0.37617 in the years 2017 and 2016. For Tata Teleservices they are 4.20041 and 1.32575 in the years 2017 and 2018. For Reliance Communications they are 3.4814 and -0.6196 in the years 2017 and 2019. For Vodafone Idea they are 2.96496 and -0.3861 in the years 2019 and 2015. And for MTNL they are 2.51398 and 0.70343 in the years 2015 and 2017.

Consolidated Sample Analysis

Table 4

Name	Average Returns	Standard Deviation	Beta
Bharati Airtel	0.6822598	7.3633	1.023612
Tata Teleservices	-2.031064	13.943822	2.472084
Reliance Communications	-4.346484	24.414268	1.321276
Vodafone Idea	-3.641188	14.08054	1.217262
MTNL	-1.7169	12.0866	1.500432

Interpretation: From table 4 we can say that the highest and lowest average returns are 0.6822598 and -4.346484 for the companies Bharati Airtel and Reliance Communications. The highest and lowest standard deviation values are 24.414268 and 7.3633 for the companies Reliance Communications and Bharati Airtel. And the highest and lowest Beta values are 2.472084 and 1.023612 for the companies Tata Teleservices and Bharati Airtel.

Table 5CORRELATION

Companies	Market returns	Bharati Airtel	Tata Teleservices	Reliance Communications	Vodafone Idea	MTNL
Market returns	1					

Bharati Airtel	0.694104242	1				
Tata Teleservices	0.151638468	0.410200249	1			
Reliance Communications	0.198907705	0.169633171	0.922983194	1		
Vodafone Idea	0.363697336	0.575495579	0.972594781	0.88850039	1	
MTNL	0.31371493	0.362252956	0.901924077	0.909475072	0.924766591	1

Interpretation: From the above study we can conclude that the average calculated value of telecommunication sector is 0.653 where the critical or tabulated value of correlation degrees of freedom with (v=5) and 5%(0.05) level of significance is r=0.754. As the calculated value is less than that critical value, it is not significant and we failed to reject the hypothesis H0 at 0.05. Hence H0 may be accepted at 0.05 level of significance i.e., there is no impact of returns on telecommunications sector on selected companies.

FINDINGS

- From the above study it has been discovered that the returns of the above selected 5 companies started reducing from the year 2015 and started increasing in the year 2017 but it continued for 2019 due fall in the market price this is because of other telecom companies like Jio which gave a strong competition to these companies.
- From this study we can say that the entry of Jio in the market reduced the returns of these companies by increasing its returns.

CONCLUSION

From the above study we can conclude that the equity analysis is the most appropriate method for measuring the volatility, risk and return, and the relation between market returns and telecom sector returns. The study of equity analysis also helps the investors in ascertaining the risk involved in the selected companies with respect to market returns. This study also helps in analyzing the price fluctuations in order to determine the returns. As the period of study is specified, it has not undertaken the internal policy changes of selected companies so it is necessary to the investors to consider both internal and external factors while taking the investment decisions.

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A STUDY ON EQUITY ANALYSIS ON FMCG SECTOR. LISTED IN BSE

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ABSTRACT:

FMCG sector is the 4th largest sector in the economy. This analysis was done to check the trend within the shares of the highest FMCG companies. The parameter used for this studyis Equity Analysis. The equity analysis contains Ratio's which are want to calculate actual returns, beta and standard deviation of the businesses. In Technical Analysis we studied the opening price and shutting price of the shares, and therefore the trends of those companies, where it can help us to understand in which company we need to invest. The present study focuses on the relationship between top 5 FMCG companies and BSE. At last we have seen that HUL has the most upward trend in its share price and if any investor wants to invest in this company, he can get the long-term benefit. The outlook of Indian fast-moving consumer goods is positive due to growing strong financials of leading players, growing sales and increasing urbanization. Equity analysis is the most important measurement technique used to measure the moments in share markets which helps the investor to take decision either to buy or sell.

OBJECTIVES OF THE STUDY: -

1. To analyse the risk involved in selected FMCG companies share price listed in BSE.
2. To know the preferences of the consumers towards FMCG products.
3. To identify the share price fluctuations of fast-moving consumer goods in BSE.

HYPOTHESIS: -

- H0: There is no significant correlation between systematic risk and unsystematic risk.
- There is no significant correlation between average return and risk (systematic and un systematic).

INTRODUCTION: -

Fast Moving consumer goods(FMCG) may be a sector within which the products are often sold quickly and at relatively low cost and deals with production, distribution and marketing of their products. The FMCG alternatively called as CPG (consumer packed goods).They are normally consumable at regular interval.The FMCG term was given by MR. Neil H. Borden in the concept of marketing mix in the year 1965. FMCG has a shorter life span which leads to high consumer demand because the product deteriorates rapidly. The profit margin made by FMCG products is relatively small so they are generally sold in large quantities to the producers or suppliers. The cumulative profits on these products can be substantial.So, the FMCG sector is probably the most unique case of low margin and high-volume business.It is the 4th largest sector in Indian economy with household and personal care accounting for their 50% of FMCG sales in Indian economy. It is the key contribution sector to Indian economy. It provides 3.5 million people for employment which means 6% in overall factory employment rate of India.

REVIEW OF LITERATURE: -

Rural market is one of the best opportunities for the FMCG sector. In some sense we can say that rural market is future of FMCG.As per research of Purba Basu, (facultyof ICFAI business school), the lifestyle of rural consumers is changing. Rural Indian market and the marketing strategy have become the latest marketing buzzword for most of the FMCG majors. She added the strategies of different FMCG companies for capturing rural market like Titan's Sonata watches, Coco Cola's 200ml bottle, different strategies of HUL and Marico etc. She takes into consideration the study of National Council for Applied Economic Research (NCAER). According to the NCAER projections, the number of middle and high-income households in rural area. India is

expected to grow from 80 million to 111 million by 2007. In urban India, the same is expected to grow from 46 million to 59 million. Thus, the absolute size of rural India is expected to be double that of urban India.

According to Pradeep Togantta, (former vice president of LG) The economic growth inIndia's agricultural sector in last year was over 7%, compared with 3% in the industrial sector.This implies a huge market potentiality for the marketer to meet up increasing demand. Factors such as village psyche, strong distribution network and market awareness are few prerequisites for making a dent in the rural markets. The model is of the stolid Anglo-Dutch conglomerate UnileverGroup, which has enjoyed a century-long presence in India through its subsidiary Hindustan Unilever Ltd. It was Hindustan Lever that several years ago popularized the idea of selling itsproducts in tiny packages. Its sachets of detergent and shampoo are in great demand in Indian villages. Britannia with its low-priced Tiger brand biscuits has become some of the success storyin rural marketing.

Rajesh K Aithal of IIM(L) had done his research on rural telecom in India.He explain that Rural markets are an important and growing market for most products and services including telecom. The characteristics of the market in terms of low and spread out population and limited purchasing power make it a difficult market to capture. The Bottom of the pyramid marketing strategies and the 4 A's model of Availability, Affordability, Acceptability and Awareness provide us with a means of developing appropriate strategies to tackle the marketing issues for marketing telecom services in rural areas. Successful cases like the Grameen Phone in Bangladesh and Smart Communications Inc in Philippines also provide us with some guidelines to tackling the issue.

RESEARCH DESIGN & METHODOLOGY: -

This research has been carried purely on the premise of secondary data. The topic matter of this study is to pertain to the financial and technical analysis of the 5 FMCG companies over the years (2019-2015). To review the expansion and investment perspective and to conclude with conviction, this secondary data is been taken from money control.

PERIOD OF THE STUDY: -

Current study has taken previous 5 years of data(2015 – 2019) of desired companies to analyse the volatility of equity shares of fast-moving consumer goods.

METHODS OF SAMPLING: -

Five BSE FMCG's are selected from the study. The selection is based on the mostly traded in BSE and availability of data. Top five sampling technique is used in this study.

SCOPE OF THE STUDY: -

With a population of 1 billion people, India is a big market for FMCG companies. Around 70% of the total households in India reside in the rural areas. The total number of rural households is expected to rise from 135 m in 2002 to 153 m in 2010, which represents the largest potential market in the world.

TOOLS OF ANALYSIS: -

Mean: -

Mean is the average of the no. It is the most common and best general purpose for the midpoint of a set of values. Mean is calculated by below formula

$$\text{Mean } (\bar{X}) = \Sigma x/N$$

Where $\bar{X}$ = Mean

Σx = Symbol for summation scores.

N = No of scores.

Standard deviation (SD): -

It is a statistical tool that measures the dispersion of a dataset relative to its mean and is calculated as the square root of the variance.

$$\text{Standard deviation}(\sigma) = \text{sqrt } [\Sigma (X_i - \mu)2 / N]$$

Where σ = Standard deviation

X = each value in population

μ = mean

N = Number of values

Beta (β): -

A beta co-efficient is a measure of systematic risk, or volatility, of an individual stock or market in comparison to the unsystematic risk of the entire market. In statistical terms β represents the slope of the line through a regression of data points from an individual stock's return against those of the market or stock.

$$\beta_p = \frac{Cov(r_p, r_b)}{Var(r_b)}$$

COREELATION: -

Companies	Market returns	Colgate	Itc	Godrej	Nestle	Hul
Market return	1					
Colgate	0.515753309	1				
Itc	0.03346685	0.023475708	1			
Godrej	-0.23900342	0.219611236	0.5804871	1		
Nestle	0.733258376	0.576157394	0.0498587	-0.492509135	1	
Hul	0.606843709	0.917795468	0.2421861	0.459342599	0.42546665	1

AVERAGE RETURN: -

Year	Colgate	Itc	Godrej	Nestle	Hul
2015	0.57154	-0.90188	2.30437	-0.80266	1.3452214
2016	-0.61288	0.62502	1.18603	0.42156	-0.2534
2017	1.65367	0.19235	2.03072	2.24462	4.13589
2018	1.50672	0.30633	1.18217	2.68604	2.39198
2019	0.497154	-1.58946	-1.60464	2.434075	0.527067
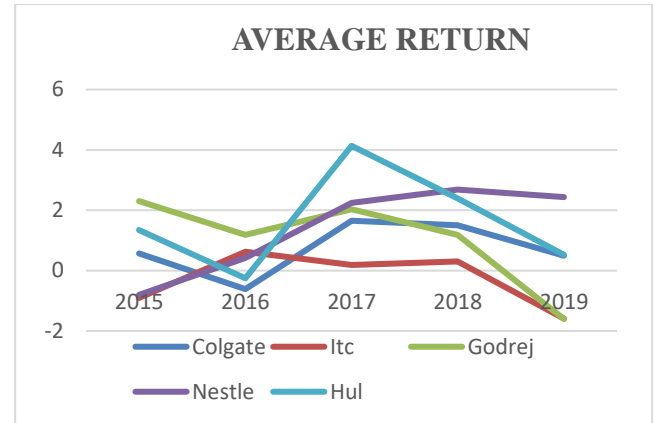
AVERAGE RETURN

Interpretation: From the above graph we can know the lowest and highest average returns of Colgate are -0.6128 and 1.65367 in the years 2016 and 2017. For ITC they are -1.58946 and 0.62502 in the years 2019 and 2016. For Godrej -1.60464 and 2.30437 in the years 2019 and 2015. For Nestle they are -0.8026 and 2.68604 in the years 2015 and 2018. And for HUL they are -0.2534 and 4.13589 in the years 2016 and 2017.

STANDARD DEVIATION: -

YEAR	Colgate	Itc	Godrej	Nestle	Hul
2015	2.22344	3.14812	7.33816	5.16652	7.60363
2016	4.33692	4.89442	7.50786	7.86508	3.38726
2017	4.96729	7.33981	4.26559	3.1487	4.00685
2018	6.13437	5.85509	7.87133	7.48058	5.57062
2019	6.679974	4.62336	7.013763	4.958304	5.133816

STANDARD DEVIATION
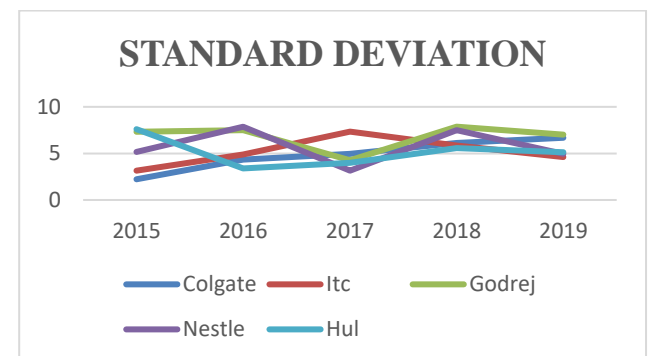
Interpretation: From the above graph we can know the lowest and highest Standard deviation values of Colgate are 2.22344 and

6.679974 in the years 2015 and 2019. For ITC they are 3.14812 and 7.33981 in the years 2015 and 2017. For Godrej 4.26559 and 7.50789 in the years 2017 and 2015. For Nestle they are 3.1487 and 7.86508 in the years 2017 and 2016. And for HUL they are 3.38726 and 7.60363 in the years 2016 and 2015.

BETA: -

YEAR	Colgate	Itc	Godrej	Nestle	Hul
2015	0.23615	0.42877	1.21107	1.13806	1.69505
2016	0.54025	0.94178	1.21636	1.46374	0.3083
2017	-0.2193	0.60229	0.97401	-0.4111	0.68249
2018	0.53916	1.1415	1.08227	0.80543	0.96208
2019	0.27243	0.79784	1.52198	0.71175	0.47451
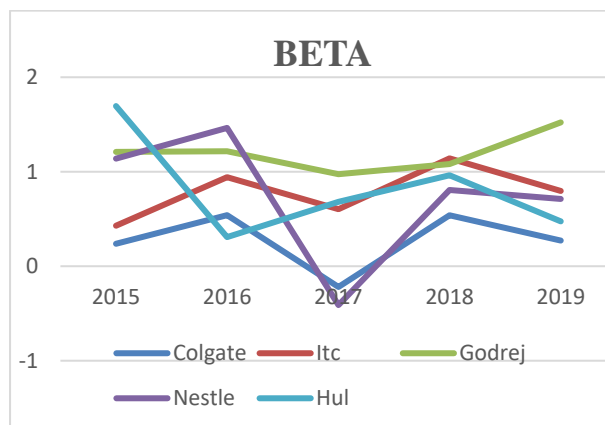
Interpretation: From the above graph we can know the lowest and highest Beta values of Colgate are -0.2193 and 0.54025 in the years 2017 and 2016. For ITC they are 0.42877 and 1.1415 in the years 2015 and 2018. For Godrej 0.97401 and 1.52198 in the years 2017 and 2019. For Nestle they are -0.4111 and 1.46374 in the years 2017 and 2016. And for HUL they are 0.3083 and 1.69505 in the years 2016 and 2015.

CONCLUSION: -

Equity analysis is the one of the important techniques used to measure the moment of share market, it helps the investor weather to buy or sell. From this analysis that HUL ltd has the returns when compared to other fast-moving consumer goods which are taken for the study. FMCG products like food services, soft drinks, personal care and household products are now more demanded in the market and their availability is made through online also by that it is easy to purchase and beneficial in reduction of cost and time for the customer and consumer. Through online method there is more opportunities for workers in trading and delivering the products to the customers.

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A STUDY ON EQUITY ANALYSIS OF BANKING SECTOR LISTED IN BSE

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ABSTRACT:
Every investment has its own strengths and weaknesses. Every investor thinks that his investment should get high returns, but it's associated with a risk factor. Compared to all other investment's equity investment will get high returns and as well as it has high risk. So, in order to reduce the risk, the investor before investing he must do the stock market research. Analysis of individual securities and operation of their markets and determining the risk reward structure of equity. The future price movement of a financial instrument is determined using fundamental analysis based on environmental, political, economic and other factors. Technical analysis is a method used to predict the price movement and future market trends by studying charts of past market action which consider volume of trading, price of instruments, and open interest in the instruments where applicable.

Key words: Stock, return, beta, market, banking sector, equity analysis.

LITERATURE REVIEW:

B.Nisha (2018) in her study Equity analysis of banking sector listed in NSE. Find out that before investing in the shares investor has to use technical analysis to get better returns and for safe investment. The main objective of the study is to forecast the stock prices using technical analysis.

K.S. Nemavathi and Dr.V.R. Nedunchezhian (2012) in their study technical analysis they found out that there is high fluctuations in the selected securities during the period with the use of effective tools, to accomplish the objectives of the research.

Dr. Sreemoyee Guha Roy (2013) in her study equity research, to make an investment decision the investor should perform fundamental and technical analysis of the stock, which includes the following parameters economic, industry, and company analysis.

The study concludes about investor's decision making behaviour.

NEED OF THE STUDY:

1. Equity analysis plays a major role, as it provides the information to the market. An efficient market depends upon the information; a lack of information creates inefficiencies that result in stocks being misrepresented.
2. This study proved the information to the individual investor.
3. The need of the study is to know the performance of the stock through equity analysis, which helps the investor whether to invest or not in the stock.

OBJECTIVES OF THE STUDY:

1. The major objective is to analyse the equity of selected banking stocks listed in BSE.
2. To understand the banking sector stock prices movement of selected bank stocks.
3. To compare the performance of the selected banking sector stocks.
4. To evaluate the relationship between selected stock and market index.

SCOPE OF THE STUDY:

1. The present study is limited to the Equity Analysis of banking sector with the help of tools and determining the risk, return and relationship involved in the share prices of the banks with the market. The study has covered five years' time period. This study helps in identifying the volatility of stock prices of the selected bank.

HYPOTHESIS:

- H0: There is no relationship between the market index and the

selected sample of banking sector stock return.

- H1: There is a relationship between the market index and the selected sample of banking sector stock return.

RESEARCH METHODOLOGY:

Primary data:

The data which is directly collected from the company is called as primary data.

Secondary data:

The current study is completely based on the secondary data. The data is collected from the different journals, media,and BSE official website and through banks official websites.

PERIOD OF THE STUDY:

The period of study is limited to five year i.e. January 2015 to December 2019.

METHOD OF SAMPLING:

In the banking sector five national banks are selected randomly which are listed in the BSE. They are Bank of Baroda, Syndicate bank,and Union bank of India, Canara bank, and Indian bank. Random sampling method is used for selecting.

TOOLS AND TECHNIQUES:

Mean:

Mean is the average of group of numbers. This is used to find out the middle value of the group of numbers. Mathematically mean is the sum of all the observations which is divided by the number of observations.

Mean = sum of observations/no of observations

Standard deviation:

Standard deviation is the measure of deviation of a set of data from its mean. Standard deviation is used in financial derivative terms to measure the risk involved.

Standard deviation= Sqrt $(\Sigma(x-mean)^2/N)$

Beta:

Beta measures the systematic risks of a security by an historical data of individual stock and the market return.

Beta= $(N*\Sigma XY - \Sigma X * \Sigma Y)/(N*\Sigma X^2 - (\Sigma X)^2)$

LIMITATIONS:

1. The study is conducted on selected sector and therefore it is limiting to the area of research.
2. There is less possibility of generalization of the study.
3. This study considers the information only for limited duration of time which is five years.

4. It is not possible to have detailed study of project because the time span of the project is only 45 days.

AVERAGE RETURN:

Table No: 1 Average return of sample:

Years	Bank of Baroda	Syndicate bank	Union bank of India	Canara bank	Indian bank
2015	-2.3059	-2.9573	-3.2007	-5.2566	-5.0345
2016	-0.1661	-2.2839	-1.2756	1.64011	7.7359
2017	0.28749	1.60931	2.02923	2.97093	4.62605
2018	-1.233	-5.3664	-3.7115	-1.776	-3.2377
2019	-1.3192	-2.4045	-3.1397	-1.0719	-5.5897

Source: historical data of company stock price from Bombay stock exchange.

Figure no: 1
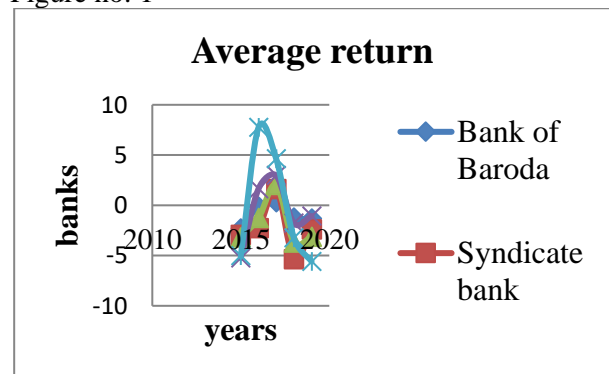
Average return

Interpretation:

The above graph no: 1 shows the highest average return is 7.7359 of Indian bank in 2016 and the least average return is -5.5897of Indian bank in 2019. Bank of Baroda highest average return is in the year 2017 and lowest in 2015. Syndicate bank highest average return is in the year 2017 and lowest in 2018. Union bank of India highest average return is in the year 2017 and lowest in 2018. Canara bank highest average return is in the year 2017 and lowest in 2015. Indian bank highest average return is in the year 2016 and lowest in 2019. The average return of the all the banks has positive return in the year 2017.

STANDARD DEVIATION:

Table No: 2 standard deviation of sample

Years	Bank of Baroda	Syndicate bank	Union bank of India	Canara bank	Indian bank
2015	10.7215	10.0434	12.5479	6.75483	9.90438
2016	8.67628	14.0434	11.2891	12.4428	23.4505
2017	9.7356	11.6423	14.299	11.1287	12.4386
2018	16.3916	11.6765	11.9893	10.571	11.0686
2019	11.662	14.2499	14.2765	12.128	16.4227

Source: historical data of company stock price from Bombay stock exchange

Figure no: 2

Standard deviation
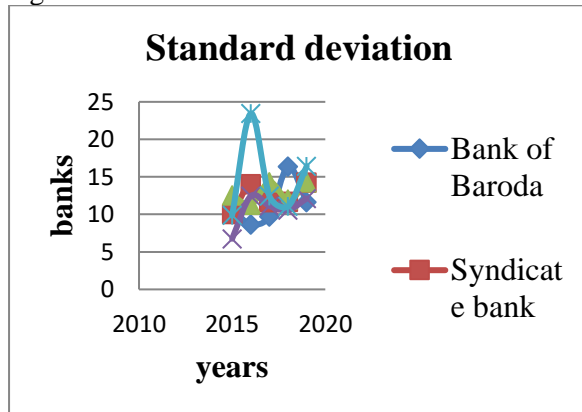
Interpretation:

The above graph no:2 shows the highest standard deviation is 23.4505 of Indian bank in 2016 and the least standard deviation is 6.75483 of Canara bank in 2015.The highest standard deviation of Bank of Barodais in the year 2019 and lowest in 2016. Syndicate bank highest standard deviation is in the year 2019 and lowest in 2015. Union bank of India highest standard deviation is in the year 2017 and lowest in 2016. Canara bank highest standard deviation is in the year 2016 and lowest in 2015. Indian bank highest standard deviation is in the year 2016 and lowest in 2015.

BETA OF SENSEX:

Table No: 3 Beta of sample

Years	Bank of Baroda	Syndicate bank	Union bank of India	Canara bank	Indian bank
2015	-0.5466	-2.3504	0.03213	-0.1986	0.05605
2016	0.42842	1.04459	1.61216	2.03538	2.79011
2017	2.46268	-0.4267	3.60265	3.15568	2.12387
2018	1.77208	0.87285	1.21703	0.80023	0.93278
2019	3.17761	2.84353	3.28368	2.72139	2.63293

Source: historical data of company stock price from Bombay stock exchange

Figure no:3

Beta of sensex
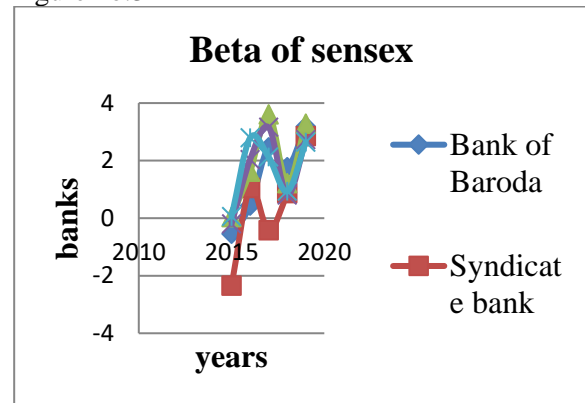
Interpretation:

The above graph no: 2 shows the highest beta is 3.60265 of union bank of India in 2017 and the lowest beta is -2.3504 of syndicate bank in 2015. The risk factor of Bank of Baroda is high in the year 2019 and lowest in 2015. Syndicate bank highest risk factor is in the year 2019 and lowest in 2015. Union bank of India highest risk factor is in the year 2017 and lowest in 2015. Canara bank highest risk factor is in the year 2017 and lowest in 2015. Indian bank highest risk factor is in the year 2016 and lowest in 2015.

BETA OF BANKX:

Table No: 4 Beta of sample

Years	Bank of Baroda	Syndicate bank	Union bank of India	Canara bank	Indian bank
2015	0.599	-1.7665	0.72452	0.40257	0.12313
2016	0.47449	0.71968	1.20916	1.46352	2.04695
2017	1.73445	-0.781	2.47954	2.1913	2.16355
2018	7.73538	4.80275	4.55819	3.30976	3.85023

201 9	1.998 16	1.4130 5	1.895 47		1.548	1.192 28

Source: historical data of company stock price from Bombay stock exchange

Figure no: 4

Beta of BankX
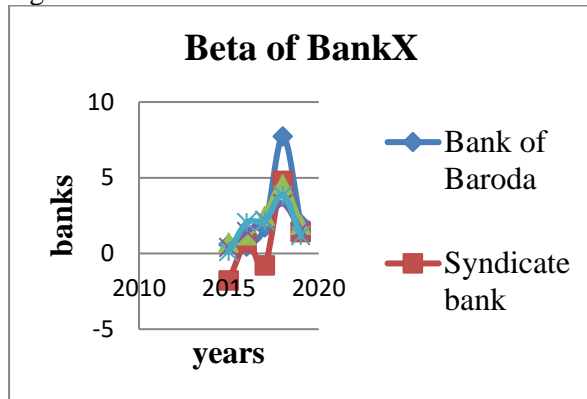
Interpretation:

The above graph no: 4 shows the highest beta is 7.73538 of bank of Baroda in 2018 and the lowest t beta is -0.781 of syndicate bank in 2017. The risk factor of Bank of Baroda is high in the year 2018 and lowest in 2016. Syndicate bank highest risk factor is in the year 2018 and lowest in 2015. Union bank of India highest risk factor is in the year 2018 and lowest in 2015. Canara bank highest risk factor is in the year 2018 and lowest in 2015. Indian bank highest risk factor is in the year 2018 and lowest in 2015.

CORRELATION:

Companies	Market return	Bank of Baroda	Syndicate bank	Union bank of India	Canara bank	Indian bank
Market return	1					
Bank of Baroda	0.6 924 302 05	1				
Syndicate bank	0.7 103 120 18	0.64 705 498 6	1			
Union bank of India	0.7 075 744 78	0.83 479 915	0.92 478 726 3	1		
Canara	0.7 383	0.99 024	0.64 551	0.800 3998	1	

bank	920 98	417 6	903 7	37		
Indian bank	0.2 694 289 62	0.86 663 730 3	0.52 596 144 6	0.738 0494 89	0.8 165 832 1	1

Interpretation:

The average calculated value of banking sector is 0.805 from above study we conducted and the critical value of correlation with degree of freedom (v=5) with level of significance at 5% is 2.015.from the above data we can say that the critical value is more than the calculated value and hence we accept H_0 at the 5 % level of significance as there is no impact on banking sectors of selected banks by market returns.

FINDINGS:
1. From the above studywe observe that theaverage return of Indian bank has increased massively in 2016 and again reduced from the next year.
2. From the above study we can say that the risk factor is more fore union bank of India with the market (Sensex) and the risk factor is more for the bank of Baroda with the market indices (bankX).

SUGGESTIONS:
1. To get a good return the investor has to use equity analysis and analyse the performance of all the stocks.
2. Before investing in the stocks the investor should also observe the average return and risk involved in individual stock from past two to three years for better investment.

CONCLUSION:

From the above study we can conclude that investor has to use fundamental analysis as well as technical analysis for the safe investment. The study which show the risk and relationship between the individual companies return and market return. This study also helps in finding the risk and relationship with individual companies return and market indices.

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PORTFOLIO MANAGEMET WITH REFERENCE TO BANKING SECTOR

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ABSTRACT:-
A portfolio refers to the collection of investments in which an investor can invest to maximize his returns. Whereas, a portfolio management is described as an art of selecting the best portfolio which gives the maximum return with less risk. Now a day, most of the peoples are showing interest to make an investment on various portfolios such as Shares, Debenture, Bonds. But, they are unable to manage them effectively. so this article is prepared with an intention of providing suggestions to manage the portfolio in an effective way by suing some statistical tools like returns, standard deviation, portfolio returns and portfolio weights. So the study concentrates on empirical approach towards measuring portfolio performance of the companies operating under one of the most dynamic sector i.e banking sector in Indian economy.
Keywords: - portfolio management, Analysis of portfolio risk and portfolio return.

INTRODUCTION:-
Portfolio refers to combination of securities like shares, debentures, commodities etc. Portfolio Management refers to diversification of investment with a view to minimizing chances of risk and maximizing the returns. It is platform for the investors to diversify their portfolio among various investment sources. Portfolio manager is the individual who control, monitor and provide suggestions to the individual investor.

NEED OF THE STUDY:-
        This study helps to learn the best investment plan which are available to the individuals as per their income, budget, age and ability to undertake risks.
        It helps to analyse the chances of profits from investements.

        It helps in comparing the portfolio performance of the selected companies.
        To helps to learn the relationship between risk and return from the securities.

OBJECTIVES OF THE STUDY:-
        To study the investment patterns of the selected companies.
        To determine the risk and return of the selected banking portfolio.
        To analyze the portfolio which offers the maximum return and minimum risk.
        To compare the risk and returns involved in each firm so that best portfolio is selected.

RESEARCH METHODOLOGY: -
Research is a process of careful consideration of study regarding a particular concern or a problem using scientific methods. "It is an art or technique of work undertaken to increase the knowledge in respective field." Research methodology is the set of procedures or techniques used to identify, select, process, and analyze information about a topic.

DATA COLLECTION:-
1. Primary Source:-
    No primary data is used in my project of portfolio management in Banking sector.
2. Secondary data: -
    The secondary data is collected from websites, journals, past year annual reports, etc.

SAMPLE SIZE:-
Total 5 companies are selected from both public and private sectors banks. (SBI, Punjab National Bank, Andhra Bank, HDFC, ICICI).

TOOLS AND TECHNIQUES:-
The statistical tools which are used for this study are Variance, Covariance, Correlation, Standard Deviation, t-test.
StatistcialTools:-
Standard Deviation (SD) $=\sqrt{variance}$

Variance (Var) $= 1/n (R-\bar{R})2$

Co-variance (COV ab) $=1/n (RA-(RA)\bar{\ }) (RB-(RB)\bar{\ })$

Correlation Coefficient (co-coef) $=(COV ab)/(\sigma a*\sigma b)$

weights of portfolio:

$Wa=(\sigma b[\sigma b-(nab*\sigma a)])/(\sigma a^2+\sigma b^2-2nab*\sigma a*\sigma b)$

$Wb=1-Wa$

Portfolio risk: $\sigma p = \sqrt{((\sigma a*Wa)2+(\sigma b*Wb)2+2*\sigma a*\sigma b*Wa*Wb*nab)}$

Portfolio return: $Rp=(RA*WA) +(RB*WB)$

HYPOTHESIS OF THE STUDY:-

H0: There is no significant relationship betweenthe portfolio risk and portfolio return.

H1: There is a significant relationship between the portfolio risk and portfolio return.

REVIEW OF LITERATURE:-

A review of literature might be a review written by someone to express their view about the critical points of current knowledge including substantive findings, also as theoretical and methodological contributions to a selected topic.

Review of Experts:-

S.M.Tariq Zafar, D.S.Chaubey, and Shruti Nagar (2013) in their study stated that every investor has different thinking to invest in stock which may give them maximum return with minimum or no risk. So, they want a portfolio which provides maximum return with less risk. The main purpose of this paper is to identify the relationship between risks, return, and diversification effect on portfolio risk with composite of market and non-market risk.

Ravi kiran(2012) in his study highlighted the volatility which are influencing the various portfolio's and stock market movements. His article revealed that mutual funds, and stocks are most preferred financial avenue but needs some innovation and added quality dimensions in existing services.

Singh(2012) conducted an empirical study of Indian investors and noticed that the maximum of his respondents don't have much awareness about the varied function of mutual funds, bonds, and debentures etc., . And they are bit confused regarding investment in various investment alternatives. His study found that some demographic factors like gender, income and level of education have their significant impact over the attitude towards various portfolio alternatives. On the contrary age and occupation haven't been found influencing the investor's attitude. He in his study noticed that portfolio return and liquidity are seemed to be most profitable benefits of investment in mutual funds,bonds etc.

Devasena S (2006) made an attempt to identify the "Risk perception and portfolio management of equity investors". She in her study says that the investors are not aware of portfolio which would minimize risk and maximize the return. And also it is clear that the investors have low level of understanding about risk and the importance of portfolio management as they are not aware of the portfolio management proper steps to be taken so as to enhance the notice level within the minds of the investors.

DATA ANALYSIS:-

Calculated values of average Returns: -

BANK	Returns
STATE BANK OF INDIA	2.89
PUNJAB NATIONAL BANK	-14.23
ANDHRA BANK	-26.86
ICICI BANK	11.47
HDFC BANK	10.50

Interpretation: From the above graph, ICICI BANK is having higher returns i.e., (11.47) than all the other selected companies and the ANDHRA BANK is having lesser returns i.e., (-26.86) than all the selected companies.

Calculated values of Standard Deviation: -

BANK	Risk
STATE BANK OF INDIA	17.15
PUNJAB NATIONAL BANK	36.25
ANDHRA BANK	24.91
ICICI BANK	25.46
HDFC BANK	30.32

Interpretation: From the above graph, we can see that the PUNJAB NATIONAL BANK is having the high risk i.e., (36.25) whereas STATE BANK OF INDIA is having the low risk i.e., (17.15) when compared with the other selected companies.

Calculated values of covariance: -

BANKS	Covariance
STATE BANK WITH PUNJAB NATIONAL BANK	499.24
STATE BANK WITH ICICI BANK	317.6
STATE BANK WITH HDFC BANK	63.03

STATE BANK WITH ANDHRA BANK 222.79
PUNJAB NATIONAL BANK WITH ICICI BANK 282.76
PUNJAB NATIONAL BANKWITH HDFC BANK 554.81
PUNJAB NATIONAL BANK WITH ANDHRA BANK 820.09
ICICI BANK WITH HDFC BANK - 293.28
ICICI BANK WITH ANDHRA BANK 14.9
HDFC BANK WITH ANDHRA BANK 571.158

Interpretation: From the above graphs it is shown that covariance is greater for PUNJAB NATIONAL BANK with ANDHRA BANK i.e., (820.09) and lesser for. ICICI BANK with HDFC BANK i.e., (-293.28) when compare to other selected companies.
Calculated values of coefficient of correlation:-
BANKSZ   Coefficient of Correlation
STATE BANK WITH PUNJAB NATIONAL BANK 0.8
STATE BANK WITH ICICI BANK   0.73
STATE BANK WITH HDFC BANK   0.12
STATE BANK WITH ANDHRA BANK   0.52
PUNJAB NATIONAL BANK WITH ICICI BANK 0.31
PUNJAB NATIONAL BANK WITH HDFC BANK 0.54
PUNJAB NATIONAL BANK WITH ANDHRA BANK   0.91
ICICI BANK WITH HDFC BANK   -0.38
ICICI BANK WITH ANDHRA BANK 0.02
HDFC BANK WITH ANDHRA BANK 0.76

Interpretation:- From the above graphs it is shown that correlation of coefficient is greater for PUNJAB NATIONAL BANK with ANDHRA BANK i.e., (0.91) and lesser for ICICI BANK WITH HDFC BANK i.e., (-0.38) whencompare to other selected companies.

Calculated values of portfolio risk and portfolio return:
BANKS   Portfolio Risk Portfolio Return
STATE BANK WITH PUNJAB NATIONAL BANK 15.06 8.54

STATE BANK WITH ICICI BANK   17.09 2.2
STATE BANK WITH HDFC BANK   15.65 4.49
STATE BANK WITH ANDHRA BANK   16.83 -1.57
PUNJAB NATIONAL BANK WITH ICICI BANK 23.53 4.79
PUNJAB NATIONAL BANK WITH HDFC BANK 28.6 2.83
PUNJAB NATIONAL BANK WITH ANDHRA BANK   21.94 -35.58
ICICI BANK WITH HDFC BANK   15.39 11.04
ICICI BANK WITH ANDHRA BANK 17.98 -8.08
HDFC BANK WITH ANDHRA BANK 24.8 -22.38

Interpretation:- From the above graph it is shown that the portfolio risk of PUNJAB NATIONAL BANK with HDFC BANK has high portfolio risk i.e., (28.6) and their portfolio return is 2.83. STATE BANK OF INDIA with PUNJAB NATIONAL BANK has the lowest portfolio risk i.e., (15.06) and their portfolio return is 8.54 when compared to other selected companies.

HYPOTHESIS TEST: -
t-Test: Paired Two Sample for Means
        Portfolio Risk Portfolio Return
Mean 19.687 -3.372
Variance   22.15782333 219.0682844
Observations 10 10
Pearson Correlation   -0.38829029
Hypothesized Mean Difference 0
Df 9
t Stat 4.243123279
P(T<=t) one-tail 0.001082149
t Critical one-tail   1.833112923
P(T<=t) two-tail   0.002164299
t Critical two-tail   2.262157158
Since the calculated value is more than the table value we accept the h1. Which means there is a direct relationship between the portfolio risk and portfolio return.
FINDINGS: -
        The average returns of SBI portfolio is 2.89 and this is very low when compared to other banks. This is due to the recent announcement of the government of India regarding the recapitalization of Public sector banks.

The scam in the Punjab National Bank in the year 2018 had showed its impact on the shares of this bank which resulted in the down fall of its shares.

Andhra bank merging with the union bank resulted in the downfall of its shares.

Risk factors is more with the HDFC shares.

SBI is highly correlated with the Punjab National Bank.

SUGGESTIONS: -

The investors who are willing to earn maximum returns with minimum risk in necessary to have a clear understanding of their investment objectives, tax status and risk tolerances.

Even though the amount of returns from SBI is low it the best investment source for the invidual to invest as it is the India's largest bank.

The investor who are seeking for high returns with less risk can invest in the ICICI portfolios.

The investment should be carefully done based up on the previous performance of the portfolios and present prevailing market conditions.

Investors who are prefering for less risk and and low retuns can invest in Andhra Bank.

CONCLUSION:-
This study concentrated on the risk and return relationship of various company portfolios.

From this study we can say that portfolio functioning is depended on the market situations so it is better for the investor to take the guidance and help of the portfolio manager in order to reduce the risk on investment sources. It can be concluded that the investors should be updated with latest information on the market trends and on the respective company profile in which they are invested.

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PORTFOLIO MANAGEMET WITH REFERENCE TO AUTOMOBILE INDUSTRY

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ABSTRACT:
Portfolio management is often defined and used in other ways. The basic meaning of portfolio management is "combination of various things that remain intact". The purpose of selecting this problem is to understand how to effectively eliminate the management of the incoming portfolio and at the same time know the investors to liquidate the securities that they must insert in their portfolio. This topic deals with how a particular portfolio should be chosen with respect to the individual profitability of all the securities and, therefore, arrive at the overall profitability of the portfolio. This together provides an adequate entry position in the portfolio based on totally different values rather than a single value. Therefore, this article has been prepared to provide tips for effective portfolio management through the use of returns, standard deviation, portfolio returns and portfolio weights.
KEYWORDS: portfolio management, portfolio weights, analysis of risk and return.

- **INTRODUCTION:**

A portfolio can be a variety of investments controlled by an establishment or a non-public entity. In the associate in the nursing investment portfolio, a financial organization can generally perform its own investment analysis, while a non-public individual can take advantage of the services of a monetary adviser or financial organization that offers portfolio management services. By owning many companies, the associated types of risk will be reduced (at specific risk). Assets within the portfolio can incorporate stocks, bonds, options, warrants, gold certificates, properties, futures contracts, production facilities or the opposite element that is expected to maintain its price. According to the Securities and Exchange Board of India, the Portfolio Manager is defined as: "The portfolio indicates the overall availability of securities belonging to any person".

- **NEED OF THE STUDY: -**
  - The main aspect of this study i.e. "portfolio management with reference to automobile sector "is to analyse the portfolio performance of the selected companies.
  - To Analyse the changes and it's causes in the company portfolio's
  - To Compare the results of each company with the other selected companies for effective decision making.
  - To have a practical experience of the portfolio management.

- **REVIEW OF LITERATURE:**
  - **Edward Qian (2012)** – His study supports analytical results on portfolio rebalancing and associated diversification returns for various types of portfolios. It analysed the diversification yields of the risk parity portfolios. Their numerical examples show that diversification performance is, in general, tremendous for leveraged danger parity portfolios when the leverage rate is not too high, furthermore, it shows that low correlations between the various activities are crucial for get a return. of positive diversification and reduction of the turnover of the portfolio for portfolios of equal risk.

  - **Richard Grinold (2014):** This study Provides a general framework to describe various aspects of a portfolio that uses a set of things. The work is a cousin to the exposition of the spent

argument of attribution of analysis 7, and in this sense it is fairly represented as old wine in new bottles, however the scope is much more general. The first provides a theoretical framework with a model that describes various aspects of the portfolio as an allocation of portfolio variation or as a covariance of two portfolios.

- **OBJECTIVES:**
  - To analyse the effective portfolio which offers maximum return with minimum risk.
  - To frame an optimal portfolio from the selected industries.
  - To determine the amount of portfolio risk and portfolio returns involved in the securities of selected industries.

5. HYPOTHESIS:

H0: There is no significant relationship between portfolio risk & portfolio return.

H1: There is a significant relationship between the portfolio risk & portfolio return.

6. Sample size:

I have taken 5 companies from automobile industry are:

1. HERO MOTOCORP.
2. BAJAJ AUTO LIMITED.
3. MAHINDRA & MAHINDRA LIMITED.
4. TVS MOTORS COMPANY LIMITED
5. MAHARASHTRA SCOOTERS LIMITED.

7. RESEARCH METHODOLOGY:

Research methodology is the procedure which we used to collect the information and data from making decisions. It may include past and present information.

- **Primary Source:** Information gathered from interacting with employees within the organization.
- **Secondary Source:** Daily prices of scripts from newspapers, websites.

8. TOOLS AND TECHNIQUES:

Statistical tools which are used for the study are return, average return, variance, standard deviation, covariance, coefficient of correlation, portfolio risk &portfolio return, T-test.

9. PORTFOLIO ANALYSIS:

Standard Deviation =

Variance = $(R-\bar{R})^2$

Co-variance (COV ab) = (RA-) (RB-)

Correlation Coefficient =

weights of portfolio:

Wa=

Wb=1-Wa

Portfolio risk:

$\sigma_p =$

Portfolio return: Rp=(RA*WA) +(RB*WB)

10. DATA ANALYSIS:

TABLE 1: CALCULATION OF AVERAGE RETURNS:

COMPANIES	RETURN
HERO MOTOCORP	-1.80
BAJAJ AUTO LIMITED	1.33
MAHINDRA & MAHINDRA LIMITED	-3.36
TVS MOTORS COMPANY LIMITED	-0.55
MAHARASHTRA SCOOTERS LIMITED	2.72

INTERPRETATION: From the above graph, the returns of Maharashtra Scooters Limited are having higher i.e., (2.72) than all the selected companies and the returns of Mahindra & Mahindra Limited are having lesser i.e., (-3.36) than all the selected companies.

TABLE 2: CALCULATION OF STANDARD DEVIATION:

COMPANIES	RISK
HERO MOTOCORP	7.28
BAJAJ AUTO LIMITED	7.48
MAHINDRA&MAHINDRA LIMITED	7.80
TVS MOTORS COMPANY LIMITED	10.57
MAHARASHTRA SCOOTERS LIMITED	8.96

INTERPRETATION: From the above graph, the risk of TVS MOTORS COMPANY LIMITED is having high i.e., (10.57) when compared to other selected companies and HERO MOTOCORP is having low i.e., (7.28) when compared with the other selected companies.

Covariance

Companies	Covariance
Hero MotoCorp with Bajaj Auto Limited	36.31

Hero MotoCorp with Mahindra & Mahindra Limited	36.04
Hero MotoCorp with TVS Motors Company Limited	39.39
Hero MotoCorp with Maharashtra Scooters Limited	14.52
Bajaj Auto Limited with Mahindra& Mahindra Limited	32.02
Bajaj Auto Limited with TVS Motors Company Limited	37.48
Bajaj Auto Limited with Maharashtra Scooters Limited	0.61
Mahindra& Mahindra with TVS Motors Company Limited	64.43
Mahindra& Mahindra with Maharashtra Scooters	36.75
TVS Motors Company Limited with Maharashtra Scooters Limited	57.54

INTERPRETATION: From the above graphs it is shown that covariance is greater for Mahindra& Mahindra with TVS Motors Company Limited i.e., (64.43) and lesser for Bajaj Auto Limited with Maharashtra Scooters Limited I.e., (0.61) when compare to other selected companies.

COEFFICIENT OF CORRELATION:

Companies	Coefficient Of Correlation
Hero MotoCorp With Bajaj Auto Limited	0.67
Hero MotoCorp With Mahindra& Mahindra Limited	0.63
Hero MotoCorp With TVS Motors Company Limited	0.51
Hero MotoCorp with Maharashtra Scooters Limited	0.22
Bajaj Auto Limited with Mahindra& Mahindra Limited	0.55
Bajaj Auto Limited with TVS Motors Company Limited	0.47
Bajaj Auto Limited with Maharashtra Scooters Limited	0.009
Mahindra& Mahindra with TVS Motors Company Limited	0.78
Mahindra& Mahindra with Maharashtra Scooters	0.53
TVS Motors Company Limited with Maharashtra Scooters Limited	0.61

INTERPRETATION: From the above graphs it is shown that correlation of coefficient is greater for Mahindra& Mahindra with TVS Motors Company Limited i.e., (0.78) and lesser for Bajaj Auto Limited with Maharashtra Scooters Limited i.e., (0.009) when compare to other selected companies.

PORTFOLIO RISK AND PORTFOLIO RETURN:

Companies	Portfolio Risk	Portfolio Return
Hero MotoCorp With Bajaj Auto Limited	6.74	-0.36
Hero MotoCorp With Mahindra& Mahindra Limited	6.78	-2.44
Hero MotoCorp With TVS Motors Company Limited	7.13	-1.6
Hero MotoCorp With Maharashtra Scooters Limited	6.22	-0.13
Bajaj Auto Limited With Mahindra& Mahindra Limited	6.72	-0.78
Bajaj Auto Limited With TVS Motors Company Limited	7.22	0.95
Bajaj Auto Limited With Maharashtra Scooters Limited	6.36	1.58
Mahindra& Mahindra With TVS Motors Company Limited	13.66	-3.15
Mahindra& Mahindra With Maharashtra Scooters	7.24	-1.23
TVS Motors Company Limited With Maharashtra Scooters Limited	8.58	1.77

INTERPRETATION: From the above graph it is shown that the portfolio risk of Mahindra& Mahindra Limited with TVS Motors Company Limited has high portfolio risk i.e., (13.66) and their portfolio return is -3.15. Hero MotoCorp with Maharashtra Scooters Limited has the lowest portfolio risk i.e., (6.22) and their portfolio return is -0.13 when compared to other selected companies.

11. HYPOTHESIS TEST:
t-Test: Paired Two Sample for Means

	portfolio risk	portfolio return
Mean	7.665	-0.539
Variance	4.862783	2.703388
Observations	10	10
Pearson Correlation	-0.45824	
Hypothesized Mean Difference	0	
Df	9	
t Stat	7.861933	
P(T<=t) one-tail	1.27E-05	
t Critical one-tail	1.833113	
P(T<=t) two-tail	2.54E-05	
t Critical two-tail	2.262157	

Here the calculated value is more than the table value, so we reject H_0 and accept H_1. Which means there is a significance relation between portfolio risk and portfolio return.

12. FINDINGS:
- Individual returns on the selected stocks including HERO MotoCorp, Bajaj Auto Limited, Mahindra& Mahindra Limited, TVS Motors Company Limited, Maharashtra Scooters Limited are -1.80%,1.33%, -3.36%, -0.55%,2.72% respectively.
- Individual risks on the selected stocks including Hero MotoCorp, Bajaj Auto Limited, Mahindra& Mahindra Limited, TVS Motors Company Limited, Maharashtra Scooters Limited are 7.28, 7.48, 7.80, 10.57, 8.96 respectively.
- Covariance of Mahindra& Mahindra with TVS Motors Company Limited i.e., (64.43) are very high while Bajaj Auto Limited with Maharashtra Scooters Limited i.e., (0.61) are very low when compared to other companies.
- Coefficient of correlation of Mahindra & Mahindra with TVS Motors Company Limited i.e., (0.78) are very high while coefficient of correlation of Bajaj Auto Limited with Maharashtra Scooters Limited i.e., (0.009) are very low when compared to other companies.
- Portfolios Returns of TVS Motors Company Limited with Maharashtra Scooters Limited (1.77) are very high while Mahindra& Mahindra with TVS Motors Company Limited (-3.15) are

very low compared to other companies.
- Portfolios Risk of Mahindra & Mahindra with TVS Motors Company Limited (13.66) are very high while Portfolio Risks of Hero MotoCorp with Maharashtra Scooters Limited (6.22) are very low compared to other companies.

13. SUGGESTIONS:
- As Hero MotoCorp, Mahindra & Mahindra Limited, TVS Motors Company Limited are having negative average return so it is better not to invest.
- Comparing the individual risks, TVS Motors Company Limited are risky securities compared to the other securities like Hero MotoCorp, Bajaj Auto Limited, Mahindra &Mahindra Limited, Maharashtra Scooters Limited and it is suggested that the investors should be careful while investing in these securities.
- Bajaj Auto Limited with Maharashtra Scooters Limited is having low co-variance. So investors better to invest in other selected companies.
- The investors who require minimum return with low risk can invest in Mahindra& Mahindra with TVS Motors Company Limited.
- Investors who want high return on their investments so better they can invest in TVA Motors Company Limited with Maharashtra Scooters Limited, because these are having the highest portfolio risk.

13. CONCLUSION:
In case of perfectly correlated securities or stocks, the danger is often reduced to a minimum point. In case of negatively correlative securities the danger is often reduced to a zero. (which is company's risk) but the market risk prevails the same for security or stock in the portfolio. In case of perfect positive co-relation securities or stock, the risk can be reduced to a minimum level, were as within the case of negative correlated securities the danger is often reduced to zero, which is corporate risk but the market risk prevails an equivalent for the safety or stock in portfolio. Positive correlation means both the securities are occupation an equivalent

direction i.e., either upward or downward. Whereas indirect correlation means, the securities are occupation other way, which is more portfolio.

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A STUDY ON RISK AND RETURN ANALYSIS OF PHARMACEUTICAL INDUSTRY

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ABSTRACT

A stock exchange is the place where the buying and selling of shares occur in a market. The main objective of risk and return analysis is to maximize returns and to keep a balance of risk. Every investor desire to avoid risk and elevate the returns. Risk and return are basically correlated and are dependent on each other. Pharmaceutical sector is one among of the major industries in India. Most of the investors consider it as a finest business for making profitable investments. This study is all about analysing the risk and return between the top 5 pharma sectors trading on NIFTY-50. It is performed using few tools such as mean, range, standard deviation and t-test.

KEYWORDS: Risk, return, pharma sector, mean and t-test.

RISK AND RETURN ANALYSIS

Risk and return are high level factors of financial management that must be considered in making new investments. Substantial the amount of risk an investor is willing to take, the greater the potential return.

The term risk and return refer to the potential loss or gain experienced in investments in securities. Risk and return concept are basic to the understanding of the valuation of the assets or securities. The concept of risk and return analysis is essential in the process of investing and finance.

Risk in investment is termed as the unevenness that is likely to occur in future cash flows from an investment. Return expresses the amount which an investor actually earned on an investment during a certain period such as interest, dividend and capital gains etc.

REVIEW OF LITERATURE

A literature review may be a search and evaluation of the available literature in your given subject or chosen topic area. It documents the state of the art with reference to the topic or topic you're writing about.

MacGregor, Slovic, Berry and Evensky (1999):
The study is centered on how the financial decision-making process is linked to numerous aspects of investments/asset classes, specifically expert's approach of returns, risk, and risk/return associations. A survey was mailed to financial advisors in which, the 265 participants that responded were asked to provide their assessment of a series of 19 asset classes with 14 specific variables. The main findings revealed with the application of multiple regression analysis with perceived risk as the dependent variable revealed that 3 significant factors such as worry, volatility, and knowledge which explained 98% r-square of the experts' risk perception.

Finucane (2002):
He commented that the risk is of high level as a judgement was made by most of the individuals. It was concluded as substantial to the degree that the advisor would bother about the investments, that the investments had greater variance in market value over time, and how knowledgeable the advisor was regarding the investment alternative."

OBJECTIVES OF THE STUDY

1. To analyse the pharmaceutical companies, which are currently trading in NIFTY-50.
2. To determine the return of the selected pharma company's stocks.
3. To determine the risk of the selected pharma company's stocks.
4. To compare the selected firm's risk and return, and to analyse which is the best firm among these selected firms.

RESEARCH METHODOLOGY

The present study has been conducted to find out the solution for the problem "A

study on risk and return on pharmaceutical companies in NIFTY-50".

Data is classified into primary and secondary data.

- Primary data:

Primary data refers to the information collected by a researcher from original sources, using methods like surveys, interviews, or experiments. the information is gathered from the main sources keeping research study in mind.

- Secondary data:

Secondary data refers to data that is collected by someone other than the researcher. Common sources of secondary data for the study include, organizational records and data that was collected for other research purposes.

secondary data for this study is taken from previous journals, money control and NSE.

HYPOTHESIS FORMULATION

H0: Null hypothesis

In this hypothesis, it has no important relationship between the risk and return of the selected companies.

H1: Alternative hypothesis

In this hypothesis, it has important relationship between the risk and return of the selected companies.

STATISTICAL TOOLS

The tools used for the study and analysis are:
1. Mean
2. Standard Deviation
3. Range
4. Skewness
5. T-Test

SAMPLE DESIGN

The five companies selected for the study are from the pharmaceutical industry trading on NIFTY-50.

They are as follows:
1. Cadila Healthcare
2. Lupin
3. Cipla
4. Dr. Reddy's Laboratories
5. Sun Pharmaceutical Industries

MEAN

TABLE: 1 MEAN OF THE PHARMACEUTICALS COMPANIES

S.no	Name of the company	Mean
1	Cadila Healthcare	-2.38479
2	Lupin	-0.75668
3	Cipla	-0.24244
4	Dr. Reddy's Laboratories	0.804983
5	Sun Pharmaceutical Industries	0.251074

$$\text{Mean} = \frac{\Sigma x}{n}$$
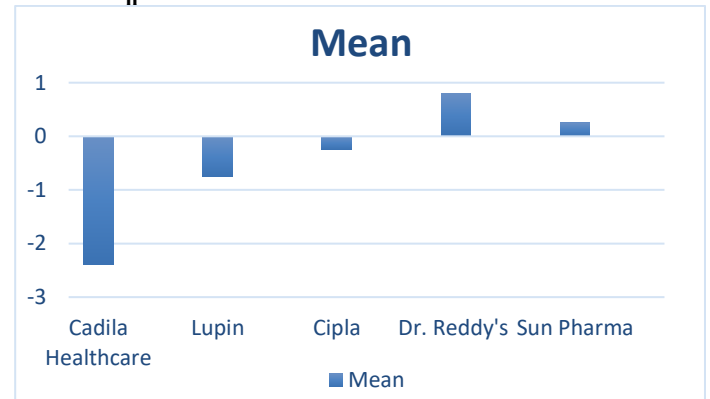
FIGURE:1 GRAPHICAL REPRESENTATION OF MEAN

INTERPRETATION: In the above analysis, five selected pharma companies are compared. From the comparison we can analyse that the mean value of Dr.reddy's is highest i.e. 0.804983 and Cadila Healthcare has the least mean value i.e. -2.38479

STANDARD DEVIATION

TABLE:2 STANDARD DEVIATION OF THE PHARMACEUTICALS COMPANIES

S.no	Name of the company	Standard deviation
1	Cadila Healthcare	7.950398
2	Lupin	8.230788
3	Cipla	6.078377
4	Dr. Reddy's Laboratories	4.400525
5	Sun Pharmaceutical Industries	7.268328

$$\text{Standard deviation} = \frac{1}{n}(R - \bar{R})^2$$

Standard deviation
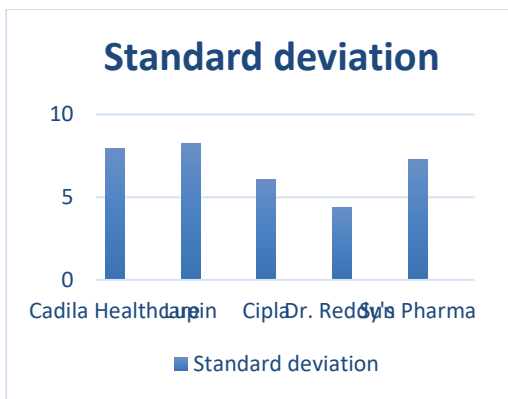
FIGURE:2 GRAPHICAL REPRESENTATION OF STANDARD DEVIATION

INTERPRETATION: In the above analysis, five selected pharma companies are compared. From the comparison we can analyse that the standard deviation value of lupin is highest i.e. 8.230788and Dr.reddy's has the least mean value i.e. 4.400525.

RANGE
TABLE: 3 RANGE OF THE PHARMACEUTICALS COMPANIES

S.no	Name of the company	Range
1	Cadila Healthcare	31.6546
2	Lupin	32.14919
3	Cipla	18.31901
4	Dr. Reddy's Laboratories	14.0572
5	Sun Pharmaceutical Industries	25.01287

RANGE = Maximum value- Minimum value
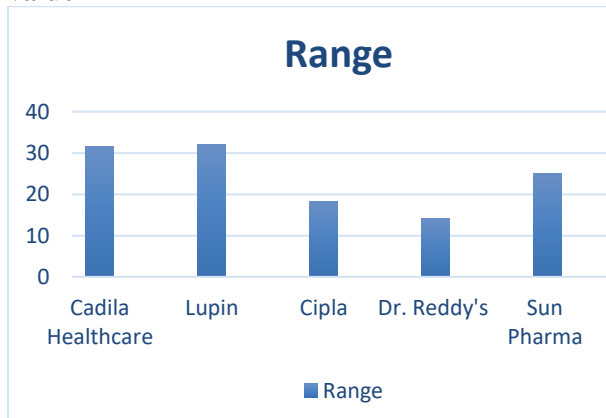
Range

FIGURE: 3 GRAPHICAL REPRESENTATION OF RANGE

INTERPRETATION: In the above analysis, five selected pharma companies are compared. From the comparison we can analyse that the range value of lupin industries is highest i.e. 32.14919 and Dr.reddy's has the least range value i.e. 14.0572.

SKEWNESS
TABLE: 4 SKEWNESS OF THE PHARMACEUTICALS COMPANIES

S.no	Name of the company	Skewness
1	Cadila Healthcare	0.204118
2	Lupin	-0.59392
3	Cipla	1.66187
4	Dr. Reddy's Laboratories	2.09452
5	Sun Pharmaceutical Industries	-0.66232

$$\text{Skewness} = \frac{\text{Mean} - \text{Mode}}{\text{standard deviation}}$$
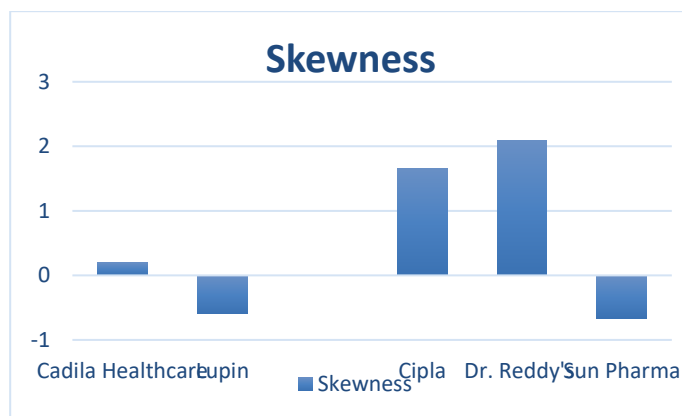
Skewness

FIGURE: 4 GRAPHICAL REPRESENTATION OF SKEWNESS

INTERPRETATION: In the above analysis, five selected pharma companies are compared. From the comparison we can analyse that the skewness of Dr.reddy'sis highest i.e. 2.09452and Sun Pharma has the leastvalue i.e. -0.66232.

TABLE NO: 5 T-TESTS RESULTS OF DR. REDDY WITH CADILA HEALTH

T-Test: Two-Sample test result for Dr.reddy with cadila health		
TABLE COLUMN SUB HEAD	DR. REDDY	CADILA HEALTH
Mean	0.8049825	-2.38479

		0833
Variance	21.12504 201	68.9550 8364
Observations	12	12
Pooled Variance	45.04006 283	

T-Test: Two-Sample test result for Dr.reddy with Cipla

TABLE COLUMN SUB HEAD	DR. REDDY	CIPLA
Mean	0.804982 5	- 0.24244 425
Variance	21.12504 201	40.3054 5098
Observations	12	12
Pooled Variance	30.71524 65	
Hypothesized Mean Difference	0	
df	22	
t Stat	0.462937 417	
P(T<=t) one-tail	0.323977 933	
t Critical one-tail	1.717144 374	
P(T<=t) two-tail	0.647955 866	
t Critical two-tail	2.073873 068	
Hypothesized Mean Difference	0	
df	22	
t Stat	1.164222 409	
P(T<=t) one-tail	0.128402 207	
t Critical one-tail	1.717144 374	
P(T<=t) two-tail	0.256804 414	
t Critical two-tail	2.073873 068	

INTERPRETATION: From the above table, calculated value is (1.16422<1.71714). Hence the hypothesis H0 is accepted.

TABLE NO: 6 T-TESTS RESULTS OF DR. REDDY WITH LUPIN

INTERPRETATION: From the above table, calculated value is (0.55494<1.71714). Hence the hypothesis H0 is accepted.

TABLE NO: 7 T-TESTS RESULTS OF DR. REDDY WITH CIPLA

T-Test: Two-Sample test result for Dr.reddy with Lupin

TABLE COLUMN SUB HEAD	DR. REDDY	LUPIN
Mean	0.804982 5	- 0.75667 5
Variance	21.12504 201	73.9045 9158
Observations	12	12
Pooled Variance	47.51481 68	
Hypothesized Mean Difference	0	
df	22	
t Stat	0.554941 095	
P(T<=t) one-tail	0.292266 846	
t Critical one-tail	1.717144 374	
P(T<=t) two-tail	0.584533 692	
t Critical two-tail	2.073873 068	

INTERPRETATION: From the above table, calculated value is (0.46293<1.71714). Hence the hypothesis H0 is accepted.

TABLE NO: 8 T-TESTS RESULTS OF DR. REDDY WITH SUN PHARMA

T-Test: Two Sample result for Dr.reddy with Sun pharma

TABLE SUB HEAD COLUMN SUB	DR REDDY PHARMA	SUN PHARMA
Mean	0.8049826	0.251074
Variance	21.125045	20.63118336
Observations	12	12
Pooled Variance	39.37811268	
Hypothesized Mean Difference	0	
df	22	
t Stat	0.216215192	
P(T<=t) one-tail	0.415406123	
t Critical one-tail	1.717144374	
P(T<=t) two-tail	0.830812247	
t Critical two-tail	2.073873068	

INTERPRETATION: From the above table, calculated value is (0.21621<1.71714). Hence the hypothesis H0 is accepted.

FINDINGS

1. During the period of study, the mean returns for the selected five pharmaceuticals companies shares are both positive and negative. values.
2. The standard deviation of the five pharmaceutical companies are adequate.
3. The range of the five pharmaceutical companies have all positive values.
4. Based on the returns calculated for the five pharmaceutical companies, Dr.reddy's returns are highest and Cadila health returns are lowest among the five companies.

SUGGESTIONS

1. When there is more risk, based on it the returns will also be high but might not be in all the situations such as economic crisis.
2. When the market price is sliding down steeply and has no protection against the risk on investment done. it is very important for an investor to analyse the market conditions and the fluctuations before investing in any sector or company.
3. Pharmaceutical companies are one of the best sectors for making investments for higher return and low risks.

CONCLUSION

Investors are mainly concerned about risk and return factors before investing their valuable money in any company. Through this study on selected pharmaceutical companies trading on NSE, we can analyse that the pharmaceuticals have moderate returns in the year 2019. From the study it is concluded that Dr.reddy's has the highest returns among the five selected pharma companies.

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An Empirical analysis on Non-Performing Assetsof Public and Private sector banks

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Abstract

The banking sector plays a crucial role in the growth of every nation in the world. Nowadays Indian banking industry is in a very bad position,due to the continuous decrease in the profitability and liquidity of the banks. It became very important to analyzing the banking sector (Public sector and Private sector banks) whether it can be in statistical analysis or comparative analysis. This paper is an attempt to analyze how efficiently the banks are working in India. Nowadays Non-Performing Asset is a serious problem faced by the Indian banking in both Public sector banks and Private sector banks. NPA is also reflectedin the efficiency of the banks where the increase in the NPA will lead to decreases the profitability and liquidity of banks. Net worth and value of assets of banks also depend on the Non- Performing Assets. In this study, we will compare the Advances, Gross Advances, Gross NPAs, Gross NPA Percentage, Net NPAs, Net NPA Percentage, YoY growth of all aspects. The data is about all Public sector banks and Private sector banks are compared in terms of Column charts, Pie charts, Line charts.

Introduction

India is considered as the independent largest democracy and also emerging power in the economy due to that it needs huge support from the government and systematic banking structure which brings huge changes in different sectors of India. In the olden days, the main functions of the banking industry are accepting deposits from the public and lending whenever they need it. Even banks lend money to the person or organizationthat needs them which are deposits by the public. Now a day'sbasic functions of banks are accepting deposits and lending loans for priority sectors and non-priority sectors (agriculture, industry, personal loans, housing loans, etc.,). Due to the development of the nation,theIndian banking sector is lending the loans mostly due that there is gradually increasing in the Non-Performing Assets in the banking sector. This NPA concept is restricted to Investments, Loans and advances. As long as the asset which does not show any unusual which only showsthe commercial risk is called a performing asset and when it fails to generate the expected income it becomes a "Non-Performing Asset".

Keywords: NPA- Non-Performing Assets, GNPA- Gross Non-Performing Assets, NNPA- Non-Performing Assets.

Concept

Bank:- A bank is a financial institution licensed to receive deposits and make loans. Banks may also provide financial services such as wealth management, currency exchange, and safe deposit boxes, credit card, online banking.

Public sector bank:

Public sector banks are the financial institution where the highshares are owned by Government. There are 18 Public sector banks until the end of February 2020.

Private sector bank:

The private sector banks in India are the most percentage of equity and shares are owned byprivate shareholders. Private sector banks are divided into two categories: i) Old Private banks (Nationalized before 1969) ii) New Private banks (Got license since 1990). There are 22 private sector banks until the end of February 2020.

Non-Performing Asset:

Mainly Non-Performing Assets are considered when the given Loans and Advances not repaid within the 90days of maturity period. Assets that do not generate income are called Non-Performing Assets.

Classification of Non-Performing Assets are:

Banks should classify their NPA into these categories, viz-

   i. Standard Assets
  ii. Sub-standard Assets
 iii. Doubtful Assets
 iv. Loss Assets

Types of Non-Performing Assets:

i.   Gross NPA
ii. Net NPA

Objective of the study:

- To study the trends of Non-Performing Assets of Private sector banks and Public sector banks.
- To compare the Non-Performing Assets of private and public sector banks.
- To compare theGross NPA & Net NPA, Ratios of Gross NPA and Net NPA.
- To highlight the trend of Gross NPA and Net NPA in both the Banks.

Need for study:

- The comparative analysis of NPA based on secondary data taken from Annual report of the public and private sector banks.
- This study will help to take control on NPAs.
- This study can be used for comparing the performance of the bank with another banks.
- This study improves the economical conditions and to increase the liquidity and profitability of banks.

Limitations

- This present data is not considered complete Indian banking sector. It only considered study on Public sector and Private sector banks.
- This figures that we are analyzing is not accurate. It is nearest value which is considered the nearest decimal value.
- This study is done on the present value of the statistics so it cannot consider in future development.
- This study is only done until the year 2019.
- This study is done on secondary data only.

Research Methodology

Tools for data collection

This data that we are considered is secondary data which, we are taken from the bank annual reports from its official websites, money control and RBI.

Tools for data analysis

In this study generally,acomparative analysis is done with the tool of Pie chart and Column chart.

Sample size

The study covered only one year of data of complete Public and Private banking industry.

Review of literature

Dr. Raj Kumar Mittal and Ms. Deeksha Suneja (2017) examined **"The Problem of Rising Non-performing Assets in Banking Sector in India"** and also made a **"comparative analysis of public and private sector banks"** using the secondary data collected from RBI publications journals, reports and websites of public and private sector banks in India which was analyzed using graphs and figures. The study revealed that the extent of NPA was more in public sector compared to private sector which can be recovered by government policies. The suggestions given was to consider ROI before lending loans and credit worthiness is to be considered.

Dr. Ujjwal M. Mishra and Jayant R Pawaskar (2017) made a **"A Study of Non-Performing Assets and its Impact on Banking Sector"** that analyzed sector-wise NPA, recovery channel and impact of NPA on Indian Banking Sector using secondary data which mainly constitute information from annual reports of banks. The data analysis tools used were ratio analysis, tables and pie diagrams which revealed that banks need to maintain a proper credit appraisal system to reduce NPA.

Vivek Rajbahadur Singh(2016)titled **"A Study of Non-Performing Assets of Commercial Banks and it's recovery in India"** in his research study he stated that NPA has been always been a huge problem not only to the banks but also to the economy.The capital or money which is locked up in NPAs will have a direct impact on the profitability and liquidity position of the banks as the Indian banks are highly dependent on the income that is generated through interest earned through funds lent to the customers. His study also indicated that the extent of NPA is comparatively very high in public sector banks.

N. Rajput, A. P. Arora and B. Kaur (2012) in their research study titled —**"Management of Non-Performing Assets a Study of Indian Public Sector Banks"** provided an empirical approach to the analysis of profitability indicators on NPA. In their research study,

they also emphasized the importance of inclusion of various methods to control the trend of NPA which proves to be an effective and efficient solution to the existing problem about the concept of NPA in the banking sector.

Hypothesis

H0: Comparatively Non-Performing Assets are more in the Public sector banks Compare to Private Sector Banks.

H1: Comparatively Non-Performing Assets are more in the Private sector banks Compare to Public Sector Banks.

Data Analysis and Interpretation

PUBLIC SECTOR BANKS	Advances	Gross Advance	GNPA	GNPA %	NNPA	NNPA %
State Bank of India	2185877	2293454	172750.4	7.53	65894.74	3.01
Punjab National Bank	458249	506194.3	78472.7	15.5	30037.7	6.56
Andhra Bank	1588222.7	178690	28974	16.21	9091	5.73
Bank of India	3410005.9	409154.2	60661.12	15.78	19118.96	5.59
Canara Bank	4281148	444216	392294.12	8.83	22955.11	5.37
Corporation Bank	121251.2	155782.9	20723.68	15.35	6926.64	5.71
Allahabad Bank	142212.2	163552.3	28704.78	17.55	7419.31	5.22
Bank of Baroda	468818.7	501706.2	48232.76	9.61	15609.5	3.33
Central Bank of India	146525.4	167728.9	32356.04	19.29	11333.24	7.73
Bank of Maharashtra	826662.1	93466.7	15324.7	16.4	4559.33	5.52
Indian Overseas Bank	1325976	151996.4	333981.2	21.97	14368.3	10.81
Oriental Bank of Commerce	1592848	171549.5	217170.8	12.66	9439.62	5.93
Indian Bank	1812661.9	187896.1	133534.5	7.11	6793.11	3.75
UCO Bank	993130.1	119573	298883.3	25	9649.92	9.72
Syndicate Bank	2050444.4	217148.9	246803.7	11.37	126277.73	6.16
Punjab and Sind Bank	691755.3	72747.47	8605.86	11.83	4994.23	7.22
Union Bank of India	2969322.2	325391.8	487291.5	14.98	20332	6.85
United Bank of India	669555.1	73123.41	120531.8	16.48	5785.61	8.67

Chart: Public sector Banks GNPA Vs NNPA

GNPA VS NNPA

Chart (NPA on Y-axis, BANKS on X-axis) with data labels including: 172750.36, 65894.74, 78472.7, 30037.7, 9091, 28974, 19118.96, 60661.12, 22958, 2214.12, 6920, 2643.68, 7419.3, 4704.78, 15609.5, 48232.76, 11333, 23356.04, 4549, 5334.7, 14368, 33398.12, 9439, 7247.08, 6793, 5153.45, 9649.9, 29888.33, 12624, 4989.37, 4904.2, 20332, 48729.15, 5182, 4463.18

Banks: SBI, PNB, AB, BOI, CB, CORP. BANK, ALLAHABAD, BOB, CBI, BOM, IOB, OBC, IB, UCO, SB, PSB, UB, UBI

Interpretation:

From above figure, we analyzed that the Banks are using the provisions to avoid increasing Gross NPA there is huge difference between the GNPA and NNPA.

Chart: GNPA and NNPA Ratio FY-19

%GNPA & NNPA FY19

(%NPA on Y-axis, AXIS TITLE on X-axis)

	SBI	PNB	AB	BOI	CB	CORP. BANK	ALLAHABAD	BOB	CBI	BOM	IOB	OBC	IB	UCO	SB	PSB	UB	UBI
GNPA	7.5	16	16	16	8.8	15	18	9.6	19	16	22	13	7.1	25	11	12	15	16
NNPA	3	6.6	5.7	5.6	5.4	5.7	5.2	3.3	7.7	5.5	11	5.9	3.8	9.7	6.2	7.2	6.9	8.7
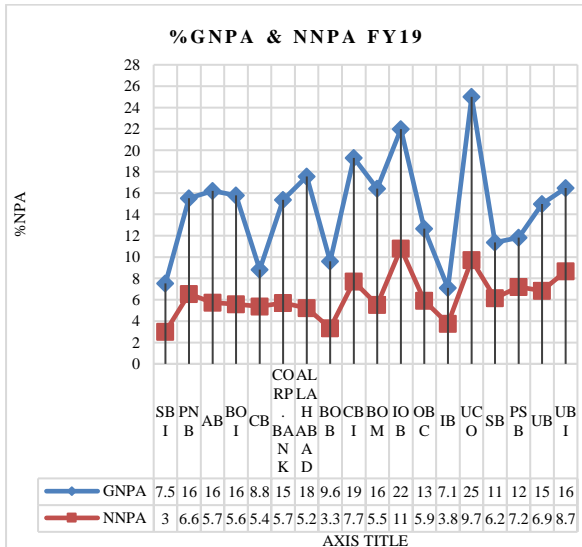
Interpretation:

From above chart we can analyze the Asset quality of the Banks with the help of both Gross and Net Non-Performing Assets ratios. We know that less the Gross and Net NPA ration greater the performance level of the Banks. So, govt. always introduces to decrease the NPA.

ii.   Private Sector Banks

PRIVATE SECTO R	Advances	Gross Advances	GNPA	GNP A	NNPA	NNP A

BANK				A %		A %
HDFC Bank	819401.2	827334.9	11135.91	1.36	3214.52	0.39
Axis Bank	494798	511096.4	29789.44	5.26	11275.6	2.06
ICICI Bank	586646.6	618985.2	45676.04	7.38	13577.34	2.06
City Union Bank	32673.34	33065.25	977.05	2.95	591.46	1.81
South Indian Bank	62693.74	63635.92	3131.67	4.92	2163.62	3.45
Bandhan Bank	39643.39	40234.63	819.56	2.04	228.32	0.58
IDBI Bank	146790.4	182097	50028	27.47	14887.44	10.11
Kotak Mahindra Bank	205694.8	208632.2	4467.94	2.14	1544.37	0.75
Yes Bank	241499.6	244897.3	7882.56	3.22	4484.85	1.86
CSB Bank	10615.24	10905.48	530.62	4.87	2406.8	2.27
Dhana Laxmi Bank	6289.28	6636	495.84	7.47	151.71	2.41
DCB Bank	23568	23858.69	439.48	1.84	153.77	0.65
IndusInd Bank	186393.5	188092.6	3947.41	2.1	2248.28	1.21
Federal Bank	110223	11829.27	3260.68	2.92	1626.21	1.48
IDFC first Bank	86302	88055.17	2136.04	2.43	1106.63	1.27
Karur Vysya Bank	48580.21	50615.66	4449.57	8.79	2420.34	4.98

Jammu & Kashmir Bank	66271.5	69372.2	6221.35	8.97	3239.61	4.89
Karnataka Bank	54828.2	55692.75	2456.38	4.41	1616.71	2.95
Lakshmi Vilas Bank	20103.26	21955.96	3358.99	15.3	1506.29	7.49

Chart: Comparing GNPA and NNPA
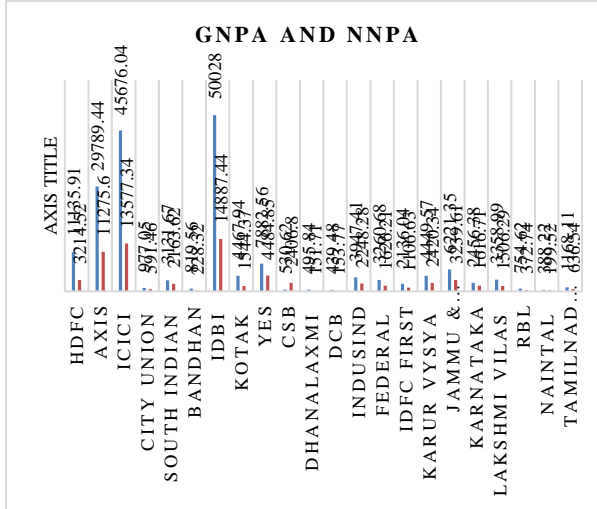
GNPA AND NNPA

Interpretation:

In above graph we are comparing the GNPA and NNPA values to know the performance of the banks. Some of the banks are issuing a greater number of loans which not repaid within maturity are IDBI Bank, ICICI Bank, Axis Bank, HDFC Bank these banks need to reduce their Non-performing assets to increase the liquidity.

Chart: Comparing of GNPA and NNPA Ratios

%GNPA and %NNPA

GNPA	1	5	7	3	5	2	2	2	3	5	7	2	2	3	2	9	9	4	1	1	1	4
NNPA	0	2	2	2	3	1	1	1	2	2	2	1	1	1	1	5	5	3	7	1	6	2
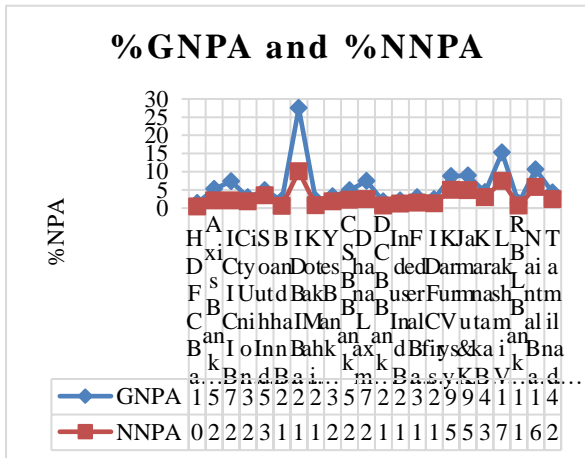
Interpretation:

As we know that Non-Performance Asset should be always less. But some banks are facing issues of high NPA it effects the banks and economy of India. Here IDBI bank and Lakshmi Vilas bank facing the problem of high NPA.

Findings

- Public sector banks record the highest AverageGross NPA than the Private sector banks and the average varies by 20.91 percent.
- Public sector banks are recorded the highest sum of Gross NPA than the Private sector banks in the year 2019 and the sum is varied by 25.6%
- Some banks are facing the NPA problem. Some of them are functioning efficiently in both Public and Private sector banks.
- In Public sector banks State bank of India is facing the serious problem of NPA.
- Some of the Public sector banks are performing really well like State Bank of India, Indian Bank with less NPA ratios. Some of banks are in very bad situation like Indian Overseas Bank, UCO Bank.
- From Analysis we found that Gross NPA Ratio is very high for Indian Overseas bank with 21.97 and less for Indian Bank with 7.11. Net NPA Ratio is high for Indian Overseas Bank with 10.81 and less for State Bank of India with 3.01 in Public sector banks.
- From Analysis we found that Gross NPA Ratio is very high for IDBI bank with 27.47 and less for HDFC Bank with 1.36. Net NPA Ratio is high for IDBI Bank with 10.11 and less for HDFC Bank with 0.39 in Private sector banks.

Suggestions

- Properly analyzing the security attached for borrowing the loans.
- A systematic procedure of Analyzing, controlling, and reporting and recovering of NPAs must be followed.
- Bankers should provide insurance for the crop and provide income security for farmers rather giving loans to them.
- Bankers should analyze the Balance sheet and Profit and loss of the

company which shows true picture of the organization by that we can decide whether to provide loan or not.

Conclusion

As we analyzed the condition of Non-Performing Assets in Both Public sector banks and Private sector banks. Some banks are performing really well in terms of recovering the loan amount from the loanees. Some banks are trying to reduce their Non-Performing Assets that are seen by comparing this year with the previous year. Some banks are not maintaining their liquidity due that banks are looking for merging with the banks which are performing good in the country. Government helping the manipulations that are done by the banks bye grouping or merging with the other banks.

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A STUDY ON COMMODITY MARKETS IN
ANGEL BROKING LIMITED

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ABSTRACT

Indian markets have provided new course of actionfor retail investors and also for traders to take part in commodity derivatives. The investors who are willing to modify their portfolios away from shares, real estate, and bonds the commodities will be the right option. Earlier the investment in commodities was no use. For the retail investors, it was very bitty to invest in goods like gold, oilseeds and silver in the futures market. In the year 1875 the very first commodity market was established. The government has banned trading in derivatives in 1960's and it again started in 2000's.The current study will help to get an idea about Indian commodity markets. The markets performance, its development and its present status are discussed in this study.

KEYWORDS: commodity markets, commodity exchange, speculation.

I.INTRODUCTION:

The economic growth of countries globally are majorly dependent on the state of commodity markets. The evolution of commodity trading was in the middle of 19th century. There was a sudden hike in prices of commodities in 2008.Then; there was a slight increase in commodities like rice, wheat and maize day by day. The three major multi commodity exchanges were set up by the government in the country, through the medium of these exchanges the investors can trade in commodity futures without physical stocks. A common platform is recommended for commodity exchange for evolution of active trading, where both demand and supply together can get the best prices for any commodity.

II. OBJECTIVES OF THE STUDY:

1. To seek the knowledge about the major exchanges of trading commodities in the Indian market.
2. To study how the commodities are traded through the trading desk.
3. To study the major impact of spot prices on future prices of commodities.

III. HYPOTHESIS:

H0: There is no impact of spot prices on future prices of commodities.
H1: There is an impact of spot prices on future prices of commodities.

IV. RESEARCH METHODOLOGY:

The present study is conducted to know the detailed information about commodity markets and to know the impact of prices on commodities.

(a) Primary data
Primary data is collected from observation, interviews and survey method.

(b) Secondary data
Secondary data is collected from magazines, reference books, journals various websites and annual reports of company.

V.TOOLS FOR ANALYSIS

1. MEAN
2. STANDARD DEVIATION
3. BETA
4. VARIANCE
5.T- TEST

VI. REVIEW OF LITERATURE:

(a) **Rahul .k.kapale&karthikb.uttawar (Apr-2016):**
In the top producers of variety of commodities, India has become one of them. The supervision of commodity market is needed to make sure

that market efficiency. And performs the both economic function of prices discovery and price risk management to a proper mingle the spot and future prices to supply protection against risk of fluctuations in prices. The promotion of free trade in the world will be done by the management of price risk.

(b) Jim Roger (Feb-2012):The most important investment opportunities will be provided by the commodity markets and have the advantages over the other financial markets while making the note of risk management. The inter connection between spot and future prices and differences in seasonality are the major issues.

TABLE I: CALCULATION OF MEAN:

COMMODITY	MEAN
GOLD	0.161039593
SILVER	-0.003606586
COPPER	0.068594446
CRUDE OIL	0.005964733
BASE METAL	-0.12367745
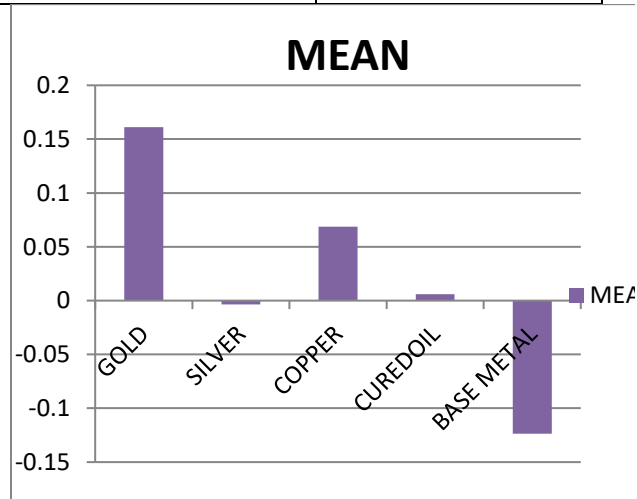
GRAPHICAL REPRESENTATION OF MEAN
INTERPRETATION:
From the above table we can know the mean values of various commodities. The mean of gold is highest when compared to other commodities i.e. 0.161039596 and the commodity base metal has lowest mean i.e. -0.12367745 in the month of January.

TABLE 2: CALCULATION OF STANDARD DEVIATION:

COMMODITY	STANDARD DEVIATION
GOLD	0.707138978
SILVER	1.24659171
COPPER	1.431510091
CRUDE OIL	1.856879584
BASIC METALS	0.658943234

GRAPHICAL REPRESENTATION OF STANDARD DEVIATION
INTERPRETATION:
From the above table we can know the standard deviation values of different commodities in the month of January. Crude oil is highest standard deviation when compared to other commodities i.e. 1.856879584 and base metal is having lowest standard deviation i.e. 0.6589432.

TABLR 3: CALCULATION OF BETA:

COMMODITIES	BETA
Gold-copper	-20.88388164
Silver-gold	88.43715779
Copper-crude oil	-3.306307571
Crude oil-silver	0.0879862
Base metal- crude oil	0.06128313751
Gold-crude oil	0.266680433
Silver-crude oil	-0.0129630
Silver-base metal	-0.4616239
Gold-base metal	-0.3195032
Silver-copper	-0.269791

GRAPHICAL REPRESENTATION OF BETA
INTERPRETATION:
From the above table we can interpret that silver –gold is higher than other commodities in month of January i.e., 88.43715779. The beta value of gold-copper is negative i.e., -20.88388164.

TABLE4: CALCULATION OF VARIANCE:

COMMODITY	VARIANCE
GOLD	0.500045547
SILVER	1.553990892
COPPER	2.049221141
CRUDE OIL	3.448001789
BASIC METALS	0.434206189

df	22	
t Stat	1.434348	
P(T<=t) one-tail	0.082768	
t Critical one-tail	1.717144	
P(T<=t) two-tail	0.165536	
t Critical two-tail	2.073873	

CONCLUSION:
Here the calculated value is 1.434348, and the table value is 1.717144

TABLE 6: T-TEST GOLD WITH COPPER

t-Test: Paired Two Sample for Means		
	0.418246	-0.15197
Mean	0.303895	0.143796
Variance	1.068974	2.237758
Observations	23	23
Pearson Correlation	-0.07197	
Hypothesized Mean Difference	0	
df	22	
t Stat	0.4087	
P(T<=t) one-tail	0.343356	
t Critical one-tail	1.717144	
P(T<=t) two-tail	0.686711	
t Critical two-tail	2.073873	

CONCLUSION:
Here the calculated value is 0.4087, and the table value is 1.717144

TABLE 7: T-TEST GOLD WITH CRUDE OIL:

t-Test: Paired Two Sample for Means

BETA

VARIANCE

GRAPHICAL REPRESENTATION OF VARIANCE
INTERPRETATION:
From the above table we can know interpret that the variance of crude oil is higher than all other commodities in the month of January i.e. 3.448001789 and base metal is having the lowest variance i.e. 0.434206186.

TABLE 5: T-TEST WITH GOLD WITH SILVER

t-Test: Paired Two Sample for Means		
	0.418246	1.008127
Mean	0.303895	-0.05104
Variance	1.068974	1.576033
Observations	23	23
Pearson Correlation	0.476359	
Hypothesized Mean Difference	0	

	0.418246	-1.49033
Mean	0.303895	-0.65655
Variance	1.068974	3.138849
Observations	23	23
Pearson Correlation	0.36567	
Hypothesized Mean Difference	0	
df	22	
t Stat	2.719777	
P(T<=t) one-tail	0.006255	
t Critical one-tail	1.717144	
P(T<=t) two-tail	0.01251	
t Critical two-tail	2.073873	

CONCLUSION:

Here the calculated value is 2.719777, and the table value is 1.717144

TABLE 8: T-TEST WITH BASE METALS:

t-Test: Paired Two Sample for Means		
Mean		
Variance		

Observations		
Pearson Correlation		
Hypothesized Mean Difference		
Df		
t Stat		
P(T<=t) one-tail		
t Critical one-tail		
P(T<=t) two-tail		

t Critical two-tail		

CONCLUSION:
Here the calculated value is1.529541, and the table value is 1.71714

TESTING OF HYPOTHESIS:
- There is the impact of spot prices on future prices.
- So, H0 space is accepted.

FINDINGS:
- The commodity gold is having higher mean in the month of January. The mean value of gold is considered as risk type of commodity.
- The variance of crude oil is higher in January when compared to other commodities. Therefore risk and return of crude oil is comparatively higher.
- In the month of January standard deviation of crude oil is higher, so it is treated as risky commodity. As risk is increasing return will also increase.
- The Beta of commodities gold and silver is more than 1 in January. It shows that both commodities are having more risk and return and it is also comparatively and simultaneously high.

SUGGESTIONS:
1. For trading unit more commodities can be introduced.
2. Every investor before entering in to commodities has to carefully examine the market conditions and risk involved in it.
3. Investors need to know the better contract of the commodities in future and their negotiation before making decision to enter into the contract.
4. While the process of trading is going on there should not be any interference investors because of risk factors.

CONCLUSION:
Capital market reached its maturity level. There is a long history of commodity trading, and there are many developments in Indiancommodity markets they are: commodity markets are protected by the government policies and implementing of the sector and fetching the necessary protection from the instruments which are based on markets like a commodity futures contract. The strong potential of markets is shown by the increase in the trend of commodity markets and the market is an essential part of the economy.

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DISTRIBUTOR SATISFACTION LEVELS AT MAHA CEMENT

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ABSTRACT

The marketing channels play an important role in the movement of goods from the company to the end-user. Marketing channels are sets of interdependent organizations involved in the process of marketing a product or service available for use or consumption. Channels of distribution are the means employed by manufacturers and sellers to get their products to the market and into the hands of users. Channels are management tools used to move goods from production to consumption. The satisfaction levels of the customers vary from marketing channel to channel They are means by which title to goods is transferred from sellers to buyers. The process of transferring title is not so simple, especially in the present day markets that are characterized by heterogeneity on both the supply and demand sides. There are a wide variety of goods produced for sale, or the other side there are highly varied and complex desires of consumers.

Keywords: Marketing channel, satisfaction level, distribution, transfer

1. INTRODUCTION

Marketing & Distribution strategies are known as to be much specialised division in virtually any organization. It is among the four components of marketing mix. A business or group of organizations (go-betweens) mixed up in process of making something or service designed for use or consumption by a consumer or business user. The distribution channels also known as marketing channels are the agents and platforms through which the product is physically moved from place of production to point of consumption. The Maha cement company uses a mix of channels both traditional and modern to stock the inventory levels at all selling points and stock keeping units.

2. NEED OF THE STUDY

This work gives need for distribution division and therefore the study is ideal for changes in Maha Cement distribution system. To learn about Sales and Distribution is the reason why essential element to operational efficiency for production companies like Maha cement. To know The procedure of distribution can be put on client satisfaction and company success to

learn how in this competitive world folks are more conscious about their product availability and distribution system.

3. SCOPE OF THE STUDY

The study alternative channels of distribution "has an insight in to the different parameters of distributor satisfaction levels. The scholarly study helps that produce people to purchase, thereby providing a clear picture to the maker and the dealer of Maha Cement India Ltd and also the methods to attract and withhold the customer for the survival and growth.

4. OBJECTIVES

- ➢ To review the distributor satisfaction about the Maha cement products and operations
- ➢ To review the strategies accompanied by Maha cement company in distribution network
- ➢ To review issues faced by distributors and offer chain management system.
- ➢ To review the distributor brand preference comparing to other cement company products.
- ➢ To review distribution channels both in domestic & international market.

5. RESEARCH METHODOLOGY
Survey and Data Collection

Data is collected from retailers, dealers, distributor at them and shops

Sample size

100 members working as dealers, distributors, agents, and shop owners in cement industry.

Data collection
  a) **Primary Data**
     The principal data in concern to advertise research was collected from actual visit to dealer, distributor at every known level and retailers interviews by using self designed questionnaire.

  b) **Secondary Data**
     Secondary data has been collected from the web, books and magazines to comprehend the entire current status.

6. LIMITATIONS
  • Survey has been done in the limited area of Hyderabad city.
  • Conducted survey on random sampling basis.
  • Some authority doesn't allow undertaking survey; such industries are omitted from sample set.
  • Hardly any company allows providing personal statistics of their company. For other information, needs to depend upon what data distributed by authority.
  • Concerned person isn't available always

7. REVIEW OF LITERATURE
An assessment of literature may be the mirror of previous research, which enriches the researcher and really helps to identify the gaps for future year's research. Many reports on advertisements have already been conducted in various elements of India. As today's study can be involved with the advertisements in television, an attempt was created to review the literature obtainable to ensure that an excellent insight in the advertisements world is normally obtained. Like any researcher, enough effort is used this chapter to comprehend previously researches on advertisements.

(Lambert, 1978), A channel of distribution can be defined as the collection of organization units, either internal or external to the manufacturer, which performs the functions involved in product marketing. These functions are persuasive and include buying, selling, transporting, storing, grading, financing, market risk bearing and providing marketing information. A channel member is an individual organization unit institution or agency that performs one or more of the marketing functions and by doing so has an active role in the channel of distribution
Distribution, as one of four elements of marketing complex, is an inseparable part of marketing decisions which involves all the decisions about distribution of products to the end user. The issues of distribution were analyzed by a number of marketing specialists (Berman, 1999; Kim, 1996; Delton, 1997; Frazier, 1999; Kotler, 2003; Rosenbloom, 1999; Stern, 2006; etc.), paying a big attention to the elaboration of the procedures of marketing channel design (Gudonaviciene & Alijosiene, 2008).
Boyle et. al. (1992) developed measures of the following strategies in marketing channels - 1. Promise: Source certifies to extend specified reward contingent on the target's compliance, 2. Threat: Source informs the target that failure to comply will result in negative sanctions. 3. Legalistic plea: Source contends that target compliance is required by formal agreement.

8. DATA ANALYSIS
The following table shows the Distributor satisfaction level with the staff greeting and friendly welcome.

Staff greeting	Frequency	%
Highly satisfied	48	48%
Satisfied	32	32%
Moderately satisfied	12	12%
Dissatisfied	8	8%
Highly dissatisfied	0	0%
Total	**100**	**100%**
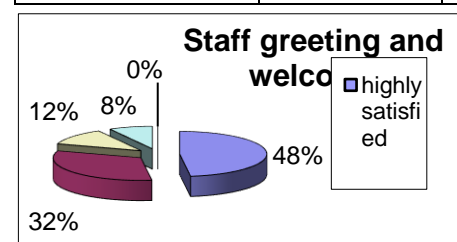
Interpretation:-The graph demonstrates that most of individuals are content with company people attitude 48% highly satisfied and 32% are satisfied, only few percentage aren't satisfied.

The following table shows the dealer satisfaction with the time taken by the staff to complete their requirement.

Time taken to complete the requirement	Frequency	%
Highly satisfied	27	27%
Satisfied	37	37%
Moderately satisfied	23	23%
Dissatisfied	13	13%
Highly dissatisfied	0	0%
Total	**100**	**100%**
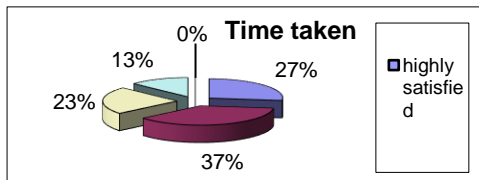
Interpretation:

The graph demonstrates that many are content with Response time taken by the business staff to complete their requirement.

Reason for Demand

Features	No. of Dealers & Retailers				
	Birla Uttam	Ambuja	Maha Cement	Bangur	ACC
Quality	45	40	30	20	20
Packaging	8	15	20	15	15
Price	12	15	20	50	45
Reliability	35	30	30	15	20
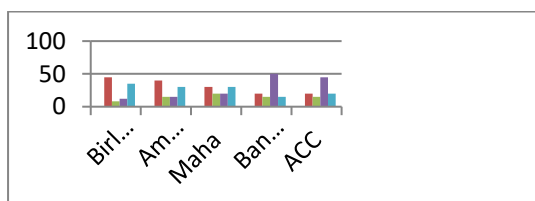
Interpretation

The above table & graphical presentation implies that 35 dealers say Birla Uttam demanded because of reliability and 45 dealers says Birla Uttam demanded due to quality. Ambuja & Maha Cement are popular because of quality but if we see Bangur and Acc are demanded because of good deal. So in cost both Bangur & Acc is major competitor in market.

9. FINDINGS

- Most traders are satisfied with Maha Cement
- Quality and reliability are the features demanded in the market
- Price and packaging are also influencing factors
- Staff greeting highly satisfies the dealers
- It is inferred that 70 percent of the traders are satisfied while 30 percent of them are dissatisfied.

10. SUGGESTIONS

- The business should follow advance communication strategies like email, newsletter, and monthly flier, or any occasional greeting card, get in touch with your steady distributors.
- Company has to improve dealer Service. Go the excess distance and meet their needs. Train the staff to accomplish the same.
- The distributors must be fairly treated

11. CONCLUSION

The majority of the distributors are pleased with Maha Cement with the treatment given to them by the company but still they expect more as they push the products of the company. Additionally it is concluded that there exists a status symbol mounted on the brand crafted by the maker. From the survey it could be figured Maha Cement's distributors are happy with the benefits given to them by the company for taking the products forward.

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A Study on Consumer Buying Behavior towards Bajaj Auto Ltd

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Introduction

Consumer behaviour refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service. Consumer behaviour involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, sociopsychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general. Buyer behaviour has two aspects: the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone. What influences consumers to purchase products or services? The consumer buying process is a complex matter as many internal and external factors have an impact on the buying decisions of the consumer. When purchasing a product there several processes, which consumers go through. These will be discussed below.

Need for the study

The study tries to understand the existing position of the organization relating to its Consumer Buying Behavior and to know what the factors that affect the consumers in buying are.

Scope of the Study

The scope of the study is confined to Consumer Buying Behavior towards Bajaj Auto Ltd; the study is confined Hyderabad &Secunderabad Only.

Objectives of the Study

- To study and analyze the Factors that affects Consumer Buying Behavior at Bajaj Auto Ltd.
- To know the importance reason the respondents give to each factor for purchasing bikes in Bajaj Auto Ltd.

Source of the Data

The study is based on primary data & secondary data
Primary data
Primary data was collected by using structured questionnaire administered to select number of customers.
Secondary data
Secondary data was collected from websites and text books.

Research Methodology

Sampling Size: The sampling size is 50
Sampling Method: Simple Random Sampling Method
Extent of Sampling Procedure: The sampling is done in Hyderabad &Secunderabad
Time Period: Time period for research is limited from May to June
Research Instrument: Structured Questionnaire

Limitations

- The present research is restricted to only Bajaj Auto Ltd, in Hyderabad Branch.
- The sample size taken is only 50 and as such is very small as compared to the universe, this is due to the constraints of time and effort, and as such may not be enough to generalize to the entire population, however it is presumed that the sample represents the universe.

Literature Review

A competitor, in order to achieve the loyalty of the consumers, offer an endless information flow on the products and services and thereby continuously educates the consumer about the opportunities in the market. Therefore today even an ordinary person is in possession of the large amount of data to use for the purpose of making a decision as to which products/ services he would go in for. The competitive

environment is making the consumer wisher day by day and he is able to take a large number of decisions on his own. The experts' advice of the olden days is being replaced by the consumer's own wisdom. This is making the market place more complicated and unpredictable. The consumer is getting smarter today and he is able to decide his own money's worth and therefore, organization across the board are `pursuing the consumer's views to streamline their business strategies to remain consumer- worthy. People are the prime factor for any organization to maintain the effectiveness and thus develop the right focus for the people, so that each one perceives as clearly as possible his position in the cycle of growth and prosperity of the organization. Agendas will have to be drawn in such a manner and communicated so effectively that the individual is able to enjoy a meaningful life in the organization, endowed with authority and responsibility for the role he plays.

Data Analysis

1. Why do you prefer Tata Motors Ltd?
Table 1: Preference

S. No	Option	No. Of Respondents	Percentage
1	Convenience	12	24
2	Economical	20	40
3	Features	12	24
4	Others	6	12
Total No. Of Respondents		50	100
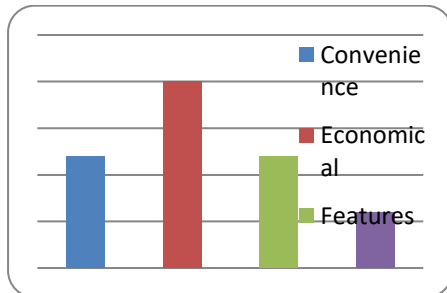
Chart 1

Interpretation
From the above chart it is observed that 40% of respondents use their vehicle as it is Economical to them, 24% of respondents use

their vehicle as it is convenience to them, 24% of respondents use their vehicle as it has features, and 12% of respondents use their vehicle for other reasons.

2. Who influenced you to make a Purchase?
Table 2 Sources of influence

S. No	Option	No. Of Respondents	Percentage
1	Family	12	24
2	Friends	9	18
3	Self	28	56
4	Sales People	1	2
Total No. Of Respondents		50	100
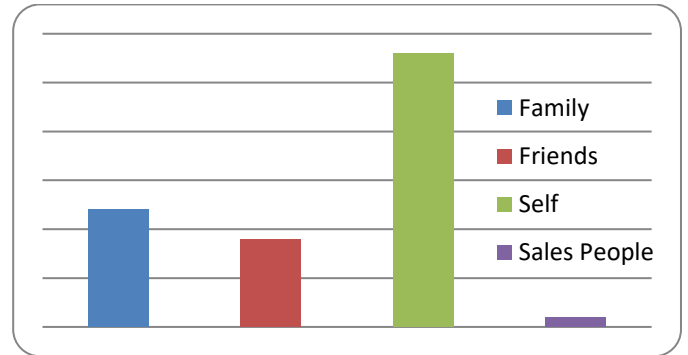
Chart 2

Interpretation
From the above chart it is observed that 56% of Respondents are self-influenced to make a purchase, 24% of Respondents are influenced to make a purchase by Family, 18% of Respondents are influenced to make a purchase by friends, and 2% of Respondents are influenced to make a purchase by sales people

3. Which of the following product related factors motivated you to purchase this product?
Table 3: Motivational Factor

S.No	Options	No. Of Respondents	Percentage %
1	Mileage	33	66
2	Pick Up	3	6
3	Reliability	7	14
4	Appearance	7	14
Total No. Of Respondents		50	100

Chart   3

Interpretation

From the above chart it is observed that 66% of Respondents Key factor is mileage to purchase this product, 14% of Respondents Major factor is Reliability to purchase this product, 14% of Respondents Major factor is Appearance to purchase this product, 6% of Respondents Major factor is pickup to purchase this product

4.   Which of the following Pricing factors influence you to make a purchase?

Table 4: Pricing Factors

S. No	Option	No. Of Respondents	Percentage
1	Low Price	5	10
2	Medium Price	40	80
3	High Price	5	10
Total No. Of Respondents		50	100
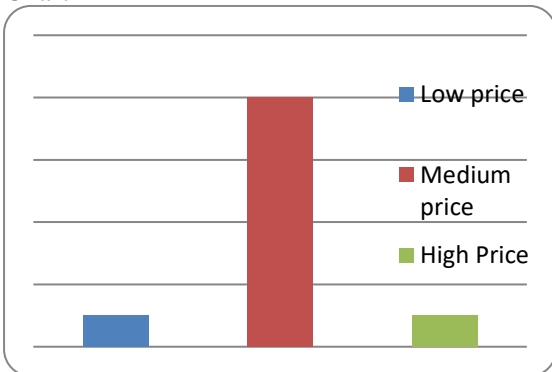
Chart 4

Interpretation

From the above chart it is observed that 80% of Respondents saying as it is Medium price, they are influenced to make a purchase, 10% of Respondents as it is low price they are influenced to make a purchase, 10% of Respondents as it is High price they are influenced to make a purchase

5.   Which of the Promotional Activities adopted by Tata Motors influenced you to purchase?

Table 5: Promotional Activities

S. No	Option	No. Of Respondents	Percentage
1	Advertisement	35	70
2	Publicity	8	16
3	Discounts	5	10
4	Personal Selling	2	4
Total No. Of Respondents		50	100
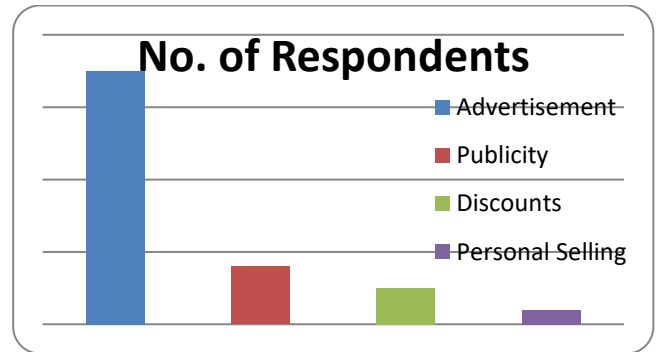
Chart 5

Interpretation

From the above chart it is observed that 70% of Respondents are influenced by advertisement, 16% of Respondents are influenced by Publicity, 10% of Respondents are influenced by Discounts, and 4% of Respondents are influenced by Personal selling.

6.   How did you come to know about Tata Motors Ltd products?

Table 6: About Tata Motors

S. No	Option	No. Of Respondents	Percentage
1	Electronic Media	20	40
2	Print Media	9	18
3	Friends	10	20
4	Hoardings	11	22
Total No. Of Respondents		50	100
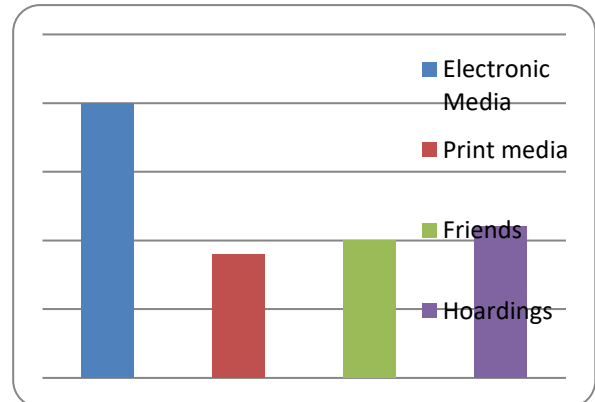
Chart 6

Interpretation

From the above chart it is observed that 40% of Respondents know about Bajaj Motorcycles products by Electronic Media, 22% of Respondents know about Bajaj Motorcycles products by Hoardings', 20% of Respondents know about Bajaj Motorcycles products by Friends, 18% ofRespondents know about Bajaj Motorcycles products by Print media.

7.   Does the quality of the services influence you to purchase?

Table 7: Quality of service

S. No	Option	No. Of Respondents	Percentage
1	Yes	40	80
2	No	10	20
Total No. Of Respondents		50	100

Chart 7
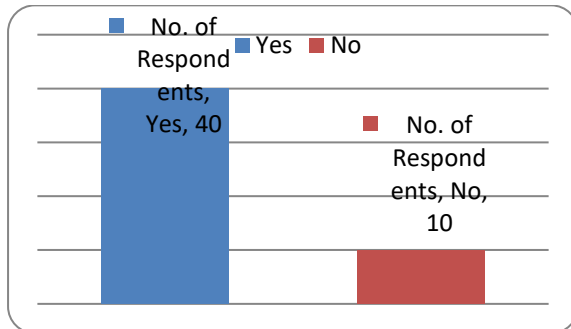
Interpretation

From the above chart it is observed that 80% of Respondents are influenced by Quality of service, 20% of Respondents are not influenced.

Findings

- It is found that mileage is motivational factor for the respondents to purchase.
- Majority of the respondents are influence to purchase because of its medium price.
- Advertisement plays a major role in promotional activities adopted by Tata Motors which influences the respondents to purchase.

- Most of respondents know about Tata Motors Products by Electronic Media.
- Majority of respondents Differentiate Tata Motors with other brands by Mileage.
- Respondents are influenced by Brand Ambassador in Advertisements for purchase.

Suggestions

- It is suggested that the organization should also concentrate on other channels to create awareness a part from electronic media.
- It is suggested that the organization can continue with the same mileage in the future.
- It is suggested that the organization can continue with the same advertisement factor which influencing purchase.
- It is suggested that the organization can continue with same purchasing procedure.
- It is suggested that the organization can continue with the same level of quality of service.

Conclusion

From the above study it is concluded that products of Tata Motors have been using by the customer about more than 4 years and promotion of products are in effective manner by the advertisement, organization successfully attracting more number of customers with the help of brand ambassador, price level of Tata Motors products are at satisfactory level of customers and the organization has to concentrate on creating more awareness of all the products of Tata Motors to increase the sales of Bajaj Auto Ltd.

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A Study on Compensation Management at Dr. Reddy's Laboratories Ltd

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ABSTRACT

The Study on Compensation Management focuses on employees take home profitsfrom the company. It clearly describes the breakup of the employee's salary, hisallowances and facilities provided by the Employer.The Study / research was carried out by a recorded survey of employeesof a particular organization. These records were later analyzed to prepare astatistical data. The Study concluded with the recommendations on theanalysis.

Key words: Compensation, Recruitment, Human Resources, Personnel.

INTRODUCTION

The literal meaning of reimbursement is to counter-balance. In the case of human aid control, compensationiscalledmoneyandother benefitsobtainedbyusingaworkerforpr esentingservicestohis employer. Money and advantages received can be in distinct forms-base reimbursement in cash and numerousblessings,whichcanberelate dtoworker'sprovidertotheagencylikepr ovidentfund,gratuity, coverageschemeandanyotherpricewhi chtheworkerreceivesorblessingsheenj oysinsteadofsuch charge.

SCOPE OF THE STUDY

Compensation control helps to determine the relative well worth of a job in an organization in a systematic,consistentandcorrectmanner .Italsoallowsinestimatingtheprimarypa yforeachtaskbytheimportanceofthejob withintheorganizationalhierarchy.once asimplepayisdetermined,therewards, incentives, and advantages attached worth the pay, positions and overall performance also are determined.

OBJECTIVES OF THE STUDY

- To understand in detail how to set up pay costs to a unique degree of theemployee.
- To apprehend the impact of repayment management on overall performancelevel.

- To determine the extent towhich reimbursement management affects an employee'soverall performance.
- To compare the relationship between the running situation and workerperformance.
- To discover the relationship between compensation management and improvedproductivity.

RESEARCH METHODOLOGY

Research Design
Thisexaminationuses asurveyresearchlayoutthatallowsfortheu seofquestionnaires to elicit recordsfrom therespondents. AccordingtoNwogu(1991),adesignmaybe definedasaplanorblueprintwhichspecifies howfactsregarding giventroubleshouldbeaccruedandanaly zed.Itofferstheproceduraldefinefortheb ehaviorofanygiven investigation.

LIMITATIONS OF THE STUDY

- The businesses that have been studied and surveyed are not imparting us with full facts that have hamperedtheresultandconclusion.
- Exactstatisticsturnedintonolongerbeen provided.

- Thesamplesizeturnedintoaconstrain.
- Thepersonalinterviewbecomesnownot allowed.

REVIEW OF LITERATURE

Today's compensation systems have come from a long way. With the changing organizational structures workers' need and compensation systems have also been changing. From the bureaucratic organizations to the participative organizations, employees have started asking for their rights and appropriate compensations. The higher education standards and higher skills required for the jobs have made the organizations provide competitive compensations to their employees. Compensation strategy is derived from the business strategy. The business goals and objectives are aligned with the HR strategies. Then the compensation committee or the concerned authority formulates the Compensation strategy. It depends on both internal and external factors as well as the life cycle of an organization.

TABLE 1:

1. How is the compensation program and total compensation package communicated to employees?

S.NO	Particulars	Percentage	Respondents
1.	DIRECTLY TO THE EMPLOYEE	70%	35
2.	THROUGH EMAILS	6%	3
3.	NOTIFICATIONS	10%	5
4.	THROUGH MANAGERS	14%	7
5.	TOTAL	100%	50

CHART 1:
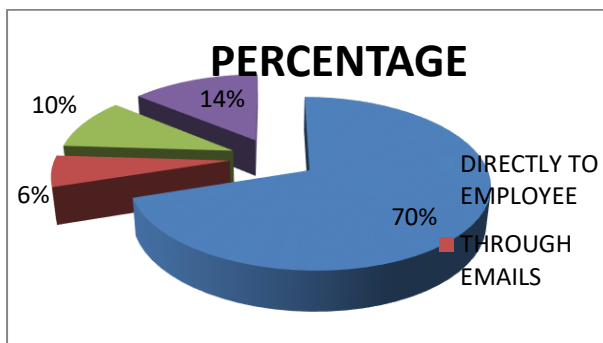
INTERPRETATION:
- Majority of the compensation programme is communicated directly

to the employees at the time of their recruitment.
- Some of the employees get the

S.NO	Particulars	Percentage	Respondents
1.	YES	34%	17
2	NO	58%	29
3.	IN SOME EXCEPTIONAL CASES	8%	4
4.	TOTAL	100%	50

compensation information through managers, notification, or emails.
- This is done to the existing employees and the fresh employees get the information at the time of recruitment.

2. Are employees permitted to substitute sick leave for vacation?

CHART   **2:**
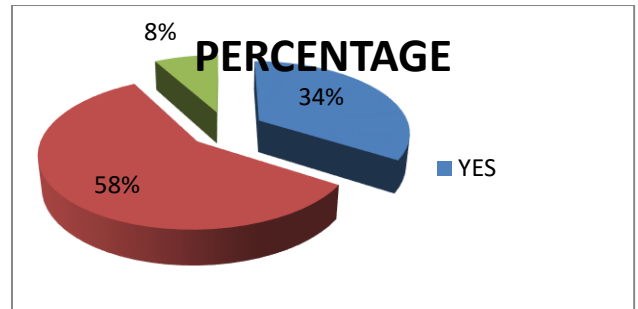
INTERPRETATION:
➢ More than 50% of employees said that they are not permitted to substitute their sick leaves for vacation.
➢ In some cases they can substitute their sick leaves for vacation.
➢ A very few employees said that they can substitute their sick leaves as vacation in some exceptional cases.

3. How is unused accrued vacation treated?

S.NO	Particulars	Percentage	Respondents
1.	PAYMENT AGAINST VACATION	60%	30
2.	CARRYING FORWARD VACATION	26%	13
3.	NULLIFIED	14%	7
4.	TOTAL	100%	50

CHART 3:

PERCENTAGE

14%

26%

60%

- PAYMENT AGAINST VACATION
- CARRYING FORWARD VACATION
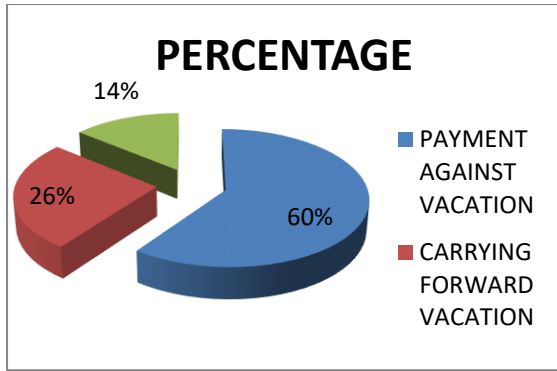
INTERPRETATION:

➢ The company is going to pay the amount for unused vacation to majority of the employees.

➢ In some cases the vacation period is carried forward.

➢ If vacation is extended for some period then it is nullified.

➢ How is employee communication regarding compensation and benefits delivered in your organization?

CHART 4:

S.NO	Particulars	Percentage	Respondents
1.	SATISFIED	86%	43
2.	NOT SATISFIED	14	7
3.	TOTAL	100%	50

SATISFIED

86%

43
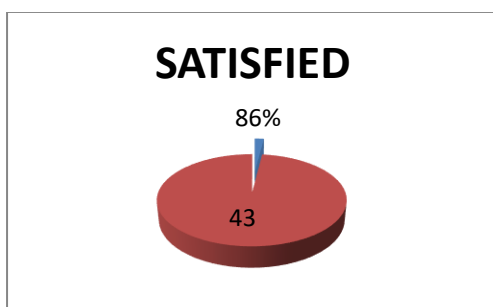
INTERPRETATION:

➢ More than 70% of the employees are satisfied regarding compensation system in the company.

5. Are dependents covered, and if so, in part or in full?

S.NO	Particulars	Percentage	Respondents
1.	FULLY COVERED	46%	23
2.	NOT COVERED	24%	12
3.	ONLY BLOOD RELATION DEPENDENTS ARE COVERED	16%	8
4.	DEPENDENTS ARE PARTIALLY COVERED	14%	7
5.	TOTAL	100%	50

CHART 5:

PERCENTAGE

14%

16%

46%

24%

- FULLY COVERED
- NOT COVERED
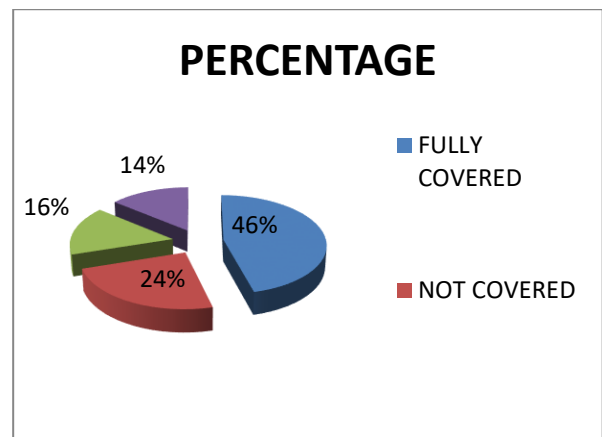
INTERPRETATION:

➢ Dependents are fully covered for the employees.

➢ Blood relation dependents are also covered in some cases.

6.What is the pension or retirement plan?

S.NO	Particulars	Percentage	Respondents
1.	25% OF THE BENEFIT AMOUNT AS A CASH	8%	4
2.	REGULAR MONTHLY INCOME FOR THE REST OF YOUR LIFE	8%	4

S.NO		Percentage	
3.	10% GUARANTEED ADDITIONS	10%	5
4.	BENEFITS UNDER SEC 80CCC(1) UPTO Rs.10,000	8%	4
5.	ALL THE ABOVE	64%	32
6.	TOTAL	100%	50

	Allowances		
6.	Reimbursement	66%	33
7.	Medical Reimbursement	80%	40
8.	Educational Allowances	0%	0
9.	Night Shift Allowance	36%	18
10.	Special Allowances	2%	1
11.	Benefits	38%	19

CHART 6:

PERCENTAGE

CHART 7:
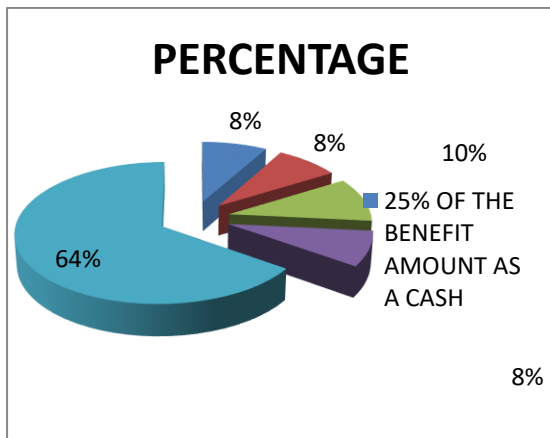
PERCENTAGE

INTERPRETATION:

- ➤ Nearly 70% of the employees are getting every second pension plan.
- ➤ Benefits under section 80 CCC (1) is very less when compared to other pension or retirement plans.
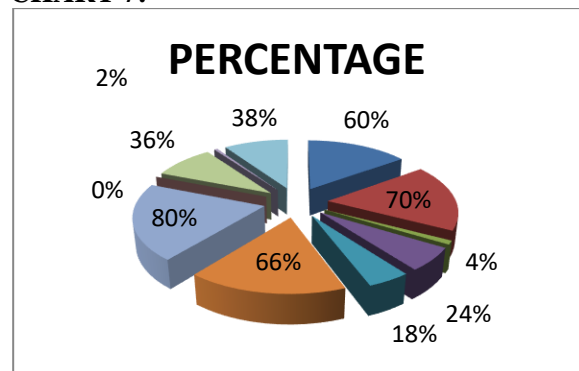
INTERPRETATION:

- ➤ 60% of the employees are satisfied with the basic.
- ➤ 70% of the employees are satisfied with the House and Rent Allowances.
- ➤ Only 4% of the employees are satisfied with the Conveyance Allowances.
- ➤ 24% of the employees are satisfied with the Paper Allowances.
- ➤ 18% of the employees are satisfied with the Canteen Allowances.
- ➤ 66% of the employees are satisfied with the Reimbursement.
- ➤ 80% of the employees are satisfied with the Medical Reimbursement.
- ➤ There is no employee satisfied with the Educational Allowances.
- ➤ 36% of the employees are satisfied with the Night Shift Allowance.
- ➤ Only 2% of the employees are satisfied with the Special Allowances.
- ➤ 38% of the employees are satisfied with the benefits provided.

SATISFACTORY LEVEL FOR FOLLOWING:

S.NO	Particulars	Percentage	Respondents
1.	Basic	60%	30
2.	House and Rent Allowances	70%	35
3.	Conveyance Allowances	4%	2
4.	Paper Allowances	24%	12
5.	Canteen	18%	9

Findings

➤ The Compensation system followed by the organization is a formal one and majority of the employees are satisfied with the Compensation Packages.

➤ Employees are allowed to substitute their Sick Leaves as vacation which indicates that some Liberty is given to the Employees.

➤ Unused vacation is refunded back to the Employees and can carry forward to the vacation.

➤ Compensation Programme is planned by the Higher Authority of the Organization and they consider all the aspects the skills, Specilization based on their respective branches.

➤ Salary of the Employees will change frequently based on Surveys conducted by the Top Management. They conduct Surveys like meeting the compensation committee for Review, Adjustments and Approvals. Pay ranges are revised based on the Requirements of the Organization.

➤ Job Rating is done by the methods like RANKING, RATING, CLASSIFICATION, and POINT METHOD.

Suggestions

➤ It encourages individual initiative.

➤ It encourages working for the good of the whole.

➤ It helps people improve, not just rewards them when they do.

➤ The decision process is seen as based on all the real facts (i.e. thorough).

➤ Inputs to the process are received from multiple constituencies (group and project leaders, clients, subordinates, peers.).

➤ The decision process is perceived as fair.

Conclusion

They can be studied and decided as to which of them are to implement resulting in positive output. The study of Compensation factors and its impact on the job satisfaction of the employees will help the company to know that what type of practices it should follow to make the employees satisfied. The motivational methods followed in the company are making the employees satisfied .Finally the company has to give some more benefits to the employees so that they get complete saturation.

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A Study on Impact of Advertising on Customer at Hero MotoCorp Pvt. Ltd

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Introduction

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These messages are usually paid for by sponsors and viewed via various media. Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Mass media can be defined as any media meant to reach a mass amount of people. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail; or new media such as websites and text messages.

Need for the study

The study tries to understand the key parameters in designing the advertisement which impacts the customer buying behavior at Hero Motocorp Pvt. Ltd.

Scope of the Study

The Scope of the study is confined to Impact of Advertising on Customer at Hero MotoCorp Pvt. Ltd w.r.t Phoenix Motors Pvt. Ltd, the study is confined to Tarnaka Branch, Hyderabad Only.

Objectives of the Study

- To Study and Analyze the Impact of Advertising on customers at Hero Motocorp Pvt. Ltd
- To Identify the problems and lapses in designing advertisement at Hero Motocorp Pvt. Ltd

Source of the Data

The study is based on primary data & secondary data

Primary data

Primary data was collected by using structured questionnaire administered to select number of customers.

Secondary data

Secondary data was collected from websites and text books.

Research Methodology

Sampling Size : The sampling size is 50

Sampling Method : Simple Random Sampling Method

Extent of Sampling Procedure: The sampling is done in Tarnaka Branch, Hyderabad

Time Period : The study is conducted during March and April Month.

Research Instrument : Structured Questionnaire

Limitations

The present research is restricted to only Hero MotoCorp Pvt.Ltd Tarnaka branch in Hyderabad

The sample size taken is only 50 and as such is very small as compared to the universe, this is due to the constraints of time and effort, and as such may not be enough to generalize to the entire population, however it is presumed that the sample represents the universe.

Literature Review

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These messages are usually paid for by sponsors and viewed via various media. Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action.

Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofits organizations may rely on free modes of persuasion, such as a public service announcement.

Data Analysis

1. Which model of Hero MotoCorp have you purchased?

Table-1   Models of Hero MotoCrop

S.No	Options	No. Of Respondent	Percentage %
1	Passion	24	48
2	Splendor	11	22
3	Maestro	3	6
4	Other	12	24
Total No. Of Respondents		50	100

Chart-1
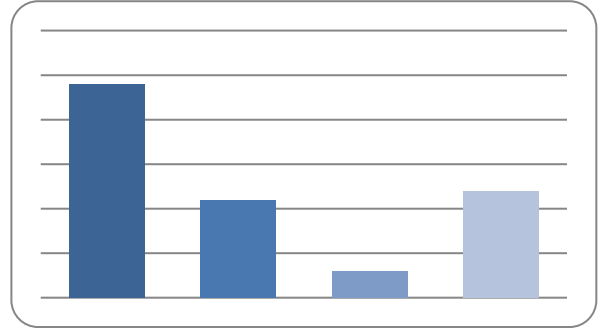
Interpretation

From the above figure it is observed that 48% of the respondents are using passion bike, 22% of the respondents are using splendour, and 6% of the respondents are using Maestro, 24% of the respondents are using other products of Hero.

2. How did you come to know about the bike that you are using?

Table-2   Awarness through media

S.No	Options	No. Of Respondent	Percentage %
1	Advertisement	19	38
2	Sales people	9	18
3	Friends	17	34
4	Other	5	10
Total No. Of Respondents		50	100

Chart-2
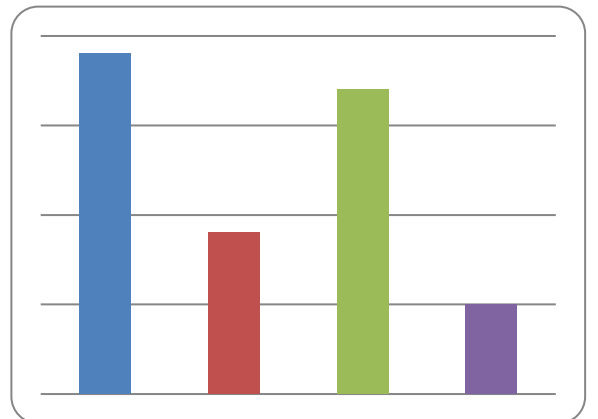
Interpretation
From the above table it is observed that 38% of the respondents came to know about their bike with advertisement, 18% by sales people, 34% of the respondents by their friends, and 10% by the other source.

3. Did you come across the advertisement of your bike?

Table-3 Advertisement

S.No	Options	No. Of Respondent	Percentage %
1	Yes	41	82
2	No	9	18
Total No. Of Respondents		50	100
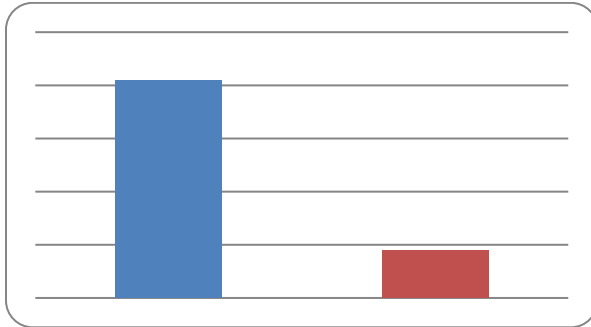
Chart-3

Interpretation
From the above chart it is observed that the 82% of respondents came across the advertisement of their bike, 18% of the respondent have not seen the advertisement of their bike.

4. Through which media have you seen it?

Table-4 Source of media

S.No	Options	No. Of Respondent	Percentage %
1	Television	34	68
2	Newspaper	4	8
3	Internet	2	4
4	All Of The Above	10	20
Total No. Of Respondents		50	100

Chart-4
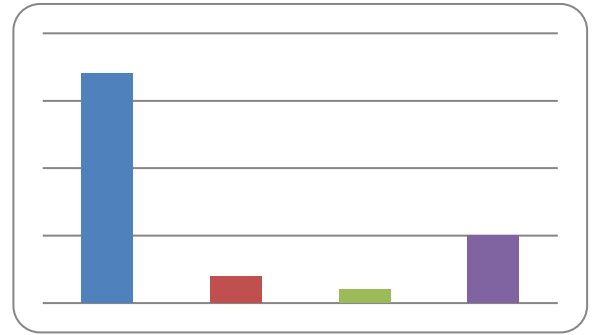
Interpretation

It is observed that 68% of the respondents came across their bike advertisement in television, 8% in newspaper, less no. of respondents came across their bike advertisement in internet, 20% in all of the above.

5. Does the use of Brand ambassador in advertisement makes you to buy?

Table-5 : Influence of Brand ambassador

Chart-5
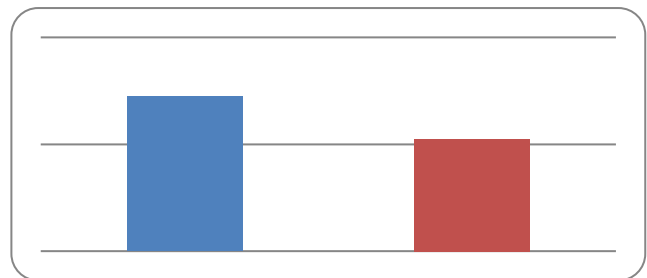
Interpretation
From the above chart it is observed that most of respondents influenced by Brand Ambassador in

S.No	Options	No. Of Respondent	Percentage %
1	yes	29	58
2	No	21	42
Total no. of Respondents		50	100

purchasing, 42% of respondents were not influenced by Brand ambassador.

6. Who do you feel is the best brand ambassador in your opinion?

Table-6 Best Brand Ambassador

S.No	Options	No. Of Respondent	Percentage %
1	Sports person	28	56
2	Filmy personality	16	32
3	Priests	3	6
4	others	3	6
Total no. of Respondents		50	100
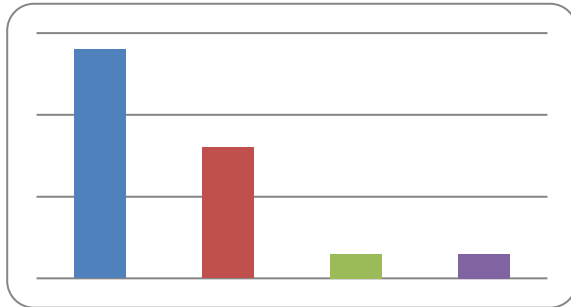
Chart-6

Interpretation

From the above chart it is observed that 56% of the respondents feel that the Best brand ambassador is sports person, 32% of the respondents feel that the best brand ambassador is filmy personality, 6% of respondents feel Priests and rest of the respondents feel that others as a best brand ambassador.

7. Does the tagline in the advertisement effect your decision?

Chart-7
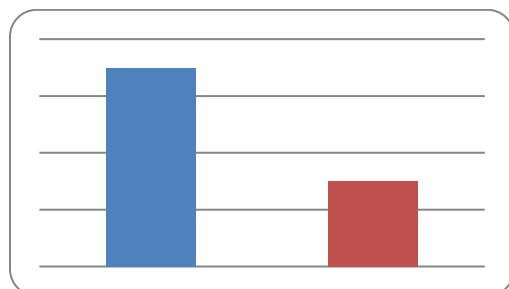
Interpretation

From the above chart it is observed that 54% of the respondents influenced by tagline in buying decision and 46 % of the respondents were not affected by tagline.

8. How long does the impact of an advertisement last on you?

Table-8 Impact on Andvertisement

S.No	Options	No. Of Respondent	Percentage %
1	Few Hours	20	40
2	One Day	12	24
3	One Week	9	18
4	More than a month	9	18
Total No. Of Respondents		50	100

Chart-8
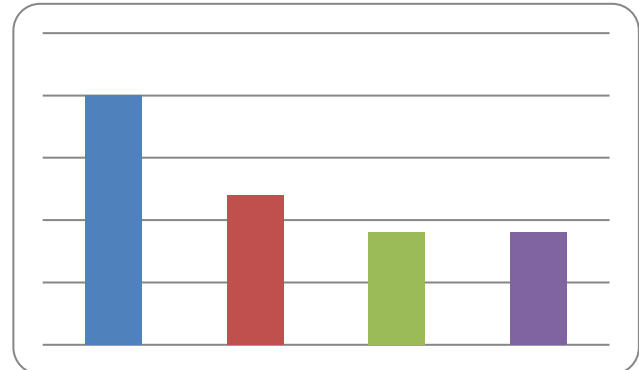
Interpretation

It is observed that 40% of the respondents are saying the impact of an advertisement last on

S.No	Options	No. Of Respondent	Percentage %
1	Yes	27	54
2	No	23	46
Total no. of Respondents		50	100

them for few hours, for 24% of the respondents for one day, for 18% above one week and more than one month.

Findings

- It is found that most of the respondents are using passion bike.
- It is found that most of the respondents came to know about their bike only through advertisement.
- It is found that most of the respondents came across the advertisement of their bike.
- It is found that most of the respondents have seen their advertisement only in television
- It is found that the use of Brand ambassador in advertisement effects purchasing decision.
- It is found that most of the respondents feel that the best brand ambassador is sport person.
- It is found that tagline affect the purchasing decision
- It is found that the impact of an advertisement last on respondents for few hours only.

Suggestions

- It is suggested that the organisation should concentrate on the other media channels also to create more awareness.
- It is suggested that the organisation can continue with the use of brand ambassador in the advertisements for future also.
- It is suggested that the organisation can go for the sports person as the brand ambassador in future.
- It is suggested that the organisation can go for the use of tagline in the advertisement.
- It is suggested that the organisation should be concentrate on television media to attract more no. of respondents than other media.
- It is suggested that the organisation has to concentrate more on design advertisements which attracts the customers to watch more no. of times and remember for a long period of time.

Conclusion

From the above study it is concluded that the promotion of products of Hero MotoCorp are effectively done by advertisement only in television but the organization need to concentrate on other media channels also. Most of the customers are using passion bike. While designing the advertisement the organization needs to use sports person as brand ambassador in advertisement which helps attracting more number of customers and length of the advertisement should be less than 30 sec.

A STUDY ON CAPITAL STRUCTURE AT INDIAN OIL CORPORATION
AT
INDIABULLS

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ABSTRACT

Capital Structure of a Company refers back to the composition or makeup of its Capitalization and it consists of all long time Capital resources Loans, reserves, stocks and bonds. It indicates the combination of an employer's long-time period debt, unique brief-term debt, commonplace fairness and favored fairness.Capital structure refers to the amount of debt and/or equity employed by a firm to fund its operations and finance its assets. A firm's capital structure is typically expressed as a debt-to-equity or debt-to-capital ratio.

Debt and equity capital are used to fund a business's operations, capital expenditures, acquisitions, and other investments. There are tradeoffs firms have to make when they decide whether to use debt or equity to finance operations, and managers will balance the two to find the optimal capital structure.

KEYWORDS:-
capital,structure,IOC,finance,accounting,capital,capital ratios

I. INTRODUCTION

capital structure of a firm is often defined as the proportion of debt and equity that results in the lowest weighted average cost of capital (WACC) for the firm. This technical definition is not always used in practice, and firms often have a strategic or philosophical view of what the ideal structureAccordingly, there are two distinctive, however collectively mounted and interrelated, styles of leverage ratio First ratio which may be primarily based at the connection among borrowed price range and owner's capital. In this paper, the researcher gives an explanation for the unique leverage ratio as moreover how they'll be used to attract inferences regarding the economic soundness of the firm.

II. OBJECTIVES OF THE STUDY

i. To study the capital shape coverage and pattern of IOCL.

Ii. To apprehend the capital structure of Indian Oil Corporation Limited.

Iii. To identify the percentage capital and debt of the business enterprise.

Iv. To find out the earning consistent with share (EPS).

V. To find out leverage.

Vi. To provide the notion for improvement of the capital form composition of Indian Oil Corporation Ltd.

Vii. Evaluate the content cloth of Indian Oil Corporation Ltd. (IOCL) debt and equity.

III. SCOPE OF THE STUDY:

A check of the capital shape entails an examination of a long time as well as short period resources that a company taps to meet its requirements of finance. The scope of the examine is restricted to the assets that IOL tapped over the years under look at i.E. 2014-2019.

IV. RESEARCH METHODOLOGY

A research layout is the specification of approach and method for accruing the facts needs. It is an ordinary operational sample of the bodywork of undertaking that stipulates what data
is to be amassed for resources with the useful resource of the technique.
Descriptive Research Design is appropriate for this check.
Descriptive study is used to take a look
at the situation. This examine allows describing the situation. A
element description about gift and
the past situation may be observed
out by way of the descriptive have
a observe.

V. DATA SOURCE AND COLLECTION

This research is primarily based on secondary data. This manner that the facts are already to be had, i.E. The
statistics that have been already accumulated and analyzed via a person else.

Secondary records are used for the have a examine of ratio assessment of this agency and additionally its competitor.
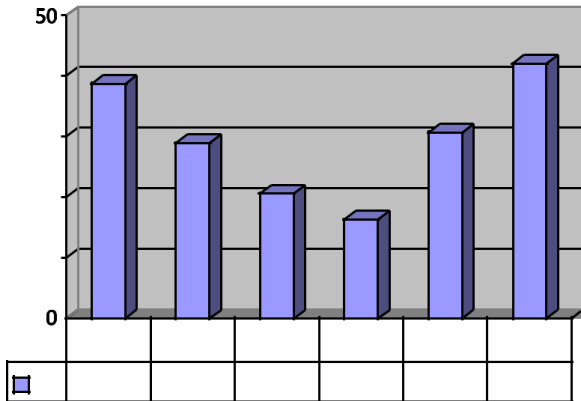
To accumulate the data, business enterprise annual report, internet net website has been used. Analyzing and decoding the facts available in the economic declaration and drawing meaningful end from them.

VI. LIMITATIONS OF THE STUDY

Ø The scope of the has a look at is limited.

Time taken to complete the have a look at could be very limited.

The analysis of the company's and thought completely relies upon upon the data shared.

Non-financial aspects aren't taken into consideration making the outcomes somehow much less reliable.

VII. REVIEW OF LITERATURE

Capital form or leverage ratios are used to analyse the long-term solvency or balance of a specific business unit. The brief-term creditors are interested in current monetary function and use liquidity ratios. The long-time period lenders world judge the stability of an agency based on the long-time period financial strength measured in terms of its functionality to pay the interest often, in addition, to repay the instalment on due dates. This long-time period solvency may be judged thru the use of leverage or structural ratios.

There are elements of the long-time period solvency of an organization:-

1. Ability to pay off the foremost at the same time as due, and

2. Regular charge of the hobby, there are for this reason two different however at the same time based and interrelated sorts of leverage ratio such as:
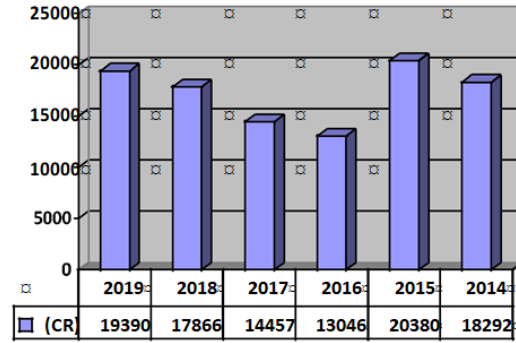
EARNINGS BEFORE INTEREST AND TAX

EPS OF IOCL SHAREHOLDERS FROM 2014-2019

32
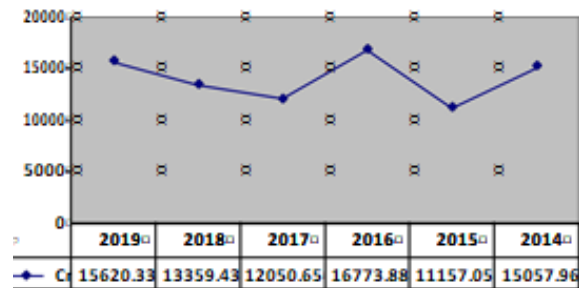
IX. FINDINGS

➢ IOCL has issued much fewer shares capital to the shareholders, continuously from 2014-2019.

➢ IOCL does no longer fulfil the authorized share capital which is mention in the memorandum of association (MOA).

➢ IOCL, preferences per cent and debenture do no longer exist.

➢ The return on funding ratio of IOCL is the bottom amongst its competitors which imply that the degree of the overall performance of IOCL is using the finances entrusted with the aid of shareholders and long term creditors are lower than its competition.

➢ IOCL has maximum numbers of total money owed in 2019 if I compared with preceding years.

➢ In 2019, IOCL has maintained the secured loan amount. Which is regularly stay the same with the previous year.

VIII. DATA ANALYSIS

X. SUGGESTIONS

The enterprise should make use of the debt fund more successfully to maximize shareholder's
move back.

Ø   IOCL is spite being a cash-rich business organisation having masses of unsecured loans so it needs to be paid to make it an agile company.

Increasingly organizations are moving from secured debt to unsecured debt so that you can free their
belongings.

Ø   For IOCL, to issue the most variety of stocks to the public and they want to lessen the
share fee is minimum. And IOCL tries to fulfil the restriction of authorized proportion capital.

IOCL ought to reduce total debts of the business enterprise closer to of issuing, extra percentage to the
public.

XI. CONCLUSION

From the above discussion, it can be concluded that IOCL (Indian Oil Corporation Limited) strolling with a low debt fund. Therefore they may grow it to get benefits of low fee capital. It has located that Indian Oil Corporation Limited IOCL largely
employing shareholders' rate range in their assets it has crossed even 100% in the first twoyears. Moreover, EOL is on immoderate degree monetary risk. Therefore, they will lessen thedebt capital and rent more fairness fund.

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A STUDY ON INVESTMENT PATTERN & PREFERENCE RETAILER INVESTOR AT INDIABULLS

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ABSTRACT

India is experiencing an appearance of accumulation and investment, abnormally with its alive chic advance spurt. The ambition of the abstraction is to ascertain the investment trend of retail investors with accurate accent on the industry of alternate funds. It is absorbing to see that while investment in concrete assets is still the lot of attractive, investment in disinterestedness and alternate funds is on the rise. The abstraction allegation announces that the age of investors plays a basic role in the accident appetence difference. In addition, while both males and females are appropriately put on their factors for alternate armamentarium choice, males position the cast angel as atomic important, while females abode investment animation in the class. Furthermore, an allegory of the age of investors with the factors affecting investment accommodation reveals that those beneath the age of 40 attach the greatest accent to a top acknowledgment on investment, while those over the age of 60 adopt investments with a lower accident category, even if that agency a lower return.

KEYWORDS: -Investment, Stock market, Returns, NSE, BSE.

I. INTRODUCTION

Investment is the application of funds with the aim of accomplishing added incomes or advance in value. The capital superior of an investment is that it involves 'waiting' for reward. It involves the charge of assets which accept been adored or put abroad from accepted burning in the achievement that some allowances will accumulate in future. An investment is a cede of accepted money or added assets for approaching allowances to be uncertain. In some investments (like government bonds) the time aspect is the ascendant attribute. In added investments (like disinterestedness shares) both time and accident are important.

II. OBJECTIVES OF THE STUDY

To acquisition out the present Investments of retail investors.
To analyze the purpose of investments of retail investors.
To appraise the ability akin on investment bazaar by the retail investors.
To appraise the time border of investment of retail investors.
To analyze the assorted factors advised afore advance by the retail investors.
To acquisition out the admeasurement of investment fabricated from the assets of the retail investors
To analyze the accepted amount of acknowledgment on investment of the retail investors. To appraise the akin of accident taken by the retail investors.
To acquisition out the antecedent of advice on investment by the investors.

III. NEED AND IMPORTENCE OF STUDY:

The absolute amount of banking instruments in the bazaar is so ample that it needs a lot of assets to assay all of them. Handling and allegory such a assorted and adapted abstracts needs a lot of time and resources. This assay on Investors' behavior is an attack to apperceive the contour of the broker and as well apperceive the characteristics of the investors so as to apperceive their alternative with account to their investments. The abstraction as well tries to analyze the access of demographicAgencylikeageon accidental truismakinoftheinvestor.

IV. SCOPE OF STUDY

Different investors behave abnormally in altered bazaar bearings afore advance like return, adaptability etc. but the markets will face a catechism mark in alive the beating of an investor. This assay will as well bandy ablaze on assorted investment avenues accessible in India that will advise in abounding means like the expectations of altered types of investors apropos accurate account requirements can be identified.

V. REVIEW OF LITERATURE

Abhijeet Chandra (2009) in his commodity "Individual Investors' Trading Behavior and the Adequacy Effect" has analyzed the pulse of adequacy of abandoned investors on their trading behavior in the banal market. Abandoned investors yield trading decisions based on their self-perceived adequacy that is afflicted by several factors. The abstraction advised the factors that actuate the adequacy akin of abandoned investors. Age, education, and assets were begun to be a lot of influencing factors of the abandoned investors' adequacy in the banal bazaar activities and trading behavior. The after-effects of the abstraction acknowledge that a being invests as per his/her own judgments already he/she perceives himself/herself added abreast about investing. It finds that investors accepting high, top to abstinent assets and able accomplishment are declared to be added assured about their adequacy if it comes to trading in banal markets. Thus, it can be said that adequacy aftereffect rules the trading behavior of abandoned investors.

VI. DATA ANALYSIS AND INTERPRETATION

	No. Women Investors	Percent	Cumulative Percent
not familiar with the market	24	24	24
very little understanding about the market	28	28	52
good understanding of market	38	38	90
very good understanding of market	10	10	100
Total	100	100	
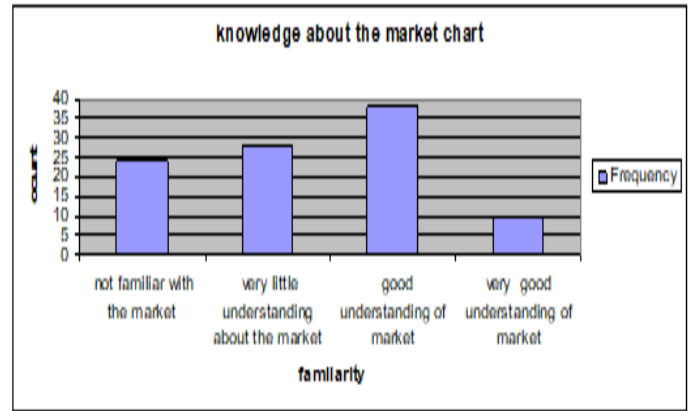
INTERPRETATION: -the following research, I observed that out of the 89% investing female investors, the maximum sample i.e. 38% of female investors have good understanding of investment market and 1o% have very good understanding of investment market

VII. FINDINGS

48% of the respondent's accordance to the age accession of 30- 40 years

67% of the respondents are blowing investors.

74% of the respondents are married.

48% of the respondents are able with bachelor's degree

36% of the respondents are accepting added action which includes home maker and retired people.

49% of investor's assets accession is 20000-30000 per month

76% of the respondents apperceive them as common investors the respondents

36% of investor's acquire invested in Stock market.

52% of the respondents are accepting 3-6 years of associate in investment.

45% of the respondents are accepting adequate adeptness on investment market

47% of the respondents are assured 16-20 percent of acceptance on their investment

42% of the respondents are captivation investment for 1-3 years of time horizon.

47% of the respondents crop low blow on their investment

47% of the respondents' purpose of investment is to accommodate the abutting expenses.

53% of the respondents acquire blow altruism to be the important bureau to be brash afore investing.

VIII. SUGGESTIONS

Investors should achieve the investment with able planning befitting in apperception their Investment objectives.

Proper admonition should be provided to the investors to adapt their investment to get optimal bulk of acceptance with basal risk.

Regular hunt up and abandoned annual arise investor's portfolio can admonition in developing reputation, affirmation and connected appellation relationship.

Management shall achieve the investors to get alter about the latest Investment opportunities attainable in the exchange through annual edition, emails about exchange trends, factsheets etc.

IX. CONCLUSION

Training is a anchor of acquirements allowance the researcher in compassionate the industry and the alignment with a adapted emphasis on the development of abilities in analysing and interpreting activated insights. Here the researcher underwent training in India bulls Stock Broking abutting which helped in adorning the adeptness on investment market.

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A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT INDIA BULLS SECURITIES

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ABSTRACT

Customer relationship management (CRM) is a widely employed model for conducting a organization's interactions with clients, customers, and earnings prospects. It involves using technology to install, automate, and innovate company processes-principally sales tasks, but people for marketing too, customer support, and technician service team. The entire goals would be to find, draw, and acquire customers; cultivate and retain the company already needs; lure former customers straight back again to this fold; and also lessen the prices of marketing and client support. Customer relationship management refers to a company-wide small business plan including customer-interface branches along with other sections.

Keywords:-Customer relationship management, technology, investor, people

1. INTRODUCTION
Before we start to examine the conceptual foundations of CRM, it'll be beneficial to define, what's CRM? A narrow perspective of customer relationship management is database marketing emphasizing the promotional areas of marketing associated with database efforts. Another narrow, yet relevant, viewpoint is to consider CRM only as customer retention when a selection of after marketing tactics can be used for customer bonding or residing in touch following the sale is manufactured. Shani and Chalasani define relationship marketing as "a built-in effort to recognize, maintain, and build-up a network with individual's consumers and also to constantly fortify the network for mutual advantage of both sides, through interactive, individualized and value-added contacts over a period". The core theme of most CRM and relationship marketing perspectives is its concentrate on co-operative and collaborative relationships between your firm and its own customers, and/or other marketing actors.

2. NEED OF THE STUDY
The study is conducted to provide product information, each day and technical assistance on websites that are accessible a day, a week-seven days. How every
individual customer defines quality, identify, and design some strategy for each customer predicated on these individual expectations and requirements. Provide a fast mechanism for scheduling and managing follow-up sales calls to judge post-purchase cognitive dissonance, reprchase probabilities, repurchase times, and repurchase frequencies. Provide a mechanism to track all true points of contact between a person and the business enterprise, and do it within an integrated way.

3. OBJECTIVES OF THE STUDY

1. To understand your client expectations
2. To improve the overall customer care
3. To improve the business enterprise relationship
4. To grasp your client intention towards availing India Bulls in future

4. SCOPE OF THE STUDY

The service sector gets much deserved attention due to its inevitable role in a country's financial development. It really is mainly focusing on developing inbound relationship with customer really, which supports regards to retaining your client because service is definitely an "intangible good" such as for example attention advice, discussion and experience.

5. RESEARCH **METHODOLOGY**
METHOD OF COLLECTION OF DATA:

➢ **Primary Data**
Primary data is collected through Questionnaire.
➢ **Secondary Data**
Considerable data has also been taped from previous research papers, articles and newspapers were also referred.

6. LIMITATIONS
* Sample size was limited because of the limited period allocated for the survey.
* The selection of individuals to cover the many types of commodity trading which range from agro products to energy and metals like silver and gold was tedious and frustrating.
* Some customers would have to be re-contacted according with their capacity for time.
* A several area where in fact the survey is completed was very un -hygienic and overcrowded.
* Some data of customer isn't proper. Like their contact number & address

7. REVIEW OF LITERATURE
Many CRM programs fail for just two reasons:

1. Insufficient supportive business processes: Because business processes and organizational goals aren't part of a strategic CRM plan associated with organizational goals and objectives.
2. Insufficient enterprise perspective: For Relationship Marketing to work, it requires that the continuing business creates a seamless enterprise view. A lot of CRM programs fail because they're assembled with disparate components that are not made to interact within a complete CRM system designed to meet organizational objectives.

8. DATA ANALYSIS

Different customers have the different objectives/purpose for opening the account in India Bulls Ltd., as per the survey done by us is as follow:

Objective for A\C opening	No. of Customers
Commodity	51
Investment	137
IPO	95
Trading	245
Investment & Trading	57
Investment Trading & IPO	76
IPO & Trading	81
Investment & IPO	19
Others	39
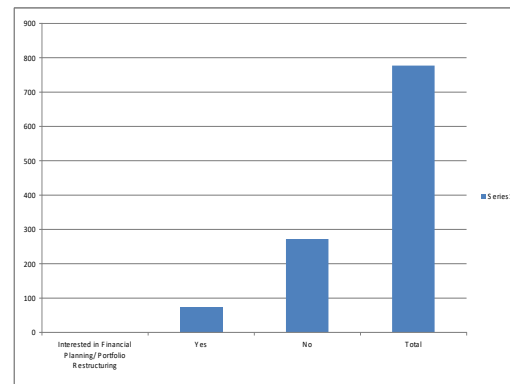
Financial Restructuring
India Bulls Ltd. provides the service of Financial Restructuring. As per the survey the chart is as follows:

Attributes related to service delivery	Evaluation of customers response by comparing INDIA BULLS's service delivery with other companies
Personnel	2.5
Timely communication	2.3
Customized solution	2.2

Post-delivery guidance	1.89
Consistency in service quality	1.89
Promptness	1.84
Grievance Redressal	1.84
Honoring deadliness	1.82
Price	1.79
Weights: 1- worse than INDIA BULLS, 2- same as INDIA BULLS, 3- better than INDIA BULLS	

Chart Showing the evaluation and comparison of the services supplied by INDIA BULLS against the services supplied by other companies
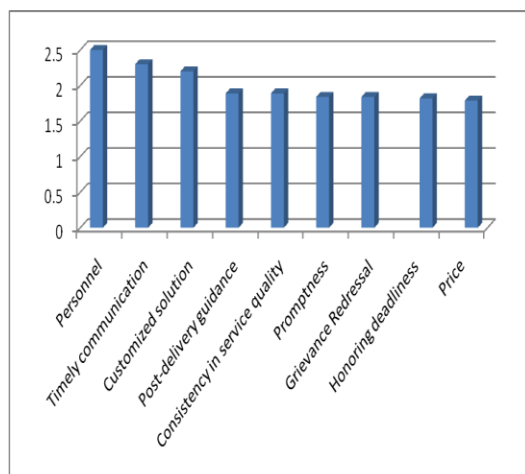
Inference:

The above graph shows that personnel, timely communication and customized solutions are the attributes in which other companies are better than INDIA BULLS. Post delivery guidance, consistency in service quality, promptness, grievance redressed , honoring deadliness and price are the attributes in which INDIA BULLS is better than other companies.

9.FINDINGS

In all, which we were provided of 800 clients we've mostly uncovered that they aren't taking into consideration the financial portfolio restructuring. We found 90.7% no interested and 9.3% are considering the city.

The most the customers whom, we met Government employees, businessman, Hotels, malls, chaiwala and restaurants also. Think about their considering trading.

The most the clients focused on the IPO, Trading, Investment, options and future and commodity markets. Out of 800 A lot of the clients Considering trading.

10. SUGGESTIONS

From the interpretation we are able to see that various customer are interested in online trading, however many are aware of India bulls and its own prepaid brokerage services.

Company should concentrate on online customer and make an effort to give more information regarding India bulls and prepaid to these existing clients and create interest included in this to take benefit of these new services.

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A STUDY ON PORTFOLIO MANAGEMENT

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ABSTRACT

The investment on shares, debenture, and bonds are both profitable and risk bearing, and it requires analytical skills. If an investor wants to make a profit on any sort of securities, he must concentrate on financial acumen as well as capable of facing risk. In the present scenario, Most of the peoplestarted investingon various portfolios such as Shares, Debenture, Bonds. But, they are unable to manage them prudently. Thus the present paper has been prepared with a view to providing suggestion to manage their portfolio in an effective way by using RSI (Relative strength Index) and ROC (Rate of Change).

Key words: Portfolio,shares, Bonds, debentures rate of change,Relative strength index,

I.INTRODUCTION

Meaning:

The word Portfolio refers to the combination of securities such as shares, bonds, debentures…etc. Portfolio Management refers to diversification of investment with a view to mitigating the risk and maximizing the returns. Portfolio management serves as platform for the investors to diversify their portfolio among various investment avenues.

Definition:

The art and science of making decisions about investment mix and policy, matching investments to objectives, asset allocation for individuals and institutions, and balancing risk against performance.

Portfolio management is the art and science of selecting and overseeing a group of investments that meet the long term financial objective and risk tolerance of a client,a company ,or investor

Objectives:

1. To know the concept of portfoliomanagement.
2. To analyze the risk and return of various investmentavenues.
3. To evaluate the performance of portfolio over a period oftime.

Scope of the study:

1. It helps the investors to make a appropriate investmentdecision.
2. It concentrates on wealth and profitmaximization.
3. It evenhelps in long- term investmentdecision.
4. It helps an investor to know uncertainity of risk associated with thereturn.

Need of the study:

1. An Investor can generate highest return at a given level ofrisk.
2. It helps to identify the non -performing securities in the investment process and for betterment in the related areas.
3. It helps the investors to go with the optimalportfolio.by the effective utilization ofresources.
4. Diversification of investment leads to minimization ofrisk.

Tools used in Portfolio Management:

Rate of Change:

The Rate of Change (ROC)is an indicator which measures the percentage change of the current price as compared to the price a certain number of periods ago. The ROC indicator can be used to confirm price moves or detect divergences; it can also be used as a guide for determining overbought and oversold conditions.

Close(today) – close(periods ago) *100

To understand the concept of ROC easily, let us consider the following

Calculation of 7 Day ROC

The above chart clearly shows that one should buy a share that is oversold and sell the share that is overbought.

In the ROC Chart, overbought zone is above the zero line and the oversold zone is below the zero line

Relative Strength Index:

To understand the concept of RSI easily, let us consider the following example. Stock price of Ranbaxy Laborotories Ltd is given below

ays	losing rice	losing rice 7 days go	ric ati	OC = atio-1
			07	07
			07	07
			07	07
			07	07
			07	07
			07	07
			06	06
			06	06
			06	06
			95	04
			96	03
			96	03
			.06 5	06 5

Day	Closing Price	Change over previous day	
		Gain	oss
1	32	--	--
2	30	--	02
3	20	--	0
4	45	25	--
5	55	11	--
6	00	44	--
7	90	--	0
8	00	10	--
9	90	--	0
	95	05	--
	90	--	05

- Appropriate time to sell

0	0	-
5	0	-
8	0	-
7	-	5
otal	4 Day Average = 85 / 14 **3.2**	4 Day Average 42/ 14

RSI   = 100 – (100 /(1+4.40)
= 100 - (100 / 5.40)
= 100 – 18.51
= 81.48
100

III.CONCLUSION
RSI Values above 70 are considered to denote overbought conditions and values below 30 are considered to denote oversold condition. When the RSI has crossed 30 lines from below to above and is rising, a buying opportunity is indicated. When it has crossed 70 line from above to below and is falling, selling signal is indicated.

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A STUDY ON FUNDS FLOW STATEMENT ANALYSIS

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ABSTRACT

The basic economic assertion i.e., the balance sheet and income and loss account (or) income assertion of the enterprise, display the internet impact of the various transaction on the operational and financial role of the belongings and liabilities of a venture at a unique factor of time. It well-known shows the financial status of the agency. The assets side of a stability sheet shows of the deployment of sources of a project even as the liabilities side indicates its obligation i.e., how these sources had been obtained.

KEY WORDS

FUNDS,SOURCES,STATEMENTS,ANAL YSIS,SPITES,WORKING CAPITAL

• INTRODUCTION

The income and loss account displays the consequences of commercial enterprise operations for some time. It carries a summary price incurred and the revenue found out in an accounting period. Both this announcement provides vital basis records at the financial sports of an enterprise. The stability sheet delivers a static view of the aid(liabilities) of an enterprise and uses(belongings) to which these assets had been positioned at a positive factor of time. It does now not reveal the close for adjustments inside the belongings and liabilities between two exceptional points of time.

• NEED ANDIMPORTANCE

Funds Flow Statement is a critical monetary tool, which examines the modifications in the financial function of a corporation showing the resources and packages of its price range. It provides beneficial records approximately the companies running, financing and investing sports in the course of a specific period. The following points spotlight the importance of Funds Flow Statement.

OBJECTIVES

*   To examine the modifications in property and liabilities from the quit of 1 length of the time to the quit of every other period.
*   To understand diverse wishes for which funds have been obtained at some point of a specific length primarily based wherein those budget have been hired.

• RESEARCHMETHODOLOGY

PRIMARY DATA:

Primary statistics have been gathered from the people of the company that is also known as the first-hand information. The records accrued from number one supply includes assignment courses, coming near the financial branch heads, the self-help groups, the department manager and few employees of the company

SECONDARY DATA:

The secondary information turned into collected from posted and unpublished manuals, information, broachers, files etc., of the agency. The secondary statistics became collected from the company manuals and office statistics about manufacturing, monetary role and welfare activities.

• LIMITATIONS

It ought to bear in mind that a Fund Flow Statement isn't always an alternative to a profits announcement or a balance sheet.
It affords only a few extra facts as regards running capital. As such it must be remembered that price range drift announcement isn't a substitute for the income declaration.

• LITERATURE REVIEW

The trendy Good Returns' survey of tax-effective offshore funds suggests that

finances flow into UK-based Open-Ended Investment Companies held up properly in the September region as compared to the relaxation of the enterprise.

Net funds flow (applications minus redemptions) for the sector changed into $24.three mills, exactly the equal determine because it becomes in June zone.

While budget waft became tremendous the overall amount of money invested inside the area took successful from poor fund overall performance with net assets underneath management growing simply 8% to $86.three mill in the region.

- ## DATA ANALYSIS

Sources of funds	Amount	Application of funds	Amount
1) Issue of share capital	----	1) Reduction of share capital	----
2) Issue of debenture	----	2) Reduction of debenture	----
3) Raising of new loans:-		3) Repayment loans: -	
* Secured loans	----	* Secured loans	1835.13
* Unsecured loans	22.25	* Unsecured loans	----
4) Sale of fixed assets	----	4) Purchase of fixed assets	2000.00
5) Profit from operation	198.78	5) Purchase of investment	----
6) Decrease in W.C	2923.18	6) Loss from operation	----
7) Decrease in investment	1.00	7)Increase in W.C	----
		8)Payment of dividend	30.00
TOTAL	3145.13		3145.13

- ## FINDINGS

The MiNd LiNks' IT R&D Pvt. Ltd. Net Working Capital is quality between the years seeing that it indicates boom trends, however after that it is in declining role. The company had taken Secured Loans in the assessment 12 months 2018-2019. The business enterprise has compensation total Unsecured Loans within the evaluation yr2017-2018.

- ## CONCLUSION

Equipment required for earnings underneath construction but not installed by end of 12 months is shown beneath Capital work in progress. Depreciation is calculated from 12 months to 12 months. Investments is carried at price less provisions where ever necessary.

The purchase of constant property by way of the organization is up to mark. The enterprise not raising additional capital proportion is same.

Better focus to boom the sale is counseled. Cost reduce down mechanics can be employed and better strategies may bemired.

- ## SUGGESTIONS
- Most of the years the organization is having boom in running capital; this is due to increase in tiers of cutting-edge assets. This is due to growth in stage of present day property.

Bringing the level of present day assets can reduce this boom in operating capital.

- Loans and advances are fluctuating in a sickness. This may be due to disorder of current belongings and modern-day liabilities.

3) Every enterprise should have upper & decrease limits which produce reasonable aggregate of profitability in management of running capital.

4) The organization have to not hold the assets surplus Current Assets & Current Liabilities. This isn't always correct for the corporation so preserve the reserves & supply, growth the Current Assets & Current Liabilities is healthful for the organization.

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A STUDY ON GOLD LOAN MARKET AS ON ALTERNATIVE SOURCE OF CREDIT FOR LOW INCOME HOUSEHOLDS

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ABSTRACT

Customarily, both Loans were accessible and overwhelmed by chaotic loan experts AN INDIVIDUAL Loan is distributed by Pawn representative and moneylender and Gold Loan from goldsmiths and in addition pawn merchants Since 1991, due to the portion of different Banks and Non-Banking, Financial Companies NBFCs in the gold Loan portion has changed the gold Loan arrangement situation. The expert utilized individual loves to have a gold Loan from Public or Private Banks and stay away from borrowings from a nearby Pawn intermediaries. Today the borrowers are influenced by purchasing choice on open and private gold credit suppliers The essential leadership is dictated by profiles depends on purchasers qualities which incorporate social, culture, life-style, parts and status It additionally depends on the individual elements like Income, Age, Education Loan Borrowers, as banks have begun supplying a complete scope of gold Loans for the time being, post 2008, Gold Loans has risen as Organized money related arrangements which can be adjusted to match the changing needs and conditions.
Keywords:-Gold loans, Credit loans , Gold loan market.,NBFC'S

1. INTRODUCTION

A Gold Loan is a secured Loan taken by storing gold as guarantee Up to now, the Gold Loan advertise was overwhelmed by non-managing a merchant account fund organizations, yet step-by-step Organized banks have additionally begun entering the business enterprise this way giving an unmistakable sign of its feasibility as a

viable Loan item A Borrower is a guy who requires a Loan from the Loan moneylender The Gold Loan showcase in India is

comprehensively grouped into two classes, particularly Public Sector and Private part principally constitutes formal foundations like banks and NBFCs; Unorganized segment incorporates informal establishments like private advance loan expert and pawn merchant However, the bits of the entire industry between your Unorganized

2 OBJECTIVES OF THE ANALYSIS

Ø   To make comparative analysis of Private sector and public sector Gold Loan market in india.
Ø   To examine the buyer behavior towards the Gold Loan in muthoot finance and SBI Gold Loan
Ø   To study the marketplace reality of Gold Loan.
Ø   To analyze the chance avert techniques adopted by muthoot finance and SBI Gold Loan
Ø   To analyze the Perception of consumers means borrowers decision-making regarding Gold Loan from muthoot finance and SBI Gold Loan

3.NEED OF THE ANALYSIS:

.1.To analyse the general public sector and private sector creditors and their polices user encounters and preferences .
2.Gold   are extremely popular investment scheme to investors and in addition provide higher liquidity comparing with other investment objectives.
3. To investigate comparison of Public sector and private sector loan.
4. Public sector and private sector creditors are dynamic finance institutions which play crucial role within an economy by giving financial liquidity to the gold investors

4.SCOPE OF THE ANALYSIS

The scope of the analysis analyzes us to learn the the way the user behavior comparing with public and private sector Gold creditors.

5.RESEARCH METHODOLOGY

IT can be an approach to care for the examination issue effectively In sufficient writing checked on, it could be said that nowadays Gold Loan is favored contrasted with Personal Loan due to passing of Organized FINANCE INSTITUTIONS which has ended up being simple options for some for Loan obtaining Hence, an exhaustive report is to grasp the marketplace reality of Preference among private and open area suppliers.

Information Collection

PRIMARY DATA:-

Essential information have already been gathered from Actual and Prospective Borrowers of Gold Loan, FINANCE INSTITUTIONS Superiors or Owners, For leading field overview, two organized surveys were readied Preference Between Gold Loan from Public division or private Loan Lender Preference scale and Perception scale. Including open-finished inquiries and also close-end questions. The info were gathered from respondents in the Hyderabad Region.

Optional information:-

Optional information was gathered via an exhaustive pursuit from different accessible writings. The wellsprings of information are methodicallly displayed in the accompanying unthinkable arrangement.

6.LIMITATION OF THE ANALYSIS

There have been numerous constraints and issues looked by the analyst before taking on:

1.   The problem respects to the restricted writing on the Gold Loan. This being the ceaseless investigation, the plenteous on-line material is obtainable, however there are no exceptional reference books on Gold Loan even by the National Banking establishment or RBI. (Further may create)

2.   On the premise of the writing checked on, there have been an easy increment in the amount of NBFCs and also Public Banks in Gold Loan. Customarily, these Loan portions were commanded by Pawnbrokers and Jewelers in India. Be that as it might, just Hyderabad Loan banks was haphazardly chosen for the

examination due to enough time imperatives, monetary suitability and accessibility of assets Which means investigation is fixed to Gold Loan i.e. Open Bank, NBFCs, Pawn Brokers, Jewelers, Chit finances in the town of Hyderabad.

3.   Today we witness increment in the number of Gold Loan banks in Organized Loan Lenders and unorgansied credit moneylenders. Be that as it might, the investigation is confined to Organized area which incorporates Public Bank, NBFCs and sloppy parts incorporates Money loan specialists, Jewelers, Chit assets and Pawnbrokers alone. Nonetheless, there is extension to loosen up the examination to different segments as well_

4.   It had been extremely troublesome and testing to find the genuine borrowers of Gold Loan and others. To conquer this test the examination had arbitrarily chosen the respondents for example for the investigation and afterward arranged into genuine and forthcoming borrowers._

5.   Sincere endeavors have been created by the professional to assemble finish and right information However; a few respondents were reluctant to provide right and precise data to the analyst. There is a concern of withholding the proper data regarding a few respondents. To conquer this matter, the respondents have guaranteed privacy and had persuaded that the investigation was limited to scholarly reason.

6.   Involves meetings with the supervisors or proprietor of the FINANCE INSTITUTIONS weren't indicated and said the foundation or bank name due to privacy. There will vary data gave, for example Agreement of Loan duplicate, gold Loan (retail resource data for the entire year) has been proven however without coordinate reference for the privacy.

7.REVIEW OF LITERATURE

A powerful research think about depends on past information. Thus, subsequent to expressing the examination issue, it is imperative for the scientist to survey

the accessible writing in this zone of study. This aides in understanding the type and outline of the exploration examination and gives concur that the scientist is aware of what's now known. Henceforth, audit of writing encourages the analyst to get rid of duplication of what has been

finished. With the training of accessible writing, the scientist can grab understanding in to the examination issue and can empower her to demonstrate the problem in the right viewpoint. This way, sometimes, survey of past writing gives helpful speculation to the scientist. The analyst has embraced a wide writing overview discovered with the display consider. The exploration consider is îA Study on Comparative Analysis of Consumer Behavior on Personal Loan and Gold Loan in Mumbai Metro Region . The mark of the writing survey was to obtain a knowledge in the parts of

Buyer Preference between Gold Loan and Personal Loan in the Organized and Unorganized market in Mumbai metro city. The Organized and Unorganized Loan Lenders additionally ordered into NBFC, Public and

Private areas in Loan banks, etc. As needs be, to perform the targets, the scientist has characterized the survey of writing into five areas as takes after:

Surveys of writing identifying with Gold Loan

Surveys of writing identifying with Personal Loan

Surveys of writing identifying with Organized and Unorganized budgetary segment in India

Survey of Literature identifying with RBI Policies and Guideline on Gold

Advance and Personal Loan

Surveys of writing identifying with Consumer Behavior

Broad writing is obtainable discovered with Gold Loan and Personal Loan and Loan Lenders, Finance segment in India. Nonetheless, the exceptionally constrained writing was within link with Consumer Behavior towards financing arrangement. Essential and Secondary sources were useful to gather data.

a Resources of Literature Review:

The scientist has uncovered plenty of data from the reference Books, Research Journal, Web sources, Newspapers, Thesis, Government Reports

RBI ›guidelines . The wellsprings of information have already been Diagrammatically communicated in Diagram 2.1 (an) and Table 2.1 (a).

8.DATA ANALYSIS

Gender:	Response	Percentage
Male	65	65%
Female	35	35%
Total	100	100%

Interpretation: - From the above data from the survey 65% are males and remaining 35% are females.

1. Do you deal in gold ETFs?	Response	Percentage
Yes	69	69%
No	31	31%
Total	100	100%

INTERPREATION: - 69% are responded Yes, 31% are responded No.

2. How will you rate your Experience during the process with Public Bank NBFC for Gold Loan	Response	Percentage
Strongly Satisfied	29	29%
Satisfied	10	10%
Neither Satisfied or Dis Satisfied	31	31%
Dis Satisfied	13	13%
Strongly Dis Satisfied	18	18%
Total	100	100%

INTERPREATION: - 29% are responded Strongly Satisfied , 10% are told Satisfied , 31% are said Neither Satisfied or Dis Satisfied , 13% are replied Dis Satisfied , 18% are answered Strongly Dis Satisfied .

3 Are you agree with the Gold Loan that you got to fulfill your Expectation?	Response	Percentage
Strongly Agree	14	14%
Agree	26	26%
Neither agree or disagree	21	21%
disagree	36	36%
Strongly disagree	4	4%

Total	100	100%

Interpretation: - 14% are responded Strongly Agree , 26% are told Agree , 21% are said Neither agree or disagree , 36% are replied disagree , 4% are answered Strongly disagree .

4. How much % of your investments deal in gold futures?	Response	Percentage
Less than 25%	27	27%
25%-50%	34	34%
50%-75%	10	10%
Greater than 75%	28	28%
Total	100	100%

Interpretation: - 27% are responded Less than 25% , 34% are told 25%-50% , 10% are said 50%-75% , 28% are replied Greater than 75% .

5. What is the liquidity perception regarding GOLD Loan?	Response	Percentage
Very high	22	22%
High	33	33%
Low	17	17%
Very low	28	28%
Total	100	100%

9.FINDINGS

Ø   21% are beneath age gathering, 38% folks are 30-40 year age gathering.

Ø   33% folks are Professional, 30% folks are Self-utilized, 35% folks are salaried,1% are folks are others.

Ø   14% individuals income amass is Below 2 lakhs 29% individuals wage assemble is 2-4 lc, 40% individuals pay aggregate is 4-6 lakhs ,and 17% individuals wage gather is 6 lakhs or even more.

Ø   people who taken Gold Loan from ICICI Bank % are taken 16% are taken TWELVE MONTHS Before, 48%% are taken 2-3 Years Before. Furthermore, 36% are bought out 3 YEARS Before

10.SUGGESTIONS

1.   ICICI ought to present another strategy for shopper loans
2.   For the advancement, organization demonstrate influences street to demonstrate that will build the customrs .
3.   The organization should give more focus on the promotion.
4.   ICICI should execute another technique to decrease the opposition and lead into the Loan .
5.   As individuals require all the more Less printed material , organization should expand straightforward EMI strategy .

11.CONCLUSION

Since it has been discussed, today loans have a higher development potential in showcase. Post advancement, the industry has been developing at an easy pace so far as its benefits under administration.

Be that as it might, due to the relaxed Customer mindfulness, the inflow beneath the is yet, to surpass Gold credit supplier the inflows in various contenders. Low benefit, Market Creditability, less printed material and low edge rates make a savage for the brokers for whom are in saving cash business provide a course out from the impasse.

The venture investigation of the Hyderabad showcase is indicated clear picture that today SBI loans may be the market pioneer of the Hyderabad advertise for better market noteworthiness on the other hand with different contenders.

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A STUDY ON HEALTH INSURANCE AWARENESS PREFERENCES AND BUYING PATTERN IN HYDERABAD

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ABSTRACT

Insurance is a contract between two parties where by one Party called insurance undertakes in exchange for a set sum called premiums, to cover another party referred to as "insured" a predetermined amount of money on the happening of a certain event. Insurance is a protection against financial loss arising on the happening of the unexpected event. Insurance companies collect premium to provide for this coverage. For example, in a life policy, by paying a premium to the Insurer, the household of the insured person receives a fixed settlement on the death of the insured. Similarly, in car insurance, in the event of the Automobile meeting witha crash, the insured receives the reimbursement to the degree of damage.

Keywords: - Insurance, reimbursement

1.INTRODUCTION

Health insurance is an insurance that covers the whole or a part of the risk of a person incurring medical expenses, spreading the risk over numerous persons. By estimating the overall risk of [health risk] and health system expenses over the risk pool, an insurer can develop a routine finance structure, such as a monthly premium or payroll tax, to provide the money to pay for the health care benefits specified in the insurance agreement. The benefit is administered by a central organization such as a government agency, private business, or not-for-profit entity.

2.NEED OF THE PROBLEM:

It requested financial experts to be learned and course full of regards to the security showcase. Since, many security ventures are offered in a limited capability to focus time, people the point is, having parcel of money are confounded to place their hard-acquiring profit successful way.

This disarray made scientist to choose this type of field concentrate now exertion was created to put some light on various speculation organizations for reducing the disarray level among the financial experts. In order to prescribe a proper insurance corporation to a financial professional, one got to know about the necessities of your client and the importance of his traits, today's protection circumstance and learning demeanor towards hazard connected with a venture while he settles about his insurance choice.

An enlightening statement is led at HDFClife, with the significant medical health insurance businesses, to examine the viability of their medical health insurance.

3.OBJECTIVE OF STUDY

1-To find out about mindfulness among customers about different Health security products available in India fundamental spotlight in HDFC security

2-To learn about need for medical coverage what to clients.

3-To consider the client recognition about different medical coverage plans available in the market.

4-To comprehend customers recognition towards the administration condition of HDFC Lifestyle organization.

5-To know the mindfulness about advantages medical coverage programs.

4.SCOPE OF STUDY:

The extent of the investigation is constrained to the BRANCH OF HDFC at Hyderabad since it was. The agencies, which issue MEDICAL HEALTH INSURANCE, have been regarded in the evaluation. The users have already been generally the customers and customers of HDFC. The evaluation is certainly centered around investigation of the agencies on a solitary and same set up. The investigation is certainly centered basically around study of different protection roads alongside MEDICAL HEALTH INSURANCE to consider the customer inclination towards MEDICAL HEALTH INSURANCE concerning protection strategies. The discoveries will uncover about Insurance speculations as an excellent choice.

5.LIMITATIONS OF THE STUDY:

- Free, persistent and reliable data wasn't constantly available.
- Lack of enough data was a prevention to come quickly to a legitimate result.

- Study limited by Hyderabad Branch (Telangana) since it was.
- The inclination of purchasers when it comes to different organization arrangements

6.METHODOLOGY OF RESEARCH:
RESEARCH DESIGN
Primary Data:
Essential Data was gathered with the utilization of survey and individual association with the organization workers; stroll in clients and existing customers and through telephonic meeting.

{Specimen of the survey is joined in last page}.

Secondary Data:
Optional information was gathered by: - Journals, Census, web connections and organizations plan (subtleties are appended in Bibliography of this venture).

2.   Sample size:

Tests size is 30 individuals from Hyderabad.

7.REVIEW OF LITERATURE
Health policy could be characterized seeing that the "choices, programs, and actions that are attempted to accomplish explicit medicinal advantage objectives in the general public." Based on the World Health Firm, an express wellbeing strategy can accomplish a couple of things: it characterizes a desire for future years; it diagrams requires and the standard jobs of varied gatherings; and it constructs contract and advises individuals.

There are many classifications of wellbeing arrangements, including individual social insurance strategy, pharmaceutical approach, and strategies determined with general wellbeing, for instance, inoculation approach, tobacco control approach or breastfeeding advancement arrangement. They could cover subjects of funding and conveyance of medicinal advantage, usage of mind, nature of treatment, and wellbeing value

Wellbeing related approach and its own use is perplexing. Calculated versions can help display the stream from wellbeing related technique advancement to wellbeing related strategy and program execution and to wellbeing frameworks and wellbeing outcomes. Strategy should be comprehended as more than a national regulation or wellbeing strategy that underpins an application or mediation. Operational plans will be the principles, guidelines, guidelines, and regulatory specifications that administrations

make use of to interpret national laws and regulations and strategies into tasks and administrations. The strategy procedure incorporates options made at a nationwide or decentralized level (counting financing choices) that impact whether and how administrations are conveyed.

8.DATA ANALYSIS
Inference 13 This question aimed to ascertain to know about Satisfaction level HDFC Life insurance claiming policy

Response	Users	Percentage
Not At All	4	13%
Not much	5	18%
Neutral	3	10%
Yes	10	33%
Yes very much	8	28%
Total	30	100
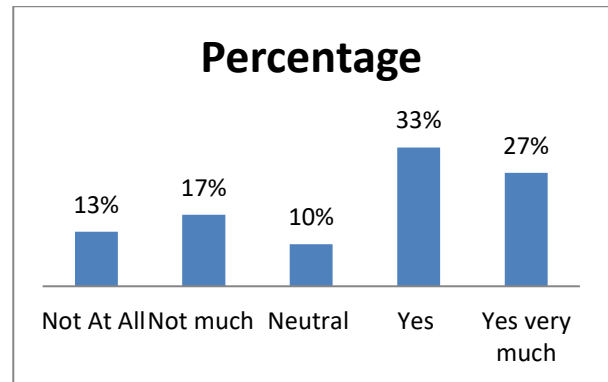
Interpretation: -from the above observation most people Satisfied level HDFC Life insurance claiming policy.

This question aimed to ascertain to know "Satisfaction with the benefit provided by the HDFC Life"

Response	Users	Percentage
Not At All	2	8%
Not much	5	18%
Neutral	5	18%
Yes	9	30%
Yes, very much	9	30%
Total	30	100%

Satisfaction

Not At All	Not much	Neutral	Yes	Yes very much
7%	17%	17%	30%	30%
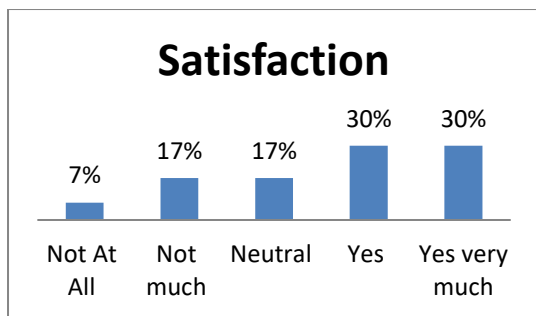
Interpretation: -from the above observation most people Satisfied with the benefit provided by the HDFC Life.

9.FINDINGS

Following are a part of the discoveries from the investigation and translations of the parameters or highlights considered.

1. The Health Insurance strategy is usually lingering behind among the shoppers.

2. HDFC life drives the marketplace in medical Insurance at Hyderabad.

3. The inclination of Health security among client is even.

4. The significant degree of client feels it vital that you have a MEDICAL HEALTH INSURANCE right now.

10.SUGGESTIONS

The corporate introduction will be a powerful of earning market for medical Insurance. THE BUSINESS Head should be drawn nearer and persuaded about that. The advantage will attract the organization heads as medical and the mishaps of the representative will be handled by the Insurance businesses, in this manner prompting the Insurance of mass of people. It is regularly persistence that prompts accomplishment. There should be moderate nevertheless persistent exertion to persuade your client and convert them to a working customer. They might not be prepared to Spend money on the absolute first day time they do need an chance to choose.

11.CONCLUSION

Medical coverage includes a original component, we.e., hazard pass on for the Health. Even though there is absolutely no arrival when there is no case, yet it really is a significant device in diminishing the amount of money related pounds of the shielded. As the complete guaranteed is normally extremely high contrasted with the premium payed for it. The shielded will not feel the pounds of paying the very best notch when they are created mindful that the superior summarizes to Rs. 15000 and for senior resident (65 years or even

more relating to IT Work) up to Rs. 20000 are excluded from Taxes under sec 80D. There will vary programs accessible in the marketplace with different highlights and methods. By passage of personal security players on the market, there are fresh and innovative what to draw in the people organizations, each organization's set up is superior to another approach using terms. Individuals who find out about the speculation strategies and its own general advantages typically choose Health Insurance. That is targeted to the each day bicycle riders and motorists, for inadvertent security so when all is stated in done it envelopes the whole populace who is older than multi month with a gatekeeper till 18 years by the minor or more to limit of 70-80 years (fluctuates according to organizations).

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INVESTMENT STRATEGY IN MUTUAL FUNDS

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ABSTRACT

This pool of money will be devoted based on a stated aim. The combined ownership of this finance is therefore - allowable, i.e. the finance belongs to-all investors. The sum of money so collected is subsequently committed to capital market tools like such as stocks, debentures and other securities. The income earned through these investments and also the administrative center appreciations realized are shared by its unit holders as opposed the number of units possessed by these. Funds that the ideal option investment to the normal person as it provides a chance to invest in a diversified, professionally managed basket of securities in a relatively low price. Each shareholder participates from the profit or deficiency of this finance. Components are issued and can need. The finance's Internet Asset value (NAV) is place daily.

KEYWORDS: - investment, strategies, mutual funds, stockmarket, investing

1. INTRODUCTION

Investments in securities have been distributed over a extensive crosssection of businesses and sectors and so the chance is paid down. Diversification lowers the danger because all stocks may perhaps not go in precisely the exact same way at precisely the exact same percentage simultaneously. Mutual Fund problems units to the shareholders comparative to quantum money invested from these. Investors of Monetary Funds are Known as component holders.

Mutual Funds are regarded as one of the greatest available investments because compare to others

they're extremely inexpensive and also an easy task to shell out dollars on, ergo by pooling money together at a Mutual Fund, investors can find bonds or stocks using substantially lower trading costs than indeed they tried to reach it independently. Nevertheless, the largest advantage to Mutual Money is money, by reducing danger & optimizing yields.

2. OBJECTIVES OF THE STUDY

➢ To discover the preferences of the investors for Investment Options.
➢ To learn the preferences for the Portfolios.
➢ To learn the knowing of investors about Mutual Funds.
➢ To discover the most favored channel of investment.
➢ To discover why investors mostly prefer to purchase Systematic Investment Plan rather than in Lumpsum.
➢ To recognize the investor perception about SIPs.

3. SCOPE OF THE STUDY

Mutual Fund Industry has witnessed a phenomenal growth recently. Many new players have entered the marketplace and trying to get marketshare in this rapidly growing market. The study was carried at Ambala. I have been delivered to Your Financial Friend, A respected Investing Company at Ambala, where I completed my Project work. I surveyed on my Project Topic- by firmly taking help of the investors and brokers associated with the Firm "Investor Perception Towards SIP (With Special MENTION OF Your Financial Friend").

The study will know the preferences of the clients, which kind of Mutual Funds, portfolio, mode of investment, and mainly why investors prefer to purchase mutual fund through SIPs rather in lump sum. This project report can help the Firm to create further planning and technique for packaging various modes of investment.

4. RESEARCH METHODOLOGY

Introduction

This report is founded on primary as well secondary data, however primary data collection was presented with more importance because it is overbearing element in attitude studies. Among the most crucial uses of research methodology is that it can help in identifying the problem, collecting, analyzing the mandatory information data and providing another solution to the problem. In addition, it helps in collecting

the essential information that's needed is by the very best management to aid them for better decision making both for daily decisions as well as critical ones.

Research is divided into two parts
1. **Research Design**.
    (a)   Type of research.
    (b)   Research method.
    (c)   Collection of data.
2. **Sample Design**.

Type of Research
It really is a descriptive kind of research, as information was collected predicated on existing circumstances and market conditions presently. It offers survey and fact-finding enquiries of different types.

Research Method
Research methods are understood as those methods and techniques that are
used for conduction of research. Research methods or techniques reference
methods the researchers use in performing research operation. Simply,
those methods which are utilized by the researchers during
studying his research problems are referred to as research methods. As the thing
of research, specifically the applied research, is to realize at a fix for a
given problem, the available data and the unknown parts of the problem have
to relate to one another to create a solution possible. Keeping this because I
took another two methods:
1.   Analysis of documents.
2.   Interview.

Collection of Data
1.Primary data- This technique was adopted since it helps in procuring
data and detail information from the respondents. Here I collected data by
filling questionnaires, directly getting together with the respondents.
2.Secondary data - I've also used the secondary data such as
various written documents and other related information regarding the Mutual
Fund Industry in India.
Duration of THE ANALYSIS
The analysis was completed for an interval of 8 weeks, from 30th May to 30thJuly2019.

5.LIMITATIONS

1.A few of the individuals weren't so responsive.
2.Chance for error in data collection because a lot of investors might not have
 given actual answers to my questionnaire.
3.Sample size is bound to 110 investors out which
80 had committed to mutual fund. The sample size might not adequately represent the complete investing community.
4.Some respondents were reluctant to divulge private information which
make a difference the validity of responses.
5.The study is confined 10% of investors that have invested with the Firm.

6.REVIEW OF LITERATURE
The formation of Unit Trust of India marked the evolution of the Indian MutualFund industry in the year 1963. The primary objective at that time was to attract thesmall investors and it was made possible through the collective efforts of theGovernment of India and the Reserve Bank of India. The history of Mutual Fundindustry in India can be better understood divided into following phases:
The mutual fund industry witnessed robust growth and stricter regulation from theSEBI following a year 1996. The mobilization of funds and the quantity of playersoperating on the market reached new heights as investors started showing moreinterest in mutual funds. Investors' interests were safeguarded by SEBI and theGovernment offered tax benefits to the investors in order to motivate them. SEBI(Mutual Funds) Regulations, 1996 was introduced by SEBI that set uniformstandards for all Mutual Funds in India. The Union Budget in 1999 exempted alldividend incomes in the hands of investors from tax. Various InvestorAwareness Programme were launched in this phase, both by SEBI andAMFI, with a target to instruct investors and get them to informed about theMutual Fund industry.

7.DATA ANALYSIS

Criteria for Investment	Tax Benefits	Lower Risk	Hedge against Inflation	Returns	Liquidity

No. of Investors	17	12	35	10	6

0

Criteria for Investment
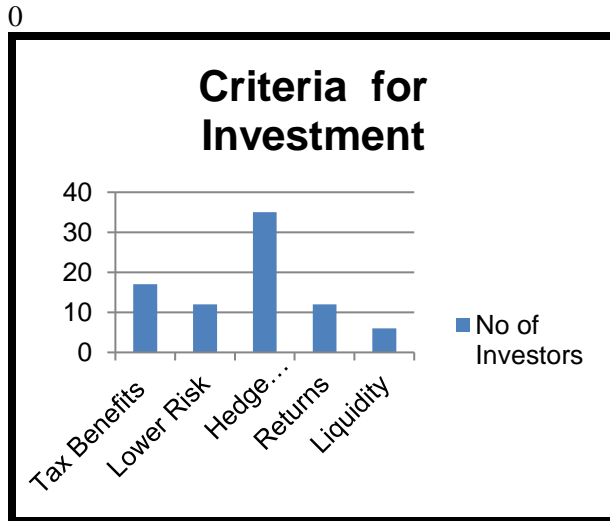
INTERPRETATION

Out of 80 investors committed to Mutual Funds 21% prefer to get where there is leaner Risk, 15% prefer to get where there is Tax Benefits, 12% prefer High Returns, 8% want easy liquidity and 44% wished to Hedge against Inflation.

PERCENTAGE OF INCOME INVESTED IN MUTUAL FUNDS

% of Income in Mutual Fund	10-20%	20-30%	30-40%	More than 40%
No. of Investors	11	25	33	11

Percentage of Income Invested
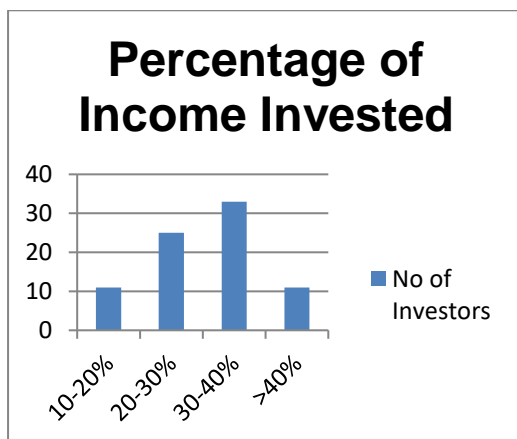
INTERPRETATION

Out of 80 investors committed to Mutual Funds 41% invest 30-40% of their earnings in Mutual Funds accompanied by 31% investing 20-30% of their earnings. While 14% investors each were investing 10-20% and a lot more than 40% of their earnings.

8.FINDINGS

1. Out of 1 10 Investors investment with "Your Financial Buddy" the majority are in this group of 40-50 decades. I.e. 50%, the next most investors come in this band of 30-40 year i.e. 24 percent and nominal investors are below 25 years in 6 percent. While both age brackets of 25 to 30 and over 50 being approximately 10%.

2. Out of 110 Mutual Fund investors 70% of the investors are Graduate, accompanied by postgraduates being 20 percent and 6% being 10+2 and the ones below class 10thwere 4%.

3. Out of 110 Mutual Fund investors 45 percent were in Govt Service accompanied by 18% Businessman and 13 percent being house-wife or being at Private Service each and lowest being Pros at 11 percent.

20. Right out of the 1 10 Investors, 56% always invested based on The tips given, 26% regularly spent based on the hints given, 13% sometimes spent based on the tips given, 5% rarely invested According to the suggestions given no investor spent without recommendation.

9.RECOMMENDATIONS

Market Development:

My study has revealed the actual Actuality that the marketplace for SIPS at Mutual Fund continues to be in its expansion stage especially in Course B towns in comparison to class-a towns. Hence the firms need to produce a large number of aggressive methods of catch the marketplace in those cities that are smaller. Market development means doing what for the growthoftheSIP'sinMutualFund market. Hence at the next manners the marketplace of SIPs inMutualFundcanbedeveloped increased significantly:

10.CONCLUSION

We can infer in the study centered on the knowledge collected that the notion of investment through SIP in Fundis catching-up on the list of IndianInvestors. With the expanding demand for investment in SIPs inMutual Fund in smaller towns such as

Ambala, there is certainly a enormous chance for your currency market to rise exponentially. Apartfrom these details recorded below are many other significant details which can easilybe inferred from this evaluation:

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MOTIVATION IN THE WORKPLACE TO IMPROVE THE EMPLOYEE PERFORMANCE

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ABSTRACT

Most employees need motivation to feel good about their jobs and perform optimally. Some employees are money motivated while others find recognition and rewards personally motivating. Motivation levels within the workplace have a direct impact on employee productivity. Workers who are motivated and excited about their jobs carry out their responsibilities to the best of their ability and production numbers increase as a result. Employee motivation has always been a central problem for leaders and managers. Unmotivated employees are likely to spend little or no effort in their jobs, avoid the workplace as much as possible, exit the organization if given the opportunity and produce low quality work. On the other hand, employees who feel motivated to work are likely to be persistent, creative and productive, turning out high quality work that they willingly undertake. There has been a lot of research done on motivation by many scholars. Employers need to get to know their employees very well and use different tactics to motivate each of them based on their personal wants and needs. In this paper we would like to emphasis on the importance of motivation in the workplace to improve the employee performance and productivity. Even we would like to present the theories and techniques of the motivation in theworkplace.

KEYWORDS: Employee Motivation, Importance, Performance, Techniques and Theories

I. INTRODUCTION

Motivation results from the interaction of both conscious and unconscious factors such as the intensity of desire or need, incentive or reward value of the goal, and expectations of the individual and of his or her peers. These factors are the reasons one has for behaving a certain way. An example is a student that spends extra time studying for a test because he or she wants a better grade in the class. Internal and external factors that stimulate desire and energy in people to be continually interested and committed to a job, role or subject, or to make an effort to attain a goal.

Most employees need motivation to feel good about their jobs and perform optimally. Some employees are money motivated while others find recognition and rewards personally motivating. Motivation levels within the workplace have a direct impact on employee productivity. Workerswhoaremotivatedandexcitedabouttheirjobscarryouttheirresponsibilitiestothebest of their ability and production numbers increase as a result. An incentive is a motivating influence that is designed to drive behavior and motivate employees to be produce quality work. Employers use several types of incentives to increase production numbers. Employee incentives come in a variety of forms including paid time off, bonuses, cash and travel perks. Incentives drive employee motivation because they offer workers more to strive for than a regular paycheck. Many employees need recognition from their employers to produce quality work. Recognition and employee reward systems identify employees who perform their jobs well. Acknowledging a job well done makes employees feel good and encourages them to do good things. Employers recognize workers by tracking progress and providing feedback about how they have improved over time. Public recognition is also a motivating factor that drives workerproductivity.

Some employees are motivated through feeling a sense of accomplishment and achievement for meeting personal and professional goals. Many workers are self-disciplined and self-motivated. Incentive and rewards have little effect on employees who feel motivated only when they are confident in their abilities and personally identify with their role within the

organization. These individuals perform productively for the sake of the personal challenge their work provides. There are several ways employers can motivate employees and drive worker productivity. Because different factors influence workers in different ways, employers can utilize motivation strategies that encompass several techniques. For example, to influence workers who are money motivated, an employer may implement a daily "spiff" that pays cash instantly to employees who meet short-term production goals. To achieve long-term production goals, an employer could implement a program that encourages friendly competition between workers to meet production numbers. At the conclusion of the program, employers can publicly recognize top performers for a job welldone.

CONCEPT OFMOTIVATION

The word motivate is frequently used in the context of management as a transitive verb: motivation is by implication something done by one person or group to another. A further implication of this usage is that the motivated parties need to be induced to perform some action or expend a degree of effort which they would not otherwise wish to do. That this is an issue of vital importance to the prosperity of commercial organizations is emphasized by Lawler (1973): "Those individual behaviors that are crucial in determining the effectiveness of organizations are, almost without exception, voluntary motivatedbehaviors".

Motivation concerns that "psychological processes that cause the arousal, direction and persistence of behavior" (Ilgen and Klein, 1988). Whilst there is general agreement in the literature about these three components of "motivation" (eg: Korman 1974, Kanfer, 1990), the nature and place of motivation in a work-related context has been the subject of a long and developing study. Theories have been propounded, tested and superseded at a pace which has leftorganizational

practice often several steps behind the researchers. The following pages will attempt to document the main themes and the most widely recognized theories.

Employee motivation has always been a central problem for leaders and managers. Unmotivated employees are likely to spend little or no effort in their jobs, avoid the workplace as much as possible, exit the organization if given the opportunity and produce low quality work. On the other hand, employees who feel motivated to work are likely to be persistent, creative and productive, turning out high quality work that they willingly undertake. There has been a lot of research done on motivation by many scholars, but the behavior of groups of people to try to find out why it is that every employee of a company does not perform at their best has been comparatively researched. Many things can be said to answer this question; the reality is that every employee has different ways to become motivated. Employers need to get to know their employees very well and use different tactics to motivate each of them based on their personal wants andneeds.

Inspiring employee motivation requires much more than the old-fashioned carrot-and-stick approach. Today's manager needs to understand the reasons why employees work and offer the rewards they hope to receive. Motivated employees have a drive to succeed no matter what the project. Managers cannot "motivate" employees, but they can create an environment that inspires and supports strong employeemotivation.

II.   REVIEW OFLITERATURE

There has been a lot of research done on Motivation by many scholars. The following are only a few of the research topics that have been done on Motivation: Motivation theories, Ways to encourage employee motivation, Measures of Motivation, Principles of motivation, Ways of making your firm more exciting, How to motivate your people problem, The missing link in Strategic Performance, Salary is not a motivator anymore, How to effectively reward employees, Turning Motivation Theory into Practice, Measures of Motivation, Self-Theories and EmployeeMotivation.

Of the many theories of work motivation, Herzberg's (1966) motivator-hygiene theory has been one of the most influential in recent decades. Basically, the theory divides motivating factors into two categories: Motivator factors, which have something to do with the work itself, and Hygiene factors, which have something to do with the surrounding context. According to Maslow, most of what we know of human motivation comes not from psychologists but from psychotherapists treating patients. He explains that these patients are a great source of error as well as of useful data, because they constitute a poor sample of the population. The motivational life of neurotic sufferers should be rejected as a paradigm for healthy motivation. Any theory of motivation must deal with the highest capacities of the healthy and strongman.

Hackman and Oldham's (1976) model of job enrichment propose that jobs can be made more motivating by increasing the following: skill variety (the number of different skills required by the job), task identity (the degree to which the job produces something meaningful), task significance

(the importance of the work), autonomy (the degree to which the individual has freedom in deciding how to perform the job), and feedback (the degree to which the individual obtains ongoing. One psychological view suggests that very high levels of intrinsic motivation are marked by such strong interest and involvement in the work, and by such a perfect match of task complexity with skill level, that people experience some kind of psychological "flow," a sense of merging with the activity they are doing (Csikszentmihalyi 1975).The major psychological view suggests that extrinsic motivation works in opposition to intrinsic motivation (Deci 1975; Deci & Ryan 1985). Extrinsic motivation takes place when individuals feel driven by something outside of the work itself such as promised rewards or incentives. In general, these theorists suggest that, when strong extrinsic motivators are put to work, intrinsic motivation will decline.

III. MOTIVATION IS THE KEY TO PERFORMANCE IMPROVEMENT

There is an old saying you can take a horse to the water but you cannot force it to drink; it will drink only if it's thirsty - so with people. They will do what they want to do or otherwise motivated to do. Whether it is to excel on the workshop floor or in the 'ivory tower' they must be motivated or driven to it, either by themselves or through external stimulus. Are they born with the self-motivation or drive? Yes and no. If no, they can be motivated, for motivation is a skill which can and must be learnt. This is essential for any business to survive andsucceed.

Performance is considered to be a function of ability and motivation, thus:

- Job performance =f(ability)(motivation)

Ability in turn depends on education, experience and training and its improvement is a slow and long process. On the other hand, motivation can be improved quickly. There are many options and an uninitiated manager may not even know where to start. As a guideline, there are broadly seven strategies for motivation.

- Positive reinforcement / highexpectations
- Effective discipline and punishment
- Treating peoplefairly
- Satisfying employeesneeds
- Setting work relatedgoals
- Restructuringjobs
- Base rewards on job performance

These are the basic strategies, though the mix in the final 'recipe' will vary from workplace situation to situation. Essentially, there is a gap between an individual's actual state and some desired state and the manager tries to reduce this gap. Motivation is, in effect, a means to reduce and manipulate this gap. It is inducing others in a specific way towards goals specifically stated by the motivator. Naturally, these goals as also the motivation system must conform to the corporate policy of the organization. The motivational system must be tailored to the situation and to the organization.

IV. EMPLOYEE MOTIVATION SO IMPORTANT FORPERFORMANCE

Managers need to find creative ways in which to consistently keep their employees motivated as much as possible. Motivation is highly important for every company due to the benefits that it's able to bring. Such benefits include:

1. Human CapitalManagement

A company can achieve its full potential only by making use of all the financial, physical, and human resources that it has. It is through these resources that the employees get motivated to accomplish their duties. This way, the enterprise begins to glisten as everyone is doing their best to fulfill their tasks.

2. Meet Personal Goals and Help an Employee StayMotivated

Motivation can facilitate a worker reaching his/her personal goals, and can facilitate the self- development of an individual. Once that worker meets some initial goals, they realize the clear link between effort and results, which will further motivate them to continue at a high level.

3. Greater EmployeeSatisfaction

Worker satisfaction is important for every company, as this one factor can lead towards progress or regress. In the absence of an incentive plan, employees will not fill ready to fulfill their objectives. Thus, managers should seek to empower them through promotion opportunities, monetary and non-monetary rewards, or disincentives in case of inefficientemployees.

4. Raising EmployeeEfficiency

An employee's efficiency level is not strictly related to his abilities and qualifications. In order to get the very best results, an employee needs to have a perfect balance between ability and willingness.

Such balance can lead to an increase of productivity, lower operational costs, and an overall improvement in efficiency, and can be achieved only through motivation.

5. A Higher Chance of Meeting the Company'sGoals

Any enterprise has its goals, which can be achieved only when the following factors are met:

- There is a proper resourcemanagement
- The work environment is a cooperativeone
- All employees are directed by theirobjectives
- Goals can be reached if cooperation and coordination are fulfilled at once through motivation

6. Better TeamHarmony

A proper work environment focused on cooperative relationships is highly important for an organization's success. Not only that it can bring stability and profits, but employees will also adapt more easily to changes, fact which is ultimately in the company's benefit.

7. WorkforceStability

Stability of the personnel is highly important from a business point of view. The staff will stay loyal to the enterprise only they meet a sense of participation within the management side. The abilities and potency of staff can be used in their own advantage, but also in the benefit of the company. This may cause an honest public image within the market which can attract competent and qualified individuals into thebusiness.

V. INTRINSIC VERSUS EXTRINSICMOTIVATION

There are many frameworks, models, and theories that focus on employee motivation. A few of the most common are quickly summarized below. While they are each based on good research and have some

degree of universal applicability, none are the absolute doctrine on motivation. In fact, few motivation concepts are universal. However, one idea that is acknowledged by all frameworks that address motivation is that there are extrinsic and intrinsic motivationalfactors.

1. ExtrinsicMotivation

Extrinsic motivation is motivation that comes from things or factors that are outside the individual. For example, being motivated to work hard at the office because you are looking for a promotion is a type of extrinsic motivation. Social recognition, money, fame, competition or material achievements are all examples of extrinsic motivation.

2. IntrinsicMotivation

Intrinsic motivation is motivation that comes from within. It comes from the personal enjoyment and educational achievement that we derive from doing that particular thing. For example, for people who love music, their motivation to practice the instrument, attend classes etc, is intrinsic motivation. Intrinsic motivation is crucial in today's work environment. Research shows that it is a key factor in performance and innovation. At a personal level, intrinsic motivation makes your work fulfilling. It's a major reason for deciding to stay on a job. It helps keep your stress level down.

VI. TECHNIQUES OF EMPLOYEEMOTIVATION

Job enlargement, job enrichment and job rotation are three basic approaches;

1. JobEnlargement:

Job enlargement involves expanding the job of an employee that has them doing more work of a similar nature to what they already do. This may be allowing them to complete the whole task instead of just part of it, for example, packaging the products as well as manufacturing them. This process ideally removes the boredom out of the job by eliminating the repetitiveness out of tasks and allowing them to complete the whole process, further increasing theirresponsibility.

2. JobEnrichment:

Job enrichment is an attempt to give workers more control over their tasks and more responsibility for design, execution, and output. The worker assumes some of the functions previously carried out by his or her immediate supervisor or by other staff.

3. JobRotation:

Job rotation is a practice whereby each employee learns several operations in manufacturing process and rotates through each in a set period. Job rotation has important implications for firm learning. On one hand, when employees rotate, the firm receives information about the quality of various jobs - employee matches. On the other hand, without rotation, the firm receives only direct information about one match, but the information it gets about this one match is very reliable.

VII. POPULAR THEORIES OF WORKPLACEMOTIVATION

Two of the most popular models of motivation are Maslow's Hierarchy of Needs and Herzberg's two-factor model. Both are widely accepted and most recent research builds on the ideas presented in these two models.

Hygiene Factors	Motivators
Status	Being able to achieve
Security	Being recognised
Work conditions	Given responsibility
Work relationships	Growing and learning in the job
Pay	
Bureaucracy	

• Absence of hygiene factors leads to dissatisfaction; presence does not lead to motivation
• Motivators work more powerfully than hygiene factors

HERZBERG'S TWO-FACTOR MODEL

Herzberg came up with one of the more popular motivation theories. He felt that certain conditions, or 'hygiene factors', had to be in place for employees to be satisfied, but these did not necessarily.

For example- if an employee is working below the minimum wage, it is not likely that he/she will be motivated until a perceived fair rate of pay is given. At the same time, if an employee is well paid, Herzberg believed that a pay rise would not have a lasting motivational effect.Herzberg suggested that once the hygiene factors were met, employers should focus on recognizing the achievements of the employee and providing opportunities to learn and grow. So, the motivation theories of Maslow and Herzberg were similar in this regard.

MASLOW'S HIERARCHY OF NEEDS
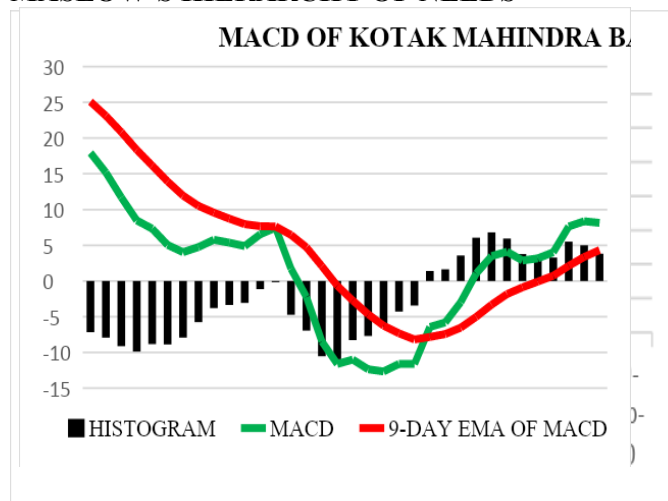
Abraham Maslow divided all human needs in common life into five stages and he explained how all the human beings will try to achieve them. These needs also applied to work environment and career of all employee in the organization.

VIII. CONCLUSION

Manager's duties in today's corporate world are multi-faceted. Not only do managers need to be versed in finance, economics, and information systems; it is now essential for them to have a firm grasp on organizational behavior and psychology. They must know how their people think and what makes them do so. Making sure managers are aware of this psychology is the job of the human resource department, but all managers of the organization have a responsibility to understand it. A key aspect of organizational psychology is motivation. Managers must know why their people behave the way they do, so that these buttons can be pushed at the manager's discretion. A motivator is that which impels or compels an individual to act toward meeting a need. Some major motivational theories will also be explored. Practical ways of applying these theories to real people will beconsidered.

When looked upon the first time, the link between employee motivation and performance seems to be quite obvious. That's because every time when we deem a task to be important and valuable to us, we act with a high level of dedication and enthusiasm to its completion. However, the relationship between these two things is in fact a lot more complex. With that in mind, managers need to find creative ways in which to consistently keep their employees motivated as much as possible. Motivation is very important for every company to improve the employee performance and productivity of the organization.

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STUDY ON SHARES BUYBACK AT INDIAN COMPANIES

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Abstract-- Buyback of shares in India has been allowed in 1999. Since then it has been used widely as a means of financial restructuring. It is a process through which a company distributes its excess cash among the shareholders by way of buying back its own shares. It may affect the performance of the company in various ways. The present paper examines the impact of buyback of shares on the operating and financial efficiency of the firms. A sample of 128 buyback announcement made by 102 companies listed on BSE during 1999-2012 has been taken to analyse the impact. Eight different measures viz. net profit ratio, return on net worth, return on capital employed, current ratio, earnings per share, proprietary ratio, dividend payout ratio and price earnings ratio have been used to analyse the impact of buyback of shares on the operating and financial performance of the companies. Paired t-test has been used to examine these ratios before and after the buyback. The paper finds that there is improvement in financial position of the firms after the buyback. Operating ratios have shown a decreasing impact in the post buyback period. However the pre-buyback ratios are not statistically significantly different from the post buyback ratios at 5 % level ofsignificance.

1. INTRODUCTION

Buyback of shares is dominated by many factors. There is no single factor which governs the repurchase activities of the firms. In fact there is a long list of factors that motivates a firm to indulge in buyback activity. For example undervaluation, signalling, free cash flows, preventing hostile takeovers and improving the EPS and thereby the operating and financial performance of the firms. When a firm announces the repurchase of shares, it usually buys back its shares at a price higher than the prevailing market price and thereby conveys an information signal in the market that the in view of management either the shares are undervalued because either the market is not correctly pricing the stocks or because the prices of the stock are not able to describe the future growth of the profitability of the firm. Thus the buyback of share affects the market price of the shares and generates short term abnormal returns and it also affects the operating and financial efficiency of the firms in terms of liquidity and solvency. The free cash flow hypothesis proposed that there must be an increase in the operating profits and cash flows of the firm after the share buyback. Further the share buyback involves a large amount of cash outflow and thus it may affect the liquidity position of the firm too.

2. BUYBACK OF SHARES ININDIA

The main legislation governing the buyback of shares in India was declared in 1999 by making necessary amendments in the Companies Act 1956. Sections 77A, 77AA and 77B were inserted to provide space for the introduction of buyback of shares. SEBI also put in force some fresh guidelines for the buyback of securities. However after the introduction of New Companies Act 2013 the provisions of buyback of shares have been further revised and some necessary changes were made. Similarly SEBI also issues some amendments in the regulation of buyback of securities from time to time. Thus at present there are two different regulations viz. Companies Act and SEBI provisions to provide the conditions under which an Indian company can purchase its own shares. Moreover in the New Companies Act 2013 there is a mention of Rule 17 of Companies (Share capital and Debentures) 2014 to govern the buyback of securities by the private companies and unlisted public companies.

Year	Amount (Rs. Cr.)	No. of Buyback Announcement
1998-99	1	1
1999-00	300	12

2000-01	1,297	14
2001-02	2,154	27
2002-03	1,011	31
2003-04	52	8
2004-05	3,600	11
2005-06	363	10
2006-07	295	7
2007-08	2,004	10
2008-09	4,218	46
2009-10	824	20
2010-11	4,295	20
2011-12	13,765	31

3. REVIEW OFLITERATURE

Vermaelen (1995) in his study examined 131 buy-back tender offers and 243 open market repurchase. He found the average abnormal return of 3.67% and13.9% for an open market repurchase and tender offer announcements respectively. He found that the earnings per share were found to be abnormally high for the years following a tender offer and used as a proxy for cash flow per share. He examined a period from 1962-1977 when most of the firms repurchasing shares were small firms, normally not followed by many researchers. These firms were mostly considered to be undervalued and thus required a greater need to follow tender offer. Nohel and Tarhan (1998) examined 242 tender offers during the period 1978- 1991and argued that the effects of buyback announcement is not adequate to conclude that the signalling or the free cash flow hypothesis holds true. They observed some improvement in the performance of the companies buying back but there were sheer differences between high- growth and low-growth firms.

The study of Ben, Nagar, Skinner and Wong (2003) also examined that corporate executives' stock repurchase decisions are affected by their incentives to manage diluted Earnings Per share. They found that dilutive effects of employee stock option plans on diluted EPS help explain executives' stock repurchase decisions. Brav et al. (2005) findings further supported this argument and found that to counteract the adverse effect of employee share option is the third most significant cause of share buyback decision. In order to examine the price reaction of the share buyback announcement Mishra (2005) studied 25 buybacks in India during the period between 1999 and 2001. He mentioned that the company's intention to reveal its high confidence in itself is the major reason behind the buyback of shares. He tried to find out whether the management took best care of the interest of the non tendering shareholders when it decided to go for buyback of shares. In order to describe the trends of various performancemeasureslikeshareprices,atrendan alysiswas carried out for pre and post buyback period. The study established that the repurchase returns were generally momentary and the markets came back to the previous level after only three months. Thus share buyback was used to increase promoter's shareholdings.

Brav et al. (2005) found after interviewing 384 CFO's that increase in earnings per share is the second main important factor which affects a company's decision of share buyback. The reason supporting this argument is that if share are repurchased, the number of shares outstanding is reduced and as a result EPS will grow assuming net income remains unchanged. However, there are various reasons which that may contradict the apparent association between EPS and share buyback. First, a share buyback will not necessarily boost earnings if positive NPV investments opportunities exist that is the funds used for the buyback would not succeed to earn the desired cost of capital. In this case it is better to invest in the company's own stock than other available investments otherwise executing a share buyback may actually bring down the shareholder value.

Li and McNally (2007) in their paper found that the average number of shares outstanding actually grows by 4.7 percent for

the companies buying back shares, in comparison with a sample of non-repurchasing where number of share outstanding increased firms by 10.0 percent for the same time period. This further means that all share buyback programs do not reduce the number of sharesoutstanding.

In their conceptual study Nadarajan, Ahmad and Chandren (2009) attempted to examine the share buyback announcement effects on earnings within the jurisdiction of Malaysian Stock Market. The study concluded with a conceptual model, which provides with an insight of valuable connection between share buyback targets and earnings per share, Dividend Payout ratio and cash flows of firms making share repurchase announcements in Malaysian markets. Secondly, it may be quite possible that repurchase of shares does not always result into a decrease number of shares outstanding at the end of the buyback program as on one hand a firm is repurchasing its shares, and on the other it may also be issuing shares to execute employee stock options. There are studies which proved that the number of shares outstanding actually increases as a result of sharebuyback.

B Ramesh and P Rane (2013) examined the sample of 27 Indian companies and 5 Multinational companies belonging to 21 different industries listed on BSE tomeasure the performance of share repurchase during the period 2005 to 2010. The study analysed the effect of share repurchase on the shareholder value creation .It was considered that the Earnings per share increased because the number of shares reduced after the buyback of shares. The study revealed that there was increase in EPS for 78% of the buyback programmes included in the sample. For the remaining a reduction in EPS was registered. Thus it was concluded that the buyback of shares created value to the shareholders through share buyback programmes.

Abdul Wahid (2014) discovered that the operating performance of the companies was improved just because of the reduction in the number of outstanding shares. It was also found that the important factors for improving the operating efficiency were earnings per share, return on assets, returns on equity and market to book value of equity. The sample included 101 companies listed on

Main and Second Board of Malaysia and that had undergone through the sharerepurchase during 1999 to 2005. Share buyback was considered as a method of returning excess cash to its shareholders.

Lately Dhanda and Kaur (2014) had published their research paper to discuss the benefits of share repurchase to the shareholders and the companies. The prime intention of the study was to test the impact of the share repurchase on the performance of the companies. They analysed the companies listed on the BSE and undergone the share buyback programme between 2009 to 2011. To measure the pre and post performance of the companies ratio analysis technique was used. Liquidity ratios are calculated to test the financial stability of the companies after the buyback of shares and to find the association between the liquidity ratio and the performance of the companies. They believed that if the firm is not able to provide the returns equivalent to what is required it should return funds to the investors so that they can invest such funds elsewhere to get their desiredreturns.

4. OBJECTIVES OF PAPER

The study has the following objectives:
1. To investigate whether the buyback of shares helps in enhancing the operating performance of thecompanies.
2. To examine theimpact of buyback of shares on the sales to profit.

5. RESEARCH METHODOLOGY

The study is based on the secondary data. The companies listed on Bombay Stock Exchange which have declared and conducted the share buyback programme from 2000 to 2012 through open market purchase are selected. 128 companies have been selected on the basis of availability of data. Out of this 20 companies have conducted buyback for more than once but since they have done buyback with different offer amount and the offer price therefore each buyback offer is treated as a separate sample.

The data for six years pre and post buyback period is collected for all the companies into consideration. The pre buyback period consists of three years prior to the financial year in which the announcement of buyback is made while the post buyback period comprises of three years after the financial year in which the buyback is announced. The data has been collected on annual basis with the help of PROWESS 19. For the purpose of

measuring the impact of share buyback on the operating efficiency different ratios have beenselected.

6. ANALYSIS AND INTERPRETATION OFDATA

Sometimes a company may go for buyback of shares as a substitute of paying dividends. In may be because of many reasons e.g. potential tax benefits, managerial flexibility, signalling and improved financial leverage. In such cases the buyback of shares is considered as a better substitute of dividend payment and therefore the dividend payout ratio becomes less irrelevant. Thus an effort is made to analyse the dividend payment pattern of the companies after the buyback of shares by examining their dividend payout ratios before and after the buyback ofshares.

Buyback of shares may also have an impact on the earnings per share. This may be because of the reasons that the number of outstanding shares is reduced as a result of share repurchase and therefore the earnings per share is assumed to be increased provided the profits after tax does not change. Since the buybackofsharesreducesthenumberofoutstandingshares.its great effect can be noticed in per share measure of profitability i.e. EPS before and after the buyback of shares. The reduction in EPS as a result of buyback of shares may reduce the PE ratio of the company if the market value remains the same. On the other hand if there is a corresponding increase in the market price of the share and such increase is more than increase in EPS, the P/E will increase at a rate more than increase in theEPS.

Table 2: Financial performance of the Companies: Comparison of Pre and post Buyback

Ratio	Pre Buyback		Post Buyback		Paired Difference	
	Mean	S.D	Mean	S.D	Mean	S.D
PR	56.2	19.6	56.0637	19.6	0.2	15.0
DP	17.3	62.5	27.6304	33.3	-10.3	70.1
EPS	17.6	40.6	19.1144	30.7	-1.4	40.9
PE	13.1	60.7	14.9554	43.2	-1.8	74.2

Table 3: Financial performance of the Companies: Results of test statistics

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	T test		Wilcoxon		Sign test		Correla
	t Statistics	p Value	z Statistics	p Value	z Statistics	p Value	Correlation
PR	0.154	0.878	-.291	0.771	-0.442	0.659	0.709
DP Ratio	-1.664	0.099	-.703	0.482	0	1	0.021
EPS	-0.402	0.688	-2.945	0.003*	-2.917	0.004*	0.369
PE Ratio	-0.284	0.777	-.555	0.579	-0.887	0.375	0.008

Table 4: Operating Efficiency of the Companies: Comparison of Pre and post Buyback

Ratio	Pre Buyback		Post Buyback		Paired Differenc	
	Mean	S.D	Mean	S.D	Mean	S.D
NPR	15.7584	19.34138	13.6928	27.32627	2.06563	30.159
RONW	26.3505	41.94576	21.73	57.41853	4.62055	32.336
ROCE	30.1102	23.64744	24.872	20.63885	5.2382	21.119
CR	2.4531	4.36743	2.0427	3.61724	0.41047	3.54

Table 5: Operating Efficiency of the Companies: Results of test statistics

Ratio	T test		Wilcoxon		Sign test		Correlation	
	t Statistics	p Value	z Statistics	p Value	z Statistics	p Value	r	p V
NPR	0.775	0.44	-0.108	0.914	-1.149	0.251	0.2	0.0
RONW	1.617	0.108	-2.075	0.038	-1.326	0.185	0.833	0*
ROCE	2.803	0.006*	-2.535	0.011	-1.679	0.093	0.551	0*
CR	1.311	0.192	-2.700	0.007*	-2.386	0.017*	0.621	0*

All the three variables recorded a positive significant correlation. However there is maximum correlation in pre and post buyback return on net worth (0.833). The significant value for t test is more than 0.05 in case of net profit margin, return on net worthand current ratio. This advices to accept the null hypothesis and thereby conclude that the difference in NPR, RONW and CR in pre and post buyback period is not statistically significant. Wilcoxon and sign test also support the same result except in case of current ratio. However the null hypothesis is rejected for return on capital employed as the p value is 0.006 which is less than 0.05. Thus it indicates the change in the return on capital

employed is statistically significant at 5% level.

7. CONCLUSION

Share buyback is considered as an effective mechanism of financial restructuring. It affects the financial and operating performance of the companies. The study observed that there is improvement in the financial performance of the companies after the buyback of shares while the operating performance of the companies has recorded a decrease.Three out of four measures i.e. earnings per share, dividend payout ratio and price earning ratio have been increased in the post buyback period. However proprietary ratio recorded a slight decrease after the share buyback. While all the measures of the operating efficiency have decreased after the buyback of shares. However such changes in the financial and operating performance are found to be statistically insignificant which leads to the acceptance of null hypothesis. Thus it canbe concluded that there is no change in the financial and operating efficiency of the companies after the buyback of shares.

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A PAPER ON POST IPO PERFORMANCE OF INDIAN COMPANIES

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ABSTRACT

The robust economic growth achieved by the Indian Economy in the post reform period attracted lot of interest from foreign institutions which stimulated strong performance of the Indian Capital market. This has led to large influx of primary issues, as promoters wanted to take advantage of booming market. With Indian economy is slowing down for last three years and the surge in gold prices, it is imperative to know the performance of Indian IPOs which came in market during this period. The paper deals with the analysis of performance of Initial public offers which were offered to public through Bombay Stock Exchange, in-between July 2016 to June 2019 are studied. Sector wise performance of these IPOs that is appreciation in price over and above issue price in secondary market over a period from six to thirty-six months is studied.

> key words –Initial public offerings, performance, listing gain.

INTRODUCTION

Initial public offers are considered as one of the safe investments compared to secondary market as investor need not do much evaluation of offer as offers comes with rating allotted by the rating agencies. Many investors invest in IPO with an intention of booking post listing appreciation. Promoters also normally float IPOs when equity markets are trading at highest price earnings multiples to take the advantage of gaining highest return on their stake sale.

When private company in converted in to public company for want of funds they make public offer, normally companies goes to public when indices are trading at highest Price earnings multiples. Earlier years researchers have proved that IPO are under-priced to attract the investors, especially the retail investors to attract maximum participation and these issues is to get oversubscribed and shares is to list at hefty premium to issue price on listing day. But now trend has been changed, companies try to enter capital market when indices are trading at highest price earnings multiples. Post 2008 collapses of equity markets investors have learn many lessons. IPO of Reliance power, one of the issue were retail investor had invested in large number and post listing they had lost their 80 percent of the wealth and till date reliance power share are trading below 80 percent of issueprice.

Post-recession of 2008 world-wide stock markets underperformed for almost 2 years and from2016marketsstartedrecoveringandthatwas thetimewhenmanypromotesstartedtoenter primary market. Indian stock market started showing upward trend and Sensex moved from 10,000 to 20,000 over a period of three years and during this period many companies came with IPO, it is interesting to know how they have performed post listing for last three years.Present study deals with Initial Public Offers of by companies which were issued through Bombay Stock Exchange during the period from July 2016 till June 2019, and their performance post listing in secondary market based on market price appreciation over period of different time frames ranging from 6 months to 36 months. Also an attempt is made to see if there is a significance difference in post listing appreciation based on different industry sectors.

LITERATURE REVIEW

There are lot of studies have been done on IPO performance in India and abroad. Still growing literature on the topic motivate researcher and give scope for further studies. Interesting empirical findings on IPO return

shows majority of the studies are concentrated on under pricing or over pricing of IPOs. if there is appreciation in market price of IPO post listing it is considered as issue was underpriced and similarly if there is a negative return post listing it is considered as underpricing.

OBJECTIVES OF THESTUDY

Purpose of this study is to evaluate the sector wise market price performance of IPOs offered through BSE from July 2016 to June 2019 for a period ranging from six months to thirty six months

- ➢ To study IPO price appreciation postlisting
- ➢ To study if there is any significancedifference in IPO performance based on different industrysectors

SCOPE OF THE STUDY

Scope of the study is restricted to evaluation of post listing performance e of IPOs for period ranging from six to 36 months, which listed on BSE during a period of July 2016 June to 2019

SIGNIFICANCE OF STUDY

Study is mainly important from the point of view of small / retail investors who do not have much knowledge about the fundamental analysis of public offers, and IPO normally come in market when markets are trading at highest trading multiple, this study will proved an insight to the investor to know the how these ipos perform in the market post listing .

SAMPLE SECTION:

Public offers made through Bombay stock exchange from July 2016 to June 2019 were considered. There were 91 IPO were issued through BSE, out of which 6 issue were withdrawn by the company and another three issues are not trading post listing. Total 82 issues are considered for evaluation purpose. All the IPOs are grouped in six groups of six months each.

Table 1. Sample profile of Initial public offers

Period	IPO's	%
Issued between July to Dec 2016	35	42.7
Issued between January to June 2017	23	28
Issued between July to Dec 2017	12	14.6
Issued between January to June 2018	04	4.9
Issued between July to December2018	05	6.1
Issued between January to July 2019	03	3.7
Total	82	100

Data
Data related to IPO issue price, sectors and present market price are taken from Bombay Stock Exchange and Money control websites

Analysis of data
Analysis of performance of IPO post listing market price appreciation from issue price is analysed over a period ranging from six months to 36 months. And cut off date considered to measure the appreciation / depreciation is December 31 2019. For analysis all IPOs are groups into six groups of six months period each, and performance is analysed for period of six to thirty six months. Data is analysed with the help of Mean difference in return and ANNOVA has been performed to test the significance difference in return between sectors of the industry.

HYPOTHESIS
Following hypotheses are tested
H1 - All the IPOs issued during period of last 3 years have posted negative returns
H 2 There no significance difference in returns generated by IPO post listing based on industry sectors.

Table 2. Sector wise distribution of selected initial public offers		
Sector	No of co's	%
Finance	12	14.3
Miscellaneous	10	11.9

Mining and metal	9	10.7
Construction and infra	8	9.5
Power	6	7.1
Engineering	6	7.1
Retail and consumer goods	5	6.0
Media	4	4.8
Computer and software	4	4.8
Jewellery	4	4.8
Pharma	3	3.6
Packaging	3	3.6
Shipping	2	2.4
Chemicals	2	2.4
Textile	2	2.4
Telecommunication	1	1.2
Printing	1	1.2
Hotels	1	1.2
Rating	1	1.2
Total	84	100.0

RESULTS AND OBSERVATIONS

OVERALL RETURNS

During July 2016 to December 2016 there were 35 IPOs were issued and their performance over period of 36 months shows that it has generated negative return to the extent of 138 percent. Similarly issues which were made between Januarys to June 2017 and were in market for over a period of 30 months have shown negative return of 51 percent. IPOs issued between July to December 2017 and their performance over a priod of 24 months shows that there is a negative return of 54 percent. Issues which came in to market during January to June 2018 and which were studied for period of 18 months shows a negative return of almost 160 percent and issues of July to December 2018 has shown a negative return of 79 percent over a period of 12 months. Only latest IPOs which came in market in the first half of 2019 have shown a positive return of 58 percent.

Table 2. Overall returns of IPOs over period of six months to 36 months

Period	No. ofIPOs	%	NumberOfmonths	OverallReturn
Issued between July to Dec 2016	35	42.7	36	-138
Issued between January to June 2017	23	28	30	-51.14
Issued between July to Dec 2017	12	14.6	24	-54.51
Issued between January to June 2018	04	4.9	18	-160
Issued between July to December2018	05	6.1	12	-79.11
Issued between January to July 2019	03	3.7	06	58
Total	82	100		

Finding shows that overall IPO shows negative return and we can accept null hypothesis
H1 - All the IPOs issued during period of last 3 years have posted negative returns Sectorwise return analyses for three years
Market price appreciation across the sectors also shows similar results. During July 2016 to Dec 2016 there were thirty-five IPOs which issues across 14 different sectors, of which maximum seven were from mining and metal sector and six were from construction and infrastructure. Their performance is analyzed for over a period of thirty-six months.
Results show that only Jeweler sector has given a positive return of 50 percent over a period three year whereas rest of the all sectors have given a negative return. Highest negative return is from construction and

infrastructure sector with a negative return of 313 percent from six issues. Three companies from retail sector also have shown a negative return of 191 percent. 7 companies from mining and metal sector has generated negative return of (-90) %

Table 3. Sector wise return of companies for 36 months

Sector	No of IPO	Avera ge (%) return	Std. Devi	Maxim um	Minim um
Finance	2	- 79.00	26.8 7	-98.00	-60.00
Media	2	- 73.00	19.7 9	-87.00	-59.00
Mining and metal	7	- 90.34	123. 62	- 330.00	31.00
Shipping	2	- 66.65	61.3 0	- 110.00	-23.30
Constructi on and infra	6	- 313.1 0	310. 69	- 880.00	-38.00
power	4	-107	189. 68	- 391.00	8.00
Retail and consumer	3	-191	182. 79	- 400.00	-57.20
Engineeri ng	2	-230	158. 39	- 342.00	- 118.00
Pharma	1	- 64.00	.	-64.00	-64.00
Computer and software	1	-249	.	- 249.00	- 249.00
Jewellery	1	50.05	.	50.05	50.05
Miscellan eous	2	- 64.60	52.8 9	- 102.00	-27.20
Chemicals	1	-2.00	.	-2.00	-2.00
Printing	1	- 39.00	.	-39.00	-39.0
Total	35	-138	182. 22	- 880.00	50.05

Analysis of return for 24 months
For twenty-four months period there were 12 IPO are analysed from nine different sectors and only one sector (computer and software)

has generated positive return of 111 percent whereas rest of the all sectors have posted negativereturns.
Analysis of return for 18 months
There were four IPO came during January to June 2018 and their performance in secondary market over a period of 18 months shows that overall there is a negative return of 160 percent. There is one each IPO from four different sectors of which three has generated positive return and one IPO form miscellaneous sector has generated a negative return of 725 percent .

Analysis of return for 12 months
IPO issued during July 2018 to December 2018 across six different sectors and their performance over a period of 12 months shows overall negative return of 79 percent and not single IPO has shown positive return.

Table 7.Sector wise return of companies for 12 months

Sector	No of IPO	Average (%) return	Std. Devi
Engineering	1	-50.55	
jewellery	1	-43.00	
Telecommunication	1	-84.00	
Hotels	1	-20.00	
Rating	1	-198	
Total	4	-79.11	70.30

Analysis of return for 6 months

IPOs issued during January 2019 to June 2019 and their performance over a period shows a positive return of 58 percent. Finance sector has given return of 65 percent and one company form miscellaneous sector has generated a return of 146 percent.

Table 8. Sector wise return of companies for 6 months

Sector	No of IPO	Average (%) return	Std. Devi
Finance	1	65.00	

Retail and consumer goods	1	-37.00	
Miscellaneous	1	146	
Total	3	58	91.70

ANOVA result of return and influence of industry sector (3 years return)				
	Sum of squares	d f	Mean square	F	Sig.
Between the groups	347123.543	1 3	26701.811	.7 17	.7 28
Within the groups	781887.732	2 1	37232.749		
Total	1129011.275	3 4			

SECTOR WISE ANALYSIS

To study the significance difference in return generated across the different industry sectors for period of last three years, results shows that there is no significance difference in return across the all the sectors.

CONCLUSION AND SUGGESTION

Normally initial public offers enter market when equities at trading at highest multiple or indices are at highest price , the study shows that in spite of sensex moving from 10000 to 20,000 over a period of 3 years overall IPO has given negative return over a period of 3 years. Similarly except gold all sectors also has given a negative return. Possible we could conclude that all IPO were overpriced to take advantage of booming secondary market. With this negative return retail investors will be watchful before entering the primarymarket.

This study will be very useful for retail investor to take his investment call in primary market Further post preliminary election, NDA govt. Is at centre with majority it will be interesting to study what is the return these IPOs have generated over a period of 1 year of new government.

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A STUDY ON KNOWLEDGE MANAGEMENT AT PENFO SYSYTEM PVT LTD

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ABSTRACT

Across the business world companies focus much on the performance of their employees. Since, it is the efforts of their employees that help the companies produce what they need. The department that deals with the activities of the employees is called Human Resource Management (HRM). Aswathappa (2005) points out that the human resource management (HRM) department in an organization deals exclusively with the activities of the employees that helps to maximize the performance of the employee and organizational effectiveness. TheHRM department is responsible towards the motivation, satisfaction and performance levels of the employees as well apart from dealing with the recruitment and selection, the payrolls, leaves and other factors involving the employees. Neslin (2008) points out that the human resource department views knowledge managementas the human capital issue to the HRM department.

KEYWORDS: - Human Resource Management,hr,Strategies, knowledgemanagement.

01. INTRODUCTION

Knowledge managementcanenhance the effectiveness of HRM practices. The application of knowledge management has resulted inimproving worker skills and the workers productivity and effectiveness (OECD, 2004). These results found in studies determine that knowledge management is able to assist the HRM department to improve organizational productivity. Knowledge management can help the HRM department in creating a client-oriented organization. Executing knowledge management within the HRM department will allow the company to increase its competitive edge as the practice will improve the skills and expertise level of the employees. Hence, the HRM department would need to implement knowledge management so that it can help improve the productivity level of the company.

2.NEED FOR THE STUDY

As mentioned above that employees play a key role in the quality of an organisation's products or service. Hence, the need to have a good productive employee base is critical to the success of any organisation. Companies all over the world are looking for a workforce that will perform at the highest level and will be highly productive so that they can produce the best products and services, which can sell in the market.

3.RESEARCH OBJECTIVES

To evaluate the HRM practices and its application of knowledge management in its practices in PenfosSystemsPvt. Ltd.
To understand the effects of different types of knowledge management practices
To measure the positive impact that knowledge management will have on a company
To measure the relationship between human resource management and knowledge management in Penfos system Pvt. Ltd. In details.

4.SCOPE OF THE STUDY

The study will only focus on this relationship between knowledge management and human resource management and its impact on the productivity level and performance level of the company. The study will try to measure the impact that the concerned phenomena would have on the impact on the employees as a team and as an individual and their performance level, satisfaction level and productivity level.

5.LIMITATIONS OF THE STUDY

The limitations of this study during the research were quite a few, which challenged the researcher throughout the research process. The main limitations were time, the researcher had less time in hand to complete the project and getting appointments with the employees and management of PensofSystmePvt. Ltd made the limitation of time more critical.

6.RESEARCH METHODOLOGY

Data Collection

Data for a research is basically collected through two sources the primary data source and the secondary data source. For some research work both the sources are applied in order to produce a more valid and reliable work.

Primary Data Source

The primary data source is a source from where the researcher gathers data directly from the respondents through surveys, telephonic interviews, face to face interviews etc.

Secondary Data Source

The secondary data source is a source from the researcher can gather information through newspapers, journals, online articles, news, TV etc. The secondary data source is also known as second-hand data. However, the researcher will use both the primary data source and the secondary data source in order to conduct this research project.

7.LITERATURE REVIEW

According to Hibbard, 1997, "Knowledge management is the method of collecting a firm's communal know-how wherever it resides- in the file, on paper, or in people's heads-and spreading it to where it can help build the bigger recompense."

In the words of Bair (2001), "Knowledge management is a follower of identifying, recording, retrieving, giving, and evaluating an enterprise's in order possessions."

Consistent with David Delong and Patrica Seemann, "KM is the expansion of tools, processes, scheme, structures, and cultures openly to get better the building, sharing and utilizing of knowledge critical for decision making."

8.DATA ANALYSIS

1. **Experience is highly valued.**

Responses	Respondents	Percentage
Strongly Disagree	6	6
Disagree	4	4
Merely Disagree	4	4
Merely Agree	10	10
Agree	18	18
Strongly Agree	58	58
	100	100
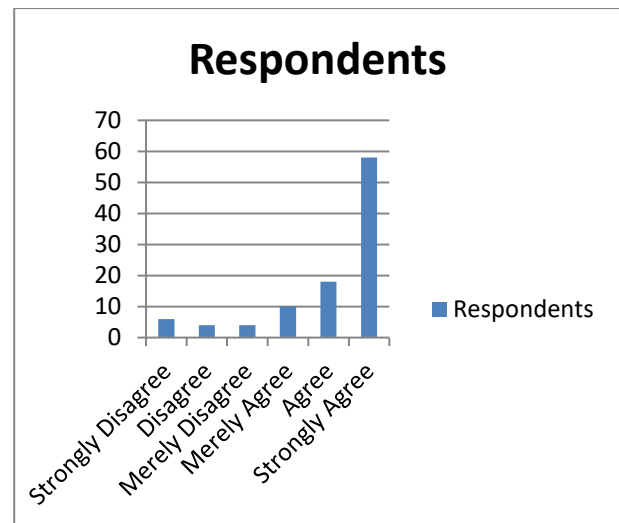
The survey of respondents reveals the following:18% of the workers agree with the question, while 58% of the respondents powerfully agree.

From the study, we can analyse that most workers strongly agree that experience is exceedingly valued.

9.FINDINGS

❖ The process in Penfos System Pvt Ltd is an active generation of innovative ideas and application of knowledge management practices that helps in encouraging and motivating the workforce. The process is implemented, recorded and maintained for the future. Penfos system pvt ltd. Also encourages brainstorming within its operations.

❖ The company has implemented an electronic knowledge base in its newly

opened stores to help the teams to solve and maintain the best performance and productivity levels.

10.SUGGESTIONS

1. Knowledge Management Programmes should become handled properly.
2. It ought to focus more on controlling understanding of past plus existing employees.
3. It ought to provide proper knowledge plus coaching towards the individuals who are usually managing understanding.

11.CONCLUSION

Employees and the success of a company go together, satisfied employees bring about success to the company and a successful company allows high level satisfaction within the company thus facilitating more opportunities to satisfy and motivate their employees.

The human resource department is the department that deals with all the activities of the employees right from the start of recruiting and selecting the employees. The role of the human resource department is with the employees evenwhen they are retiring or leaving the job, until then the role of the employee in a company is equally important as the customers and the mangers of the company.

This research finds that the employees in the concerned company have strong desire to gain knowledge and are in support of combing in the knowledge management process with the available human resource management techniques. The company by combining the two practices through sophisticated technology within the company can help map the competency that is critical to be carried out regularly and then the application of knowledge management will influence the growth of the company in due time when necessary.

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A STUDY ON STRESS MANAGEMENT AT COCA-COLA

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ABSTRACT

Stress is now recognized as a valid health and safety issue at work. More and more employees are experiencing stress at work. They may be coping with too much pressure, long hours or rapid change. The nature of employment has now changed and the idea of a job for life has been replaced by an emphasis on performance. There is a need to study Stress Management that can enable people to improve their own response to stress and enable the organization to reduce workplace stressors. Stress Management aims at preventing and reducing stress for both the individual employee and the organization or company.

Key words : Stress Management, Personnel, Human Resource Management.

INTRODUCTION

Stress in an individual is defined as any interference that disturbs a persons' wholesome mental and bodily wellbeing. It takes place when the frame is needed to perform past its ordinary range of capabilities.

SCOPE OF THE STUDY

Stress is a dynamic condition, which a man or woman is confronted with an opportunity, constraint or demand related to what he or she dreams and for which the final results it looked as if it would be both uncertain and important. Stress is related to constraints and demands. The former saves you from doing what you desire; the latter refers back to the loss of something desired.

OBJECTIVES OF THE STUDY

- It is the conceptual structure inside which research is carried out and it constitutes the blueprint for the series, dimension and analysis of facts.

- It includes an outline of what the researcher will do from within the hypothesis and its operational implications to the very last analysis of information.
- The research layout used for the observation is descriptive. Descriptive studies layout includes surveys and fact-finding enquires of various kinds.
- The major cause of descriptive research is a description of the kingdom of affairs, as it exists at present.

RESEARCH METHODOLOGY

RESEARCH DESIGN:
A studies design is an association of situations for the collection and evaluation of statistics in a manner that aims to mix relevance to the studies.

SOURCE OF DATA:
The relevant statistics have been accrued from the primary assets and secondary assets. The number one facts are accumulated by a questionnaire from the personnel. For this cause of information collection, the questionnaire was circulated amongst the personnel to collect statistics. The secondary information is accrued via newspaper organization journals, magazines, web sites etc.

LIMITATIONS OF STUDY:

1. The sample size selected is covered most effective a small portion of the whole populace of Coca Cola.
2. They have a look at is restricted to female personnel and having limited period i.e, Six weeks.
3. Accuracy of the data is purely, primarily based on the information as given using the respondents.
4. Data accumulated cannot be asserted to the free, as the pattern length restricted to the personnel.

REVIEW OF LITERATURE

Stress is the way which you react physically, mentally and emotionally to diverse conditions, adjustments and demands in your existence. High levels of pressure can affect your physical and mental properly-being and performance.
The effects of stress are dangerous to individuals, families, society and organizations, which can suffer from "enterprise stress". Ivancevich and Matteson define pressure as an individual with the environment.
Behr and Newman define job stress as "a condition bobbing up from the interplay of human beings and their jobs and characterized by changes within people that force them to deviate from their everyday functioning".
Stress is maximum for those folks that perceive that they're uncertain as to whether they'll win or lose and lowest for those who think that prevailing or losing is a certainty. Canadian health practitioner Hans Selye (1907-1982) in his ebook the strain of life 1956 popularized the idea of stress. According to Selye, General Adaptation Syndrome includes three phases.

DATA ANALYSIS

1. Effective supervision and guidance for the employees in the organisation reduce stress" Do you agree?

Parameters	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
No of Response	40	20	10	5	0
Percentage	54%	27%	13%	6%	0%

Supervision pie chart: Strongly Agree 54%, Agree 27%, Undecided 13%, Disagree 6%, Strongly Disagree 0%
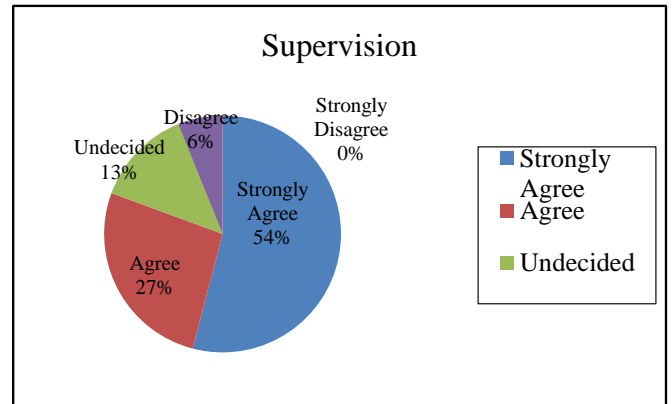
Interpretation

From the above graph it is clear that majority of respondent i.e. 54% of employees at COCA COLA strongly agree to the given statement,27% of employees agree,13% of employees are unable to say,6% of employees disagree to the statement.

2. Please rate your satisfaction level regarding supervision and guidance for employees at COCA COLA.

Parameters	Extremely Satisfied	Satisfied	Dissatisfied	Extremely Dissatisfied
No of Response	15	53	5	2
Percentage	20%	71%	6%	3%

Parameters	Extremely Satisfied	Satisfied	Dissatisfied	Extremely Dissatisfied
No of Response	15	53	5	2
Percentage	20%	67%	9%	4%

Satisfaction Level
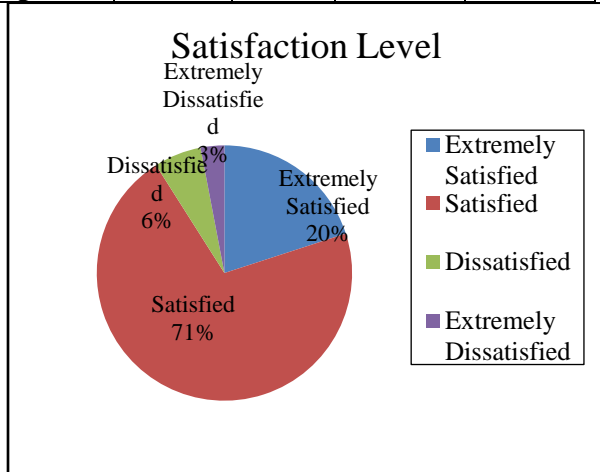
Interpretation

From the response of employees at COCA COLA it is clear that about 71% of employees are satisfied by the supervision and guidance given by higher authorities.20% of employees are extremely satisfied, 6% of employees are dissatisfied by the above statement

3. Do you receive appreciation from superiors for good work?

Parameters	Often	Sometimes	Never
No of Response	10	55	10
Percentage	13%	73%	14%
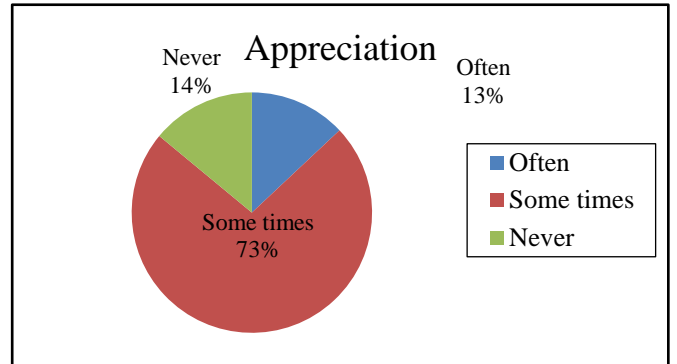
Appreciation

Interpretation

From the graph it can be interpreted that about 13% of employees often receive appreciation from higher authorities, 73% of employees' respondent that they receive appreciation rarely for good work.

4. Please rate your satisfaction level regarding friendly social climate.

Friendly Social Climate
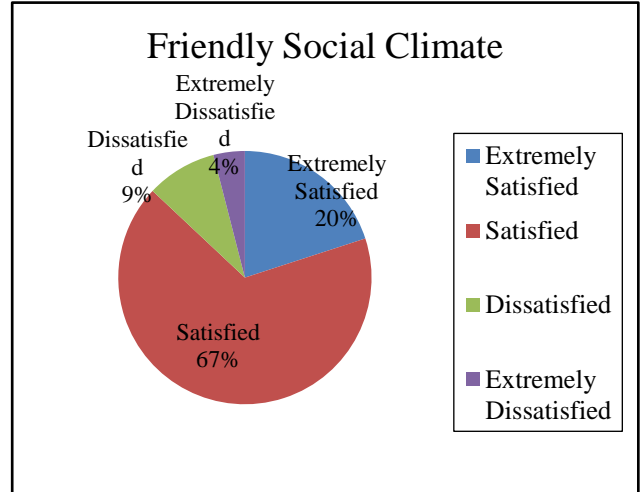
From the above graph it is clear that about 67% of employees at COCA COLA are satisfied by the friendly Social climate in the organisation, 20% of the employees are extremely satisfied, 4% of employees are extremely dissatisfied

5. Please rate your satisfaction level on the overall stress management techniques adopted by COCA COLA.
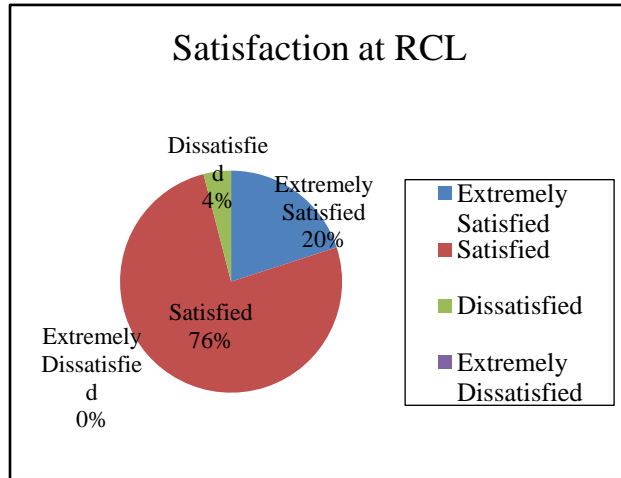
Interpretation

It is clear from the graph that about 76% of employees are satisfied by the stress management techniques adopted at COCA COLA.4% of employees are dissatisfied by the stress management techniques adopted by the company.

FINDINGS

- From the above study it is found that the major sources of stress that exist in the organization are Family problems, lack of awareness of policies, appreciation of work from higher authorities ,career development etc.
- From the response of employees at COCA COLA it can be found that 86% of employees are aware of the policies and practices followed in the organization.
- It is observed that about 91% of employees at COCA COLA are satisfied by the supervision and guidance given by the higher authorities
- From the response of employees it is found that 73% of employees rarely receive appreciation for good work
- From the response of employees at COCA COLA it can be said that about 87% of employees are satisfied by

Friendly Social climate in the organization.
- As is evident from the graph more than 50% of employees at COCA COLA Strongly agree that family problems have impact on stress in the

Parameters	Extremely Satisfied	Satisfied	Dissatisfied	Extremely Dissatisfied
No of Response	15	53	5	2
Percentage	20%	71%	6%	3%

organization.

SUGGESTIONS

- It is suggested that the superiors of the company need to frequently appreciate the employees so that it will enhance their performance as Failure to show appreciation generates stress that endangers productivity throughout the company
- Enforcement of policies and clear communications are essential. So it is suggested that the company should reinforce policies through memos, articles, bulletin board postings, personal meetings, and small group discussions
- Majority of employees at COCA COLA feel that family problems causes stress. The company needs to arrange family counseling programs in order to reduce stress of the employees.
- The timings in the organization should be flexible so that the employees are able to manage their personal life and the work.

CONCLUSION

Stress is an inevitable part of our corporate lives. Due to stress, there can be many different health and psychological issues, which may adversely affect personal lives as well. Considering all the bad results of stress, companies are conducting various programs and trainings regarding stress management at the workplace. With some stress management tips and techniques, it is possible to reduce the

amount of stress, without lowering the amount of work done and productivity of the employees. From the analysis of company it can be concluded that the company is undergoing certain measures regarding stress management. From the overall response of the employees in the organisation it can be concluded that the employees are satisfied by the stress management techniques that is followed in the organisation.

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A STUDY OF EMPLOYEE SATISFACTION AT INDIA BULLS

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ABSTRACT

Employee satisfaction is Vital to The achievement of almost any company. The essential aspects which should be thought about at the work satisfaction of employees have been benefits for example wages, working state, pro motion.The Aim of the research to locate the Employees of their company is content with their benefits or maybe not also to identify the way that employee opinion concerning work benefits and place and understand about the type of benefits company provides with their employees.

The analysis was completed as a Member of Descriptive research advantage sampling procedure has been used by selecting the sample. The main data was collected by way of questionnaire. The secondary data was accumulated from the organization records and also websites. A structure questionnaire has been fond of 50 employees and also the data had been examined with percent system and Likert scale procedure. The study contributes up into this end.

The restriction of my analysis while I am Taking the meeting of employees for survey, they don't really have enough time for fulfilling questionnaire and likewise maybe not curious and perhaps not giving suitable answer because of this I confronted a problem once I had been assessing my poll.

Keywords:-job, satisfaction, employee feedback, human resource management.

INTRODUCTION

Individuals are themost significant and Valuable resource every company has in the shape of its employees. Effective folks may lead to the efficacy of the corporation motivated and competent men and women may create matters happens and empower organization to realize its targets.

Individual resource is regarded as the most effective asset in any company. It could be noted here that individual resource needs to be utilized to the utmost possible degree so as to achieve organizational and individual targets. It's hence the employee's operation that eventually determines and success of aims.

Employee's satisfaction may be that the terminology used to characterize if employees are happy and fulfilled and fulfilling their wants and requires in the office. Many measures emphasize that employee's satisfaction can be one element in employee's motivation, so employees goal success and positive employee morale at work.

OBJECTIVES OF THIS ANALYSIS

- ➢ To comprehend that the working conditions of employees in agency.
- ➢ To evaluate the satisfaction level of employees towards health advantages supplied by agency.
- ➢ To study about the job satisfaction factors in the Indiabulls financial services

SCOPE OF THE STUDY

Employee would be the Pair of almost any company It's throughout the employees. The company accomplishes its own purpose. It's quite crucial from the company Point of opinion to keep them fulfilled. The objective of study will be to know the satisfaction on the list of employees to agency of Karvy. And indicate the region for advancement should any.

RESEARCH METHODOLOGY

The research was centered on survey procedure. The intention of the analysis is to locate satisfaction levels of employees.

A sample layout is a definite strategy for obtaining a sample out of the given populace. Convenience sampling procedure employed in trials that were chosen.

Sample-size

Samplesize is a Component of goal People, carefully selected to represent the populace. Here within this study that the sampling size is 50.

Data-collection

The information gathered for the analysis contains both secondary and primary statistics.

Inside This study chief information were accumulated through employee's interview utilizing survey. The survey was administered for employees of bureau of Karvy.

Secondary information for the research was collected from.
• Previously published documents, study reports.
• Novels, internet sites.

QUESTIONNAIRE

In this research I had been used a questionnaire Comprising twenty five four choice-based questions

Graphical Representation instrument for example Bar Graphs and Pie Charts are useful for its data analysis.

LIMITATION OF THE STUDY

- Since My analysis sample were that the Employees of the provider, so that it had been quite difficult and hard to capture their time to get appointment which I had left a questionnaire and also have question from these since these certainly were never having time and energy to fulfill it.
- The Span of analysis has been short. Therefore, it wasn't feasible to get the appropriate advice with because period.
- Respondents weren't prepared to present certain information.
- Respondents have been somewhat anxious in fulfilling The questionnaire since they emphasized their termed will likely have been shown.

- Some older executives weren't eager to Share their real views since they termed it confidential.
- The Findings have been based mostly on the responses written by the employees, therefore any mistake or prejudice May be influencing the validity of this finding.

REVIEW OF LITERATURE

The Objective of this Employee satisfaction would be always to acquire an comprehension of employee demands and also a crystal clear notion of just how to enhance the answer to all those demands it demonstrates that you're enthusiastic about employee feedback. It really is 1 method to follow your employees.

·No successful Business Is conducted by keeping people at silos. People today work well in teams, and also to improve the operation of your own teams, you need to collect the info required to help them operate most economically. Our polls assist you to make sure your teams are still operating at peak efficiency.Improve satisfaction and endurance.

Employee satisfaction Estimates are a great Vehicle for discovering how employees view their tasks and also the company altogether. Do employees have the tools required to complete their tasks, a job place that's forcing high degrees of earnings, and therefore are they pleased with chances for progress? All these and several other questions might be answered using a questionnaire.

Assess employees' Long-term responsibilities:

One Of the greatest"costs"related to conducting a provider may be that the increased loss of employees, a lot of whom require institutional knowledge to lead competitors. Employee turnover wreaks havoc in your enterprise. Assessing this hidden price is important to the managing of almost any successful firm.

Identify series preparation demands:

Who is Are the prospective leaders? Are you currently arming them with the expertise and skills they should become prosperous? A specialist, detailed way of succession planning might be directed by employee satisfaction questionnaire outcomes.

Enhance the job lives of employees:

Joyful employees get more work, plus so they do it more effortlessly. Joyful and productive employees typically possess a fantastic balance between their personal and work lifestyles; they hope and respect their own peers, managers, and upper direction. They enjoy coming into work and are pleased with these team and individual your employees display accomplishments traits? Information may be the trick to unlocking the entire potential of your employees, maintain happier, more fulfilled employees.

DATA ANALYSIS
Question1: Do you think medical benefits provided by BIS are helpful to you?

OPINION	NO OF RESPONDENTS	PERCENTAGE
Strongly Disagree	0	0%
Disagree	2	4%
Do not know	0	0%
Agree	8	16%
Strongly agree	40	80%
TOTAL	50	100
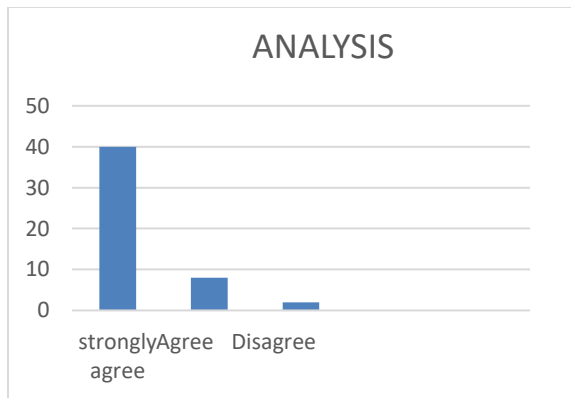
Interpretation:
Majority of employees satisfied with their medical benefits offered by bis i.e., 80% of employees strongly agree, 16% of employees agree
And only 4% of employees not satisfied with their medical benefits.

Question2: Does your medical policy meet up your expectations?

OPINION	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	28	56%
Agree	7	14%
Do not know	5	10%
Disagree	10	20%
Strongly disagree	0	0%
TOTAL	50	100
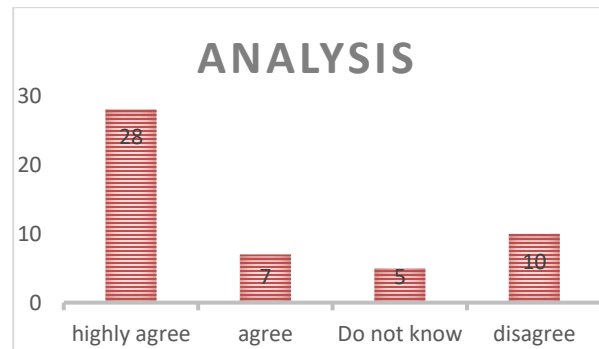
Interpretation:
56% of employees strongly agree ,14% of employees agree with their medical policy.
And 10% and 20% of employees do not know and disagree because some of the employees are not permanent in the company, they are on contract basis so they don't have any medical policy in their contract.

Question3: Are you comfortable with your working hours?

OPINION	NO OF RESPONDENTS	PERCENTAGE
Agree	50	100%
Disagree	0	0%
TOTAL	50	100

ANALYSIS
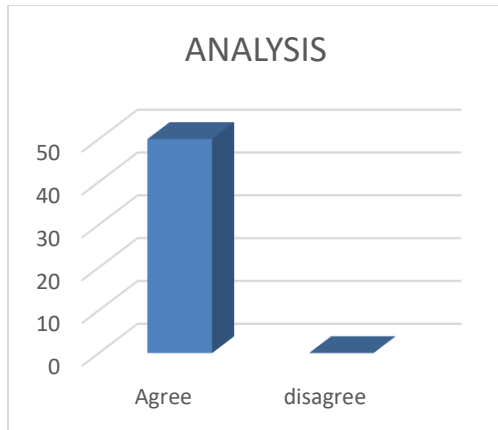
Interpretation:

According to the survey, maximum number of employees are satisfied with their working hours because its government office and the timing of working hours is fixed that's why 100% of employees are satisfied.

FINDINGS

- Out of 50 employees, most of employees were consented that provider provides benefits in their mind.
- They presume company permits them to do most useful every single day.
- Employees believe that they have adequate resources & infrastructure you want todo work nicely.
- Vast majority of employees believes that the benefits supplied by the business is vital.
- Nearly all of employees fulfilled (100 percent) the timing of this project.
- Vast majority of the employees are content with the healthcare facilities supplied by the business.

SUGGESTIONS

- In these times employee satisfaction is quite significant in the company. Company must provide benefits to employees depending on their wants and wants.
- Good guidance and counseling ought to be given to the employees in order that their emotional satisfaction may be made better.

- Company should simply take precautionary steps to improve overall working state of the business thereby employees will probably be fulfilled within their own job.

CONCLUSION

It's necessary for any company to Know the requirement of these employees and meet them until they leave the company. If nothing is carried out by the company then you will find opportunities to shed talented employees from some other company to its own competitors. Ergo it Is Essential for almost any Company to make certain employees satisfaction. Organization may determine the root causes of occupation difficulties and make solution for advancement using a precise view of employee perspectives. Satisfaction amounts increases when Employees realize that their problems have been addressed. Satisfaction of these employees is crucial from the company.

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IMPACT OF EXCHANGE RATE ON BALANCE OF PAYMENT IN INDIAN PERSPECTIVE

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Abstract- This paper provides a simple framework forunderstanding the balance of payments and its components. The major purpose of this paper is to analyse the trend of india's position of its balance of payment and to state the reasons for such tend. The paper also discusses the significance of balance of payment statement. The section of the paper provides the challenges faced by the countries having balance of deficit problem.

Keywords-Balance of Payment, Current account, CapitalAccount, Financial Account, Deficit

INTRODUCTION

The Balance of payment is a statement or record of all monetary and economic transactions made between a country and the rest of the world within a defined period (every quarter or year). These records include individual, company and government transactions. Keeping records of such transactions helps the country monitor the flow of money and develop policies to help build a strong economy. The balance of payments (BoP) should be zero in a perfect scenario. The money coming in and the money going out should be balanced. But in most cases, this does not happen. The BoP statement of a country correctly indicates whether the country has a surplus or a deficit of funds. A BoP surplus shows that the exports of a country are more than their imports. On the other hand, a BoP deficit indicates that imports from a country are more than exports. Both scenarios have short- and long - term effects on the economy of the country.

OBJECTIVES

I. To understand the meaning and components of Balance of Payment

II.To state the significance of balance of payment

III.To study the trends of balance of position of India and analyse the reasons behind it.

IV. To interpret the challenges faced by the countries having balance of payment deficit.

NEED OF THE STUDY

The current account monitors the flow of funds from trade in goods and services (import and export) between countries. This includes the money received or spent on products and raw materials manufactured. It also includes tourism revenues, transport receipts, specialized services revenues (medicine, law, engineering) and patent and copyright royalties. The current account also includes stocks revenue.

SCOPE OF THE STUDY

Capital account monitors international capital transactions flow. These transactions include the acquisition or disposal of non - financial assets (such as land) and non-produced assets. The capital account also includes debt forgiveness and gift taxs. The capital account also records the flow of financial assets by migrants who leave or enter a country and the transfer, sale or purchase of fixed assets.

Financial Account

The financial account monitors the flow of funds for business, real estate and stocks investments. It also includes government assets such as gold and SDRs held with the International Monetary Fund (IMF). It also includes foreign investments and assets held by nationals abroad. The financial account also includes a record of assets owned by foreign nationals.

RESEARCH METHODOLOGY

The balance of payments of a country reveals different aspects of the international economic position of a country. It presents the country's international financial position. It helps the government to take decisions on monetary and fiscal policies and on foreign trade and payment issues on the one hand.

Secondary data is collected form RBI website

LITERATURE REVIEW

Mrs.K.GeethaRani,V.Aghalya,G.G.Gayathiri (2017) in their paper titled "Balance OfPayments Problems of Developing Countries with Special Reference to India" concluded that the 1991 balance of payments crisis led policymakers to review the trade strategy and to adopt an' outward - looking strategy.' The government implemented several reforms in the fiscal, financial, industrial and commercial sectors. Some of the major achievements of trade sector reforms include increased trade openness, satisfactory export performance, a reasonable level of current account deficit, increased non-debt capital flows such as foreign investment, inflation control, industrial satisfaction and overall real GDP growth

Ch. Hymavathi, Dr. K. Kalpana (2017) in theirpaper **titled "A Study on Analysis of Bop Trends withReference to India"** quoted that in the capital account,exports decrease in 2011 - 2016 and imports increase first and then decrease in 2011 - 2016. In the current account, foreign investment (including portfolio investment and direct investment) also declines in 2011 - 2016. Population growth, demonstration effects, cyclical fluctuations, natural factors, globalization and inflation are factors that cause imbalances in the balance of payments.

Ms. Lovely Srivastava, Dr. Ambalika Sinha, Ms. GeetuYadav (2016) in their paper titled **"A Trend Analysis of Trade Imbalance of Indian Balance of Payment (Bop)"c**oncluded that export and import are both important factorsfor trade imbalances. The difference between export and import creates a trade imbalance. It can cause surplus trade or trade deficits. Given factors such as exchange rate volatility, currency devaluation, economic imbalance, the global crisis, the trade deficit becomes wider. It also reduces the country's growth. The government and RBI took corrective action to improve this situation. They announce new policies, reduce rates, promote exports and discourage exports. The results of these policies have been reflected in the 2013 - 14 trade balance, which reduced the trade deficit.

PanchananBehera (2016) in his paper titled"**India's Balance of Payments: 1990-91 to 2014-15**" argued that the invisible account and capital account were critical in preventing the BOP crisis. The trade deficit remains a matter of concern because of liberal imports. Investment, FDI and FPI, can lead to economic reversals in payments and currency crises. It seems prudent to rely on short - term selective controls on trade and capital flows to moderate short - term volatility in the absence of market mechanisms.

SyedaAzraBatool, Tahir Memood, Atif Khan Jadoon (2015) in their paper titled "**What Determines Balance of Payments: A Case of Pakistan**" concluded thatmoney supply, real exchange rate, interest rate, fiscal balance and real gross domestic product are important determining factors in the balance of payments. The study has shown that balance of payments and its determinants maintain long - term and short-term relations. The study shows that the real exchange rate influences the balance of payments not only in the long term, but also in the short term. Inversely, the interest rate affects the balance of payments in the long term, but positively affects the BOP in the short term. With regard to the real GDP, the BOP moves both long and short-term in the positive direction. The money supply has had a positive impact on the BOP in the short term, but negatively. So, the need for an hour is that the government's deliberate policy should increase Pakistan's real GDP. Because GDP can increase our savings and government spending and exports and improve the balance of payment balance.

DATA ANALSYSIS

Since from the Independence of the country has faced series of crises such as rupee devaluation (1966), first (1973) and second (1980) oil shocks and, external payment crisis of 1991. The figures regarding the overall balance of India's balance of payments over the years are presented in the chart

CAGR: Compound Annual Growth Rate

FINDINGS

Above chart, depicts India's balance of payments trend over the past years. The balance of payments in India has been adversely affected by the 2008 Lehman crisis. The surplus in the capital account decreased by 92 percent and the deficit in the capital account increased by 77 percent and amounted to $ 20080 million in that year. The years 2009 - 10 and 2010-11 showed a total surplus and amounted to USD 13,441 million and USD 13,050 million. In 2009 - 10, the capital account increased by 558% and in 2010 - 11 by 28%. In 2010 - 11, exports increased by 40 percent of this year's annual growth, while in 2011 - 12, India 's balance of payments position had a deficit of US$ 12,831 million, increasing petroleum products, which increased its import bill by 30% this year. In addition, India's balance of payments position recorded a small surplus of US$ 3826 million in 2012

SUGGESTION
In other developing countries such as Brazil and African countries. There is little left for countries with large interest payments to spend on investments.

Capital flight risk. At some point, a very high balance ofpayments deficit can lead to a loss of confidence by foreign investors. There is therefore always a risk that investors will eliminate their investments, causing a large drop in your currency's value (devaluation). This can lead to a decrease in living standards and investment confidence. One factor behind the 1997 Asian crisis was that countries had run large current - account deficits by attracting flows of capital (hot money) to finance the deficit. But these hot money flows dried up when confidence fell, leading to a rapid devaluation and crisis of confidence. When trust fell and the exchange rate fell, a certain amount of capital flight occurred as foreign investors sought to return assets.

Foreign asset ownership. If you run a current accountdeficit, you have to have a financial / capital account surplus. This means that foreigners are increasingly claiming their assets, which they may want to return at any time. For example, if you run a current - account deficit, foreign multinationals that invest in your country or buy assets could finance it. There is a risk that foreigners could buy your best assets, reducing long - term income.

An indication of economic imbalance. A persistentcurrent account deficit can mean that you rely on consumer spending and the economy becomes unbalanced between different sectors, short - term consumption and long - term investment. • For instance, the UK has had a high share of GDP focused on consumer spending and relatively low investment levels – particularly in the manufacturing industry. This focus on domestic consumption can have long - term negative effects with fewer productivity investments. The experience of the United Kingdom could contrast with Germany, which has a current account surplus and generally considers that it has better investment levels in the economy.weak domestic demand during the 2008-13 recession in the eurozone.

Depreciation risk. A country with a large current accountdeficit is always in danger of seeing the currency decline. If the capital flows to finance the deficit are insufficient, the exchange rate will decrease to reflect the imbalance in foreign flows. A depreciation of the exchange rate will lead to imported inflation for consumers and companies that depend on raw materials imports.

CONCLUSION

The BOP has become an economic barometer because it is base of many countries such as India, China, the United States, the United Kingdom, etc. It helps in knowing their position on the international market and also assist many countries to develop appropriate foreign exchange-rate financial policies, funds flow

between countries. Inflation, national income, government restructuring and exchange rates are all factors that affect the balance of payments. The historical trend of the BOP is a valuable tool for evaluating the economic prospects of a country and also the corresponding currency exchange rate. According to data, India faces a severe balance of payment deficits and the government needs to take corrective measures in the form of exchange control, inflation reduction, export promotion and devaluation of currency.

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A REPORT ON EQUITY RESEARCH ON NBFC'S IN INDIA

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ABSTRACT

There is a whiff of positive intuition in the land division. Fashioners, especially those in the recorded space have organized countless new dispatches to gain by the bubbly mentality. Gigantic planners, for instance, Oberoi Realty Ltd, Godrej Properties Ltd, Sobha Ltd and DLF Ltd have premium housing commitments with creative designs to draw buyers. On the rear of this confidence, the Nifty realty list invigorated by 2.2% on Monday, making it the most raised intra-day among sectoral records. This was driven by the 7% jump in DLF Ltd's stock after the firm planned ₹700 crore by selling over an enormous part of the hard and fast units in one of its phenomenal housing adventures Ultima Phase II. In like way, Sobha Ltd's stock rose by about 3% per week back when it reported decent arrangements the greater part year time span completed 30 September.

1.INTRODCUTION

Three names in the ceaseless once-over of commitment ridden engineers. Regardless, recorded firms raced to change. As showed by ICICI Securities Ltd., while the general market supposition for buying private property remains feeble, as indicated by our channel checks, there is adequate excitement for new dispatches from driving, sifted through designers with a strong execution notoriety. But they incorporate a miniscule 5% of the full-scale home arrangements. In fact, even the improving basics of these associations in the recorded universe right now a boggling picture of the private property grandstand, which is up 'til now battling high commitment and stuck endeavours.

2.SCOPE OF THE STUDY

This endeavour will be finished for Identifying flawless contributing philosophies. The standard motivation driving this endeavour is to help the Portfolio Managers with required research there by improving the method of controlling the regarded clients to deal with their theory portfolio, thusly, to acquire the best out of the insurances exchange.

3.NEED OF THE STUDY

From the Initial Predictive examination, current example is presumably going to exhibit a huge advancement and it is resolved that worth market will have a positive example for next coming years. Nevertheless, on the other hand, the customers ought to continually follow the market for cure, which may stop current gathering, and choose their theory decision fittingly.

4.OBJECTIVES OF THE STUDY

•To know execution of significant worth, offer worth lead

•To look at the offer expense of the Indian NBFC associations.

•To find esteem offer worth direct using specific examination gadgets.

•To propose best association in Indian NBFC's section to contribute

Research methodology

5.METHODOLOGY:

Secondary sources

The example of the stocks to gather auxiliary information has been chosen based on Importance of security. The stocks are browsed the Indian securities exchange.

Statistical Tools: -

MACD FORMULA

12 DAYS EMA,26 DAYS EMA

$$signal_n = MACD_n \frac{2}{Time\,Period + 1} + signal_{n-1}\left(1 - \frac{2}{Time\,Period + 1}\right)$$

6.REVIEW OF LITERATURE

There is a whiff of sincere trust in the land part. Architects, especially those in the recorded territory have organized an enormous number of new dispatches to exploit the happy mentality. Colossal fashioners, for instance, Oberoi Realty Ltd, Godrej Properties Ltd, Sobha Ltd and DLF Ltd have premium housing commitments with

imaginative designs to trap buyers. On the rear of this vision, the Nifty realty list empowered by 2.2% on Monday, making it the most vital intra-day among sectoral records. This was driven by the 7% bob in DLF Ltd's stock after the firm planned ₹700 crore by selling over an enormous bit of the total units in one of its first-class dwelling adventures Ultima Phase II. Besides, Sobha Ltd's stock rose by about 3% every week prior when it uncovered normal arrangements the greater part year time period completed 30 September.

Anyway, does this infer the private property showcase has turned the corner? No. There is still piece of misery left in the division. As indicated by Anarock Property Consultants Ltd, "55,080 units were sold over the principle seven urban networks in September quarter, which is a diminishing of 20% quarter-on-quarter (qoq) and 17% lower than the year-earlier period.In reality, the strong arrangements uptick saw from the March 2018 quarter till March 2019 didn't bolster. The amount of units sold over these seven urban regions continuously fell over the 75% of calendar year 2019. This completely exchanged the rising example seen in 2018.

DATA ANALYSIS AND INTERPREATION
CALCULATION OF MACD FOR Bajaj Finance STOCK PRICE
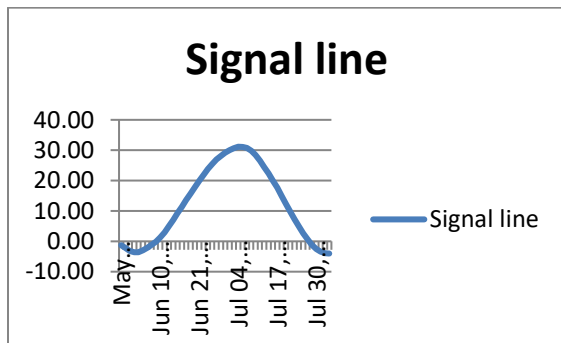
INTERPREATION: -the accompanying sign line demonstrating negative (BAJAJ FINANCE) MACD marker esteem as on 09/08/2019 is 20.13 and MACD Histogram worth is 14.73. BAJAJ FINANCE MACD examination demonstrates that the scrip is above Signal Line. The following is the BAJAJ FINANCE MACD outline throughout the previous three years and BAJAJ FINANCE's verifiable MACD values.

CALCULATION OF MUTHOOT
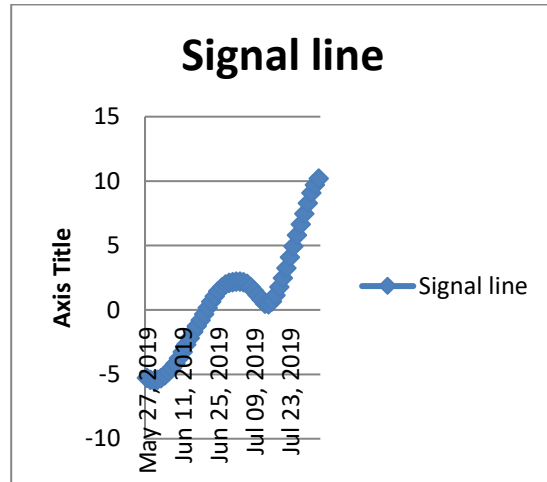
INTERPREATION: -Muthoot) MACD pointer regard as on 09/08/2019 is 8.59 and MACD Histogram worth is - 1.48. MUTHOOT MACD assessment exhibits that the scrip is underneath Signal Line. Coming up next is the MUTHOOT MACD chart all through the past three years and MUTHOOT's recorded MACD values.

CALCULATION OF REL CAPITAL
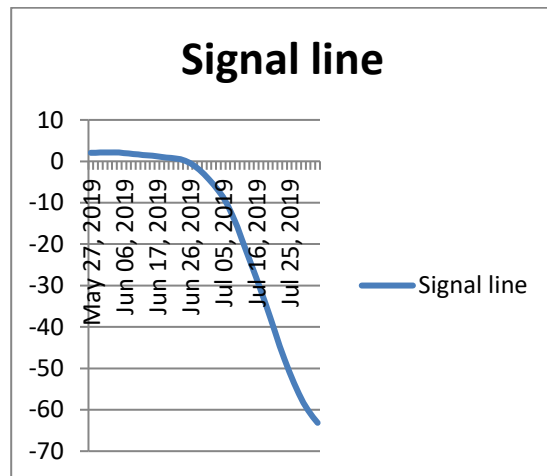
INTERPREATION: -Rel Capital Limited (REL CAPITAL) MACD pointer regard as on 09/08/2019 is - 26.12 and MACD Histogram worth is 14.93. REL CAPITAL MACD examination exhibits that the scrip is above Signal Line. Coming up next is the REL CAPITAL MACD chart all through the past three years and REL CAPITAL's recorded MACD values.
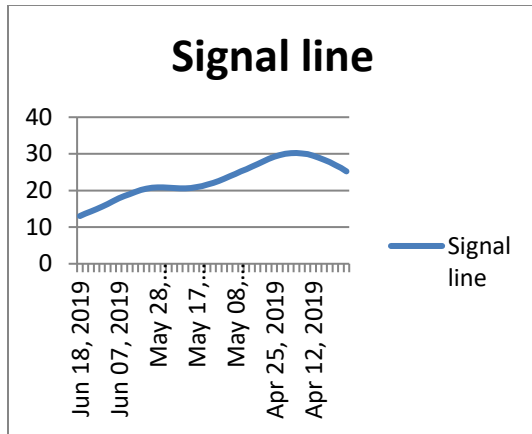
Signal line

INTERPREATION: -Motilal Oswal Limited (TECHM) MACD marker regard as on 09/08/2019 is - 9.48 and MACD Histogram worth is 5.39. TECHM MACD assessment exhibits that the scrip is above Signal Line. Coming up next is the TECHM MACD plot all through the past three years and TECHM's evident MACD values.

7.FINDINGS •

•Rel Capital Limited (REL CAPITAL) MACD marker esteem as on 09/08/2019 is - 26.12 and MACD Histogram worth is 14.93.

•Motilal Oswal Limited (TECHM) MACD marker esteem as on 09/08/2019 is - 9.48 and MACD Histogram worth is 5.39.

•Sonata Software Limited (SONATSOFTW) MACD pointer esteem as on 09/08/2019 is - 6.44

•NIIT Limited (NIITLTD) MACD pointer esteem as on 09/08/2019 is - 1.38 and MACD Histogram worth is 0.45.

•Hexaware Technologies Limited (HEXAWARE) MACD pointer esteem as on 09/08/2019 is - 0.88

•HCL Technologies Limited (HCLTECH) MACD marker esteem as on 09/08/2019 is 2.58 and MACD Histogram worth is 9.24.

8.SUGGESTIONS

NSE When You're Apprehensive About the FutureNot long before a foreseen rising expansion kicks in is perhaps the best time for setting resources into NSE. At whatever point the money related security of your focal points after a short time is scrappy, consider making aNSE experience. Regardless, something else, particularly when we're discussing a downsized

scale experience, different resources might be the better decision.

2. Exchanging Strategies Are Risky When Abused

9.CONSLUSION

Pressing, charging paces of ordinary associations and broadening commoditization of lower-end associations are among the key reasons obliging the Indian programming industry to make a smart move in the thing worth chain. The new impelled advances like electronic life, adaptability, assessment, and scattered enrolling (SMAC) has perpetually changed the way wherein Indian IT firms coordinate. India's especially qualified limit pool of explicit graduated class is one of the best on earth, enabling its improvement as a supported target for re-appropriating, programming building/data headway addresses the best piece of India' crisp arranging limit pool, with over 98% of the schools offering this stream.

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A STUDY ON HUMAN RESOURCE INFORMATION SYSTEM

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ABSTRACT

Human being Resources Info Systems (HRIS) is usually an integration of HRM and Info Systems (IS). HRIS or Human being source Details program assists Human resources managers perform Human resources features in a even more effective and organized method using technology. It is normally the program utilized to acquire, shop, adjust, evaluate, obtain, and share appropriate details relating to an organization's individual assets. A individual reference details program (HRIS) is normally a program utilized to acquire, shop, adjust, evaluate, obtain, and share appropriate information regarding an organization's individual assets. The HRIS program is normally a component of the organization's bigger administration details program (MIS) which would consist of accounting, creation, and advertising features, to name simply a few. Individual reference and series managers need great individual reference details to facilitate decision-making. An comprehensive research by Podiums Perrin research uncovered the pursuing benefits of hris.

Keywords:- Human resources, Information system, Technology, Managers

1. INTRODUCTION

Information system that support the sales & marketing function by facilitating the movementof goods and services from suppliers to customer point of sale (POS), telemarketing, sales force automation (SFA).Information system should help the sales & marketing for product planning, pricing decision, devising ad & other promotional mix, forecasting market potential for new and existing products, & determining channels of distribution. Information system should help the HR for recruitment, placement, training, efficiency, advancement, evaluation, settlement, and career.

2. OBJECTIVES OF THE STUDY

- To provide human resource solutions and deliver highest possible standard of quality.
- To develop an insight of the HR services using information system
- To understand and to offer sufficient ,comprehensive and ongoing information about people and job
- To offer data security & personal privacy.

3. SCOPE OF THE STUDY

Human being Source of Info system is usually an built-in system designed to provide information used in HR decision making it is usually a tool through which an HR division can take the information of the employees when company requires any personal or any established information.

HRIS is actually a new technique which can be used in these different areas where Human resources may produce there function even more easy by making use of Individual Reference details program they may gather the details by providing them a kind of the equal structure which includes there firm information and personal information also.

4. NEED OF THE STUDY

It can be wished that a even more comprehensive research may make use of a

study device created from the outcomes discovered right here. Understanding how to instruct. HRIS can be even more essential, as agencies require their employee's information for different reasons. If a provided HRIS can be to possess any worth in all to Human resources then info should end up being centered about two elements how many decisions will end up being improved by the HRIS and how very much ideals will each improved decision make. Understanding these two elements can be comparative to any HRIS

5. RESEARCH METHODOLOGY

Research Methodology

To obtain the purposeful of analysis, a prepared and proper detailed analysis is certainly transported out. Descriptive research is certainly useful to understand the percentage of individuals in the provided inhabitants who possess socialized in a particular way producing projection of specific factors or identifying the romantic relationship between two or even more factors. Descriptive research is inclined to end up being stiff and its strategy cannot end up being transformed every today treatment should end up being used just in the preliminary levels of preparing and analysis usually data gathered with the research a training applications executed for the workers in the firm.

Data resources:

Data is certainly gathered from main and secondary sources. Collection of the data is usually main element in the study process. Data which is definitely accumulated for the purpose regarding study helps in appropriate analysis to develop findings which are help full to conduct study efficiently. The data resource which is definitely very important in the collection of data is definitely both main and secondary.

Primary data:

The data that is normally gathered through administrating the customer survey by immediate get in touch with and also included in personal conversations to get the edges of the details.

Secondary data:

This data gathered from information, guides and broachers, preserved by the personal section.

RESEARCH DESIGN:
Survey method:

The customer survey was administrated through immediate get in touch with the participants of Sumega Technology, Hyderabad.

Sampling decisions:

Sample size : 100 employees
Total population : 250 employees
Sampling technique : Convenience sampling
Sample unit : Staff, supervisors, assistant officers and Manager

6. LITERATURE REVIEW

Hewitt associates, February "(2002) - The recent yeas have witnessed the H.R function in the organization to reinvest itself with the help of technology and Web based applications ,the basic principle of web based H.R sounds relatively simple as it make personal data readily accessible for review and revision. This empowers employees and managers to assume greater control over employee details. This informative article focuses on the modification of the H.R strategy of the company to one that is more technology driven. The need was for an driven, multi-faceted approach to the E -HR that would result in advanced H.R.

Sandeep K Krishna, September 7, 2006)

As both large and small companies are busy in transforming long held processes into web based solution to streamline operations and to provide better services .Its now common for senior management to motivate to reinvent itself either the help of technology and Internet based applications ,seeing that many of the agencies are breakthrough discovery the procedure of developing ,implementing and maintaining a successful E-H.U framework is more impossible then simply tracking and many facing complications in implementing HRIS

7. DATA ANALYSIS

Do you feel that the work burden of HR manager reduced utilizing the HRIS?

S. no	Options	No. of respondents	% of respondents
1	Agree	75	75%

2	Disagree	5	5%
3	Strongly agree	15	15%
4	Not sure	5	5%
Total		100	100%
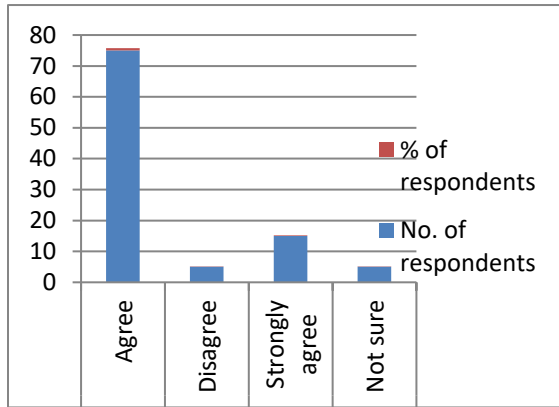
INTERPRETATION

From the above it is inferred that 75% are satisfied with agree, 5% are satisfied with disagree, 15% are satisfied with strongly agree and 5% are satisfied with not sure.

What's your opinion regarding organizational factors affecting by HRIS?

S. no	Options	No .of respondents	% of respondents
1	Never	5	5%
2	Almost	50	50%
3	Sometimes	10	10%
4	Always	35	35%
Total		100	100%
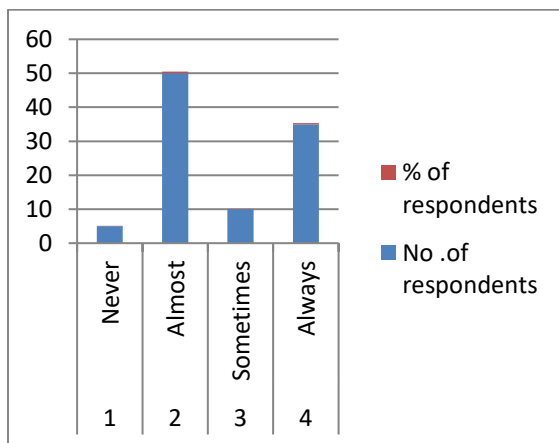
INTERPRETATION

From the above it is inferred that 5% are satisfied with never, 50% are satisfied with almost, 10% are satisfied with sometimes and 35% are satisfied with always.

8. FINDINGS & SUGGESTIONS

1) The business should put into action ERP program for better decision building regarding for protection.
2) They should install Login program, Consumer id & security password for protection factors.
3) There should install protection software program like antivirus for maintaining protection.
4) They should provide a organized & correct training to the consumer of the program.

9. CONCLUSION

HRIS is very important application for the expansion of the company. The system helps keeping the records of employee's attendance, payroll manager & all functioning of HR. this existing system is usually needful but some employees requires to change as per requirement. By proper training to employees it can help to reduce all the paper work. The need for the human resource function & HRIS is usually increasing day by day and it seems to benefit in future

I have been lucky enough to be given multiple assignments of varied nature and complexities, which gave me an opportunity to try out new avenues of marketing and also to analyze their effectiveness for procuring customers and maintaining long term bonds with them. The training has provided me sufficient knowledge of the HRIS software program, its information and several quests supplied. Aside from all this, I possess discovered to utilize several technology for advertising and building consumer romantic relationships in the Internship Plan.

I actually am grateful to my firm instruction, for generally getting supportive and encouraging me from period to period. No job acquired been designated to me, without correct training and understanding of the subject matter.

I actually would like to conclude by telling that the summer months internship plan has given me knowledge, functioning knowledge in corporate and also the skill of completing the given focus on in the allotted period.

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A STUDY ON QUALITY OF WORK LIFE AT MY HOME INDUSTRIES LIMITED

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ABSTRACT

The expression denotes the favorableness or even favorableness of a entire job environment for individuals. QWL programs are just another way in which associations recognize their duty to come up with jobs and working conditions which are excellent for individuals in addition to for financial health of the business.QWL means having great oversight, fantastic working conditions, very good pay and benefits and an intriguing, challenging and satisfying job. High QWL is searched via an employee relations doctrine that promotes the usage of QWL attempts, which can be systematic efforts by a company to provide employees greater chances to influence their jobs and their contributions into their organization's overall effectiveness.

Keywords:-Quality of work life, Human Resources, Management, Organization

1. INTRODUCTION

The components in an ordinary QWL program comprise open communications, honorable reward systems, an issue for worker job security and fulfilling professions and involvement in decision making. QWL programs typically emphasize development of worker skills, the decrease of occupational strain and the growth of co-operative labor-management relations. Vigorous National and global rivalry drive associations to be productive. Proactive supervisors and human resource departments react to the challenge by discovering new methods to better productivity. Human resource departments are involved with attempts to enhance Productivity through changes in worker relations. That is, a educated human resource department discovers out how to enable workers to ensure they draw their "brains and wits," typically by obtaining the workers more involved with the decision-making Procedure.

2. OBJECTIVES OF THE STUDY

- To find out reasons for Quality of Work life in My Home Industries Limited
- To see effects of Quality of Work life in My Home Industries Limited
- To find out the way to enhance Quality of Work life in My Home Industries Limited
- To get an insight into present working time policies and policies, in Addition to work life balance issues in My Home Industries Limited
- To Complement Existing base data and Study on working time chiefly based on polls of individual employees and on Literature reviews from My Home Industries Limited

3. SCOPE OF THE STUDY

The reach of QWL motion that initially included only project redesign attempts based since the socio-technical system strategy has slowly widened very much in order to incorporate a vast array of intervention like quality circles, suggestion schemes, worker involvement, empowerment and autonomous work groups etc., they've described in the subsequent pages. While the particular of those intervention change each case the common components in all there intervention Appear to be under

- Restructuring of numerous measurements of the business by instituting a mechanism.

- Concentrate on work group.
- Autonomy in preparation work.
- Concentrate on skill development. Greater responsiveness to worker concern

4. NEED AND IMPORTANCE OF THE STUDY

Today organization has to Be more flexible so that they are equipped their Workforce and enjoy their commitment .Therefore, organizations are required to adopt a Plan to improve the Workers' Quality of Work life'.To Fulfill both organizational objectives and Workers Desires, among the way to Attaining Quality of Work life is through job Designing.

5. LIMITATIONS OF THE STUDY

- Sampling dimension is limited to some particular limited workers
- Because of lack of time that the analysis Couldn't cover all of the workers
- The analysis may not reveal the choices of all of the workers
- Data analysis performed is Totally depending on the information that's gathered from the survey

6. RESEARCH METHODOLOGY

Research may also be described as a systemic and scientific search for possible information as a particular topic. Actually study is an art of scientific evaluation. The goals of study are.

- To achieve the familiarity with a happening
- To ascertain frequency with which something happens or by which it is related to something different.
- To Check the hypothesis of a causal connection between factors

Type of Research:

The research design used in this study is of descriptive research.

Descriptive Research:

It Entails Surveys and fact-finding enquiries of different kinds. The significant intention of the descriptive research is the description of this condition of affairs, since it

exists presently. The main characteristic of this method is that the researcher doesn't have any control over the variables, be can simply report what's going on.

Data Collection

For almost any statistical enquiry the Collection of information or information is completed through principle sources identically i.e., by primary sources and secondary sources of data.

Primary Data

Primary data are those That Are gathered a fresh and For the first time. Main data for the Study is collected through questionnaire and questionnaire can be used closed type.

Secondary Data

The Majority of the data Used for the analysis is secondary in character and has been gathered from the business and in the records of My Home Industries Limited.

7. REVIEW OF LITERATURE

Great Quality of worklife is essential for a company to attract and to retain talented and skilled workers. To be able to live in the competitive market due to Liberalization, Privatization and to decrease the attrition rate of workers the QWL initiatives are quite important. QWL involves vast array of components which are determined by the operation of workers. This paper concentrates and assesses the literature customs that involve QWL.

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A Top quality Of work is vital for businesses to continue to attract and keep employees. QWL is a procedure where organizations recognize their duty to come up with job and working conditions which are great for the worker and company. A successful leader affects the followers at a desirable way to achieve aims. It's evident in the literature distinct leadership styles can impact organization effectiveness and functionality.

The interventions of QWL will efficiently use the worker skills by ensuring excellent involvement and participation of employees. This paper concentrates and investigations the literature findings that entails QWL and Direction styles.

8. DATA ANALYSIS

1) Thought about the career-planning program inside the corporation

Variables	No of respondents	No of respondents in %
Excellent	50	50%
Good	30	30%
Average	20	20%
Poor	0	0%
	100	100%

No of respondents

INTERPRETATION

The above chart reveals that 50 % of the workers believe that the growth and safety chances are outstanding that is that they are absolutely fulfilled.30 % of their workers believe that the

growth and safety chances are great that's they're fulfilled.20 % of the workers believe that their growth and security chances are typical that is they're partly fulfilled.0 % i.e not one of their workers believe that the growth and security chances are poor.

2) Belief about the pay framework in the organization

Variables	No of respondents	No of respondents in %
Excellent	45	45%
Good	20	20%
Average	35	35%
Poor	0	0%
	100	100%

No of respondents

INTERPRETATION

The above graph shows that 45% of the staff feel that the expansion in addition to security opportunities outstanding of which is they are totally satisfied. 20% of typically the employees think that the progress and security opportunities usually are Good that is they will are satisfied. 35% regarding the employees think that typically the growth and security options are Average that is usually these are partially satisfied. 0% i. e none regarding the employees think that typically the growth and security options are Poor.

8. FINDINGS

1. In My House Industries Limited most of the workers are happy with the work environment and working conditions.
2. A number of those Workers are partly fulfilled by the pay structure from the Organization.
3. A number of those Workers are partly happy with the advertising system from the Organization.
4. Just about All the Employees are happy with the leaves supplied from the Organization.
5. Virtually All the Employees are content with the canteen centers from the Organization.
6. Just about All the Employees are content with the transportation facilities offered by the Organization..

9. SUGGESTIONS

1. The Provider should quickly respond to the complaints and

problems of the workers to enhance its relationship and provide confidence among workers.

2. More quality of Work life programs needs to be performed to generate quality in the job for much better improvement in the business.

3. Management should provide enough encouragement to employees to enhance the caliber of their work.

4. The organization must create awareness of the quality of work programs to all the employees

10. CONCLUSIONS

Each Organization to sustain from the business must meet a number of their fundamental requirements and requirements of its workers.To be able to Utilize the most potential of their individual resource, the company

needs to supply them with the highest quality of the working life.Therefore Every organization should upgrade and enhance the quality of work of their workers who make greater contribution to manufacturing, productivity and quality.One from the electronics sector. It has pioneered in several new areas due to its stock of skilled and professional workers. And that was only possible by supplying its workers, fantastic working conditions and welfare centers.

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CUSTOMER SATISFACTION

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ABSTRACT

In this research paper the impact of selected factors on customer satisfaction had been empirically tested. The sample size of the study is 100 and structured questionnaire had been used for collecting primary data. It is mainly found from this research study that customers gather information about two wheelers from friends. The customer satisfaction level of employees is highly influenced by service after sales. The marketing managers can formulate strategies by getting insights from this research study.

KEYWORDS: Customer satisfaction, service after sales, reliability, customer awareness, customer perception, performance.

INTRODUCTION

Customer satisfaction a measurement we use to quantify the degree to which a customer is satisfied with a product, service, or experience. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. Marketing departments in business organizations conduct surveys to assess the level of customer satisfaction. Customer satisfaction is multidimensional construct and it measured by gathering inputs from the customers. The technology in the modern world is supporting organization to perform marketing analytics instantly to know customer satisfaction level. In this research report the customer satisfaction towards two wheelers of selected company had been analyzed.

Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization.Organizations should not assume they know what the customer wants. Instead, it is important to understand the voice of the customer, using tools such as customer surveys, focus groups, and polling. Using these tools, organizations can gain detailed insights as to what their customers want and better tailor their services or products to meet or exceed customer expectations.

OBJECTIVES OF THE STUDY

- ➢ To study the factor associated with customer satisfaction towards two wheelers of selected company.
- ➢ To analyze the association between age group and customer satisfaction.
- ➢ To know the relationship between awareness source and occupation of respondents.
- ➢ To know the impact of service after sales on consumer satisfaction towards two wheelers.
- ➢ To know about the potential of two wheeler market.

HYPOTHASES

H0: There is no significant positive relationship between customer loyalty and customer satisfaction.
H1:There is a significant positive relationship between customer loyalty and customer satisfaction.

LIMITATIONS OF THE STUDY

There are many users of the product but the sample size is only 100. The financial and time constraintshave made to select fewer factors while analyzing customer satisfaction. There are many dimensions for assessing customer satisfaction due to time limitation only few dimensions have been considered.

The opinion of respondents cannot be generalized to other geographical location.

REVIEW OF LITERATURE

The major factors influence consumer behavior during purchase of two wheelers is social factors, cultural factors, personal factors and physiological factors (Reddy, 2011). The demographic variables like age group, gender and occupational status influence consumer behavior towards two-wheelers. Anjum (2013) had conducted empirical investigation on customer satisfaction towards vehicles and mentioned that educational level and occupation have significant impact on consumer behavior. Reddy et al (2016) had explained that disposable of Indian consumers had increased in the recent years and it had created positive purchase intention towards personal vehicles.

Prabakaran and Babu (2012) had analyzed the impact of service gap on customers' satisfaction for two wheelers. It is argued that gap between customer expectations and experience after sales should be reduced or avoided for increasing customers' satisfaction levels. Yuvaraju and Rao (2014) had conducted a study in Tirupati and found that quality service is more important for attaining customer satisfaction towards two wheelers. Kumar and Devi (2018) had explained customers' satisfaction from the perspective of value added services. Recently companies are focusing on value addition for attracting the customers towards their brands. One of the outcomes of consumer behavior is purchase decision and post purchase decision Schifftnan andKanuk, 2007).

Yadav and Joseph (2017) had developed a model to analyze service quality with regard customer satisfaction. They have used the fundamental concept of SERVQUAL measurement scale and used structured equation modeling (SEM) tools for creating a model. Chavan and Changan (2016) had mentioned that India is biggest market for two wheelers and youth give lot of preferences for two wheelers purchase. It is also observed in their study that majority of the consumers pay cash while purchasing two wheelers. Bhargavi (2014) had explained that TVS Motors is having high brand reputation in Indian automobile market.

Venu et al (2018) had described the buyer behavior by comparing two brands. Jha et al (2011) had found that advertising of two wheelers influence consumer behavior. Monga and Chaudhary (2011) had described the intention of consumers towards four wheelers for replacement of two-wheeler. Yogi (2015) had investigated level of product quality based on the dimensions of quality. Customers' priorities when purchasing a two wheeler have been analyzed for different manufacturers using a structured questionnaire. Their study used both an empirical and a fuzzy logic approach to accomplish the research objectives. Among the different brands that are available in the Indian two wheeler market, customers have given priority to high trade-in value, power to climb hilly areas, ease of modification, availability of many accessories, and high pick up during overtaking.

RESEARCH METHODOLOGY

The sample size of the study is 100 and simple random sampling method had been used for collecting primary data. The respondents should be existing users of TVS Motors. The measurement scale consists of six constructs which are measured by using 5 point Likert-type scale anchored from 5 to 1 where means strongly agree and 1 mean strongly disagree. The nominal variables in the measurement scale are age group, occupation, attribute and awareness. The options for each of the nominal variables can be seen in Table 1 of this research report. The primary data had been collected through structured questionnaire with aforesaid variables. The statistical tools used in this study are frequency analysis, descriptive statistics, regression analysis and one-way ANOVA. The tools were implemented on the primary data through statistical software SPSS. Secondary data needed for this study had been collected from books, journal and internet sources.

DATA ANALYSIS

The frequency of each variable from the measurement scale had been shown in following Table 1. Among the 100 respondents in this study majority of them belong to age group of less than 30 years.

Table 1: Frequencies of variables

Variable	Characteristic	Percentage
Age Group	Less than 30 Years	36
	30 to 40 Years	37

	Above 40 Years	27
Occupation	Student	19
	Employee	37
	Own Business	20
	Others	24
Attribute	Low price	29
	Service after sales	19
	Mileage	24
	Brand image	28
Awareness	Friends	45
	Family	11
	Media	30
	Others	14

(Source: Compiled from primary data)

Interpretation

It is found from above Table 1 that out of total 100 participants in this survey 37 percent are employees, 20 percent have own business, 19 percent are students and remaining 24 percent have other kind of occupation. The opinion on product attributes from the respondents have shown that 29 percent give importance for low price, 19 percent have stated that service after sales is important, 24 percent have mentioned that mileage is important and brand image is priority for 28 percent. Among the respondents the awareness about the product had been analyzed and it is found that 45 percent of them have got information from friends, 11 percent from family members, 30 percent from media and 14 percent from other sources of information.

(Source: SPSS Output)

Interpretation

In Table 2 the mean value and standard deviation for each construct had been shown. The mean value for service after sales variable is 4.430 which is highest among the six variables. It shows customers are satisfied with service after sales with regard to TVS Motors. The standard deviation for service after sales is 0.297 which is less compared to the standard deviation values of other variables. The mean value of warranty is low which is 3.63 and it states that customers are not using warrant for the product. The mean value for satisfaction is 4.090 and its standard deviation is 0.304 states that overall customer

satisfaction is high among the respondents for TVS Motors.

Table 3: Coefficients[a]

Model	Un-standardized Coefficients		Standardized Coefficients	t	Sig. (p-value)
	B	Std. Error	Beta		
(Constant)	0.189	1.053		0.179	0.858
Reliability	0.285	0.066	2.285	4.282	0.000
Warranty	0.327	0.083	0.262	3.957	0.000
Appearance	0.270	0.078	1.276	3.441	0.001
Service after sales	0.766	0.120	3.630	6.365	0.000
Performance	-0.035	0.061	-0.038	-0.573	0.568

a. Dependent Variable: Customer Satisfaction
(Source: SPSS Output)

Interpretation

The dependent variable is customer satisfaction and independent variables are reliability, warranty, appearance, service after

Table 2: Descriptive Statistics

	N	Mean	Std. Deviation
Customer Satisfaction	100	4.090	0.304
Reliability	100	3.760	0.605
Warranty	100	3.630	0.485
Appearance	100	4.230	0.617
Service after sales	100	4.430	0.297
Performance	100	4.040	0.665
Valid N (listwise)	100		

sales and performance. The regression test has been shown in Table 3 and their p-values have been observed to test the impact of independent variable on dependent variable. If

Table 5: One-way ANOVA between Age group and Customer Satisfaction

Customer Satisfaction	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Between Groups Within Groups Total	5.042 31.148 36.190	2 97 99	2.521 0.321	7.850	0.001

p-value is less than 0.05 then significant relationship exists between the independent variables and dependent variable. It is observed from Table 3 that reliability, warranty, appearance and service after sales has positive impact on customer satisfaction. The performance of the product does not have any significant association with customer satisfaction. The beta values of the independent variables shows that service after sales is more important and next is reliability.

Table 4: Occupation * Awareness Cross-tabulation

Count

		Awareness				Total
		Friends	Family	Media	Others	
Occupation	Student	19	0	0	0	19
	Employee	28	9	0	0	37
	Own Business	0	0	20	0	20
	Others	0	0	10	14	24
Total		47	9	30	14	100

(Source: SPSS Output)

Interpretation

From above Table 4 the results of cross tabulation between occupation and awareness can be observed. It is found that majority of the employees collect information from friends regarding purchase of two wheelers. Next, studentsare highly dependent on friends for gathering information from friends. Respondents with own business have gained knowledge about two wheelers through media. Overall it is can be stated that people gather information from friends regarding two wheelers compared to other sources of information.

Interpretation

The p-value in the last column of above Table 5 is less than 0.05. Hence it can be stated that there exists an association between age group of respondents and customer satisfaction. One-way ANOVA test had been conducted to analyze the relationship between age group which is categorical variables and customer satisfaction is dependent variables which is continuous variable.

FINDINGS:
- Most of the buyers are professionals and business people using the **TVS Motors**bikes.
- 94% of the respondents purchase new bikes oly.
- Nearly about 85% of the customers feel that the price of vehicle is affordable.

SUGGESTIONS
- It is suggested that some more place should be provided for luggage.
- To provide better service to customers at work shop
- To make the vehicle more spacious inside

DISCUSSION AND CONCLUSIONS

The customer satisfaction towards two wheelers of the selected company is above satisfactory. The company provision of excellent service after sales had enhanced customer satisfaction. The reliability and appearance are most important variables after service with regard to customer satisfaction. It is observed that majority of the respondents are gathering information from friends about two wheelers. Since it is durable product the media could only perform reminder advertising but actual purchase decision is influenced by friends.

- Organizations in automobile industry should provide good service after sales for attaining customer

satisfaction. The warranty is less important compared to better service after sales. Customers are likely to pay for good service therefore it is important to provide excellent service for at least two years for increasing brand image of the product. It can be stated from this study that customer satisfaction is essential for organizations to sustain in the competitive automobile industry. Customer needs and customer satisfaction can be considered as something that is at the centre of every successful business. Every business needs a reason for their customers to buy from them and not their competitors.Customer satisfaction can be used as a metric to manage and improve the businesses and hence it is very important for the marketers and business.

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Cash flow Analysis on Dr.Reddys Laboratory

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ABSTRACT:

Cash flow statement is an important tool to analyze the cash position of a business firm. It can denote changes in cash position during two financial years. It also provides information about the cash receipts and the payments of a business for a given period. It provides notable information that compliments the profit and loss account and balance sheet. Cash flow statement analysis is statement which provides a complete explanation for the change in a firm's cash during a particular period by specify the firm sources and uses of cash during the period from operating, investing and financing activities. It provides convenient information about an entity's activities in generating cash from operations. It informs about programme to repay debt distributed dividends or reinvest to conserve or enlarge its operating capacity. It provides information about its financing activities both debt and equity and about its investment in both fixed assets or current assets other than cash. This Article is based on the practice followed and instruction for its preparation contained in the various text books for the guidance of the students and accountants. It is hoped that the content of this Article would help the readers to understand Cash-flow statement properly.

KEYWORDS: Cash operating activities, investing activities, financial activities

INTRODUCTION:
In financial accounting cash flow statement is a financial statement that shows a company inflows and outgoing cash during a period of time. The cash flow statement showing the movement of cash inflow and outflow of business in a given year. Cash flow statement reports shows business sources and uses of cash and the beginning and ending values for cash and cash equivalents each year. The cash flow management is a concern which should prepare a cash flow statement and should present it for a period of time. This cash flow statement shows the changes in difference between two balance sheet dates. Cash flow statement are prepared guidance with AS-3(Accounting standards-3) of the Institute of Chartered Accountants of India (ICAI), all the registered companies whose financial year ends on march 1996 and thereafter will be required to give cash flow statement along with balance sheet and profit and loss account

REVIEW OF LITERATURE:
Healy et al (1992)use cash flow analysis to traverse the post-merger presentation using a sample of largest 50 mergers in America industries. The results shows that the improved productivity due to mergers superior to higher cash flow returns. And the cash flow returns are appreciably positive related to abnormal stock returns at merger announcement.

Kubr, Marchesi, ilar, Kienhuis, 1998. Starting up. McKinley& Company
Figuring money streams after the anticipating time frame is a great deal more infuriating and unobjective, and along these lines the hazards consider, ascends with each extra years into what's to come. The proceeding with esteem is an answer that says to the money streams after figure period.

OBJECTIVES OF THE STUDY
1.To examine the statement of information of Eidiko Systems Integrators pvt Ltd by means of a cash flow statement which classified cash

flow during the period from operating, investing, and financingactivities.

2. To review growth and working of Eidiko Systems Integrators (P) Limited. 3. To Evaluate and analyze the financial performance of thecompany.

HYPOTHESIS FORMULATION:

H0: There is no critical effect of operating, financing and investing activities. H1: There is a critical effect of operating, financing and investing activities.

RESEARCH METHODOLOGY:

This investigation was led by utilizing necessary and elective information with the day and age of 5 years 2012-13 to 2016-17. In this examination, for the most part additional information is gathered. Additional information has been obtain from the accompanying sources yearly reports, diaries, money streams, other related sites.

SAMPLE SELECTION:

For the purpose of the study DR. Reddy's Laboratories beenselected.

PERIOD OF STUDY:

The study is conducted for a period of five (5) financial years i.e. from 2014 to 2019.

STATISTICALTOOLS:

The fact based investigation method is chosen to break down the income explanations of the organizations under study there are different fact based apparatuses used to break down the information

Changes in working capital, Operating activities, investingactivities, financingactivities.

DATA ANALYSIS AND HYPOTHESIS TESTING:

The data in table 1 to table -5 shows the usage rate DR. Reddy's Laboratories (operating, investing and financing activities). The data were used the t-test paired two sample for means (t-test) formula. The examination is done on DR. Reddy's Laboratories

TABLE1:

NET CASH FLOW	YEAR ENDED 31.3.2019 (In Crores)	YEAR ENDED 31.3.2018(In crores)
Net Cashflow From Operating Activities	2,870.40	1,803.00
Net Cash Used In Investing Activities	-772.7	-1,488.30
Net Cash Used From Financing Activities	-2132.60	-444
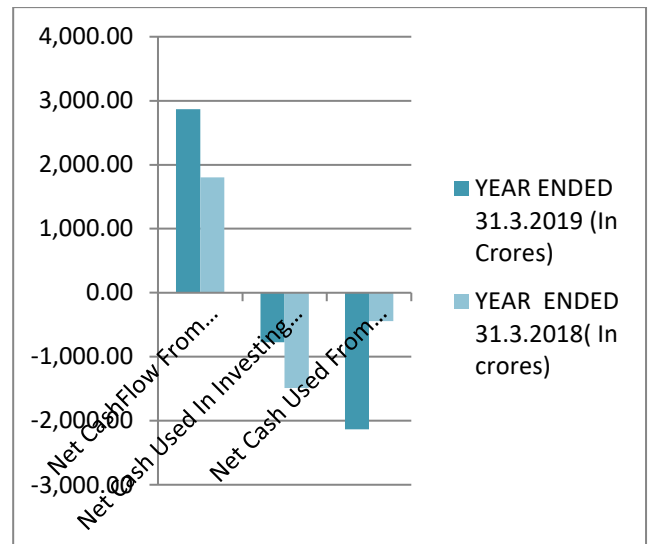
Interpretation :

Table-2

NET CASH FLOW	YEAR ENDED 31.3.2018 (In Crores)	YEAR ENDED 31.3.2017(In crores)
Net CashFlow From Operating Activities	1,803.00	2,144.40
Net Cash Used In Investing Activities	-1,488.30	-1,840.40

Net Cash Used From Financing Activities	-444	-369.2
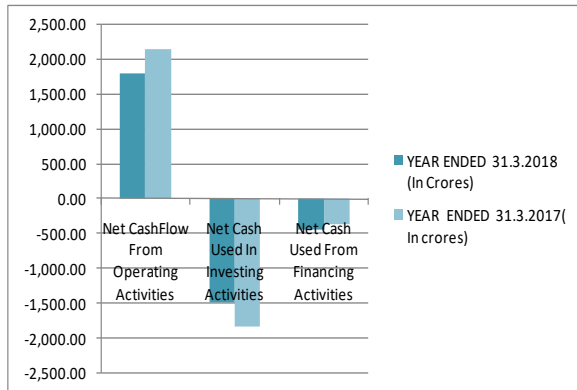
Interpretation:

Table-3

NET CASH FLOW	YEAR ENDED 31.3.2017 (In Crores)	YEAR ENDED 31.3.2016 (In crores)
Net CashFlow From Operating Activities	2,144.40	3,262.60
Net Cash Used In Investing Activities	- 1,840.40	-2,039.40
Net Cash Used From Financing Activities	-369.2	-1,700.10
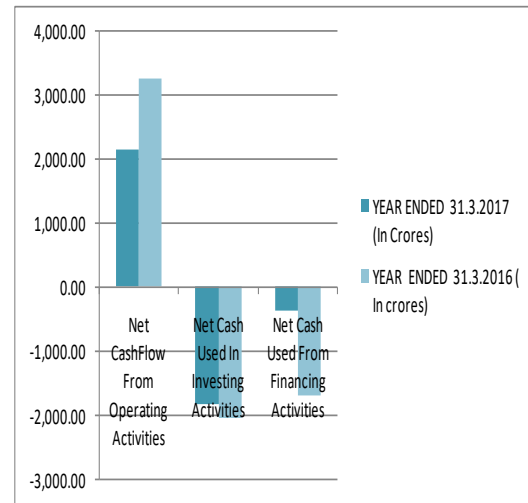
Interpretation:

Table-4

NET CASH FLOW	YEAR ENDED 31.3.2016 (In Crores)	YEAR ENDED 31.3.2015 (In crores)
Net CashFlow From Operating Activities	3,262.60	2,523.50
Net Cash Used In Investing Activities	-2,039.40	-2,264.70
Net Cash Used From Financing Activities	-1,700.10	-433.2
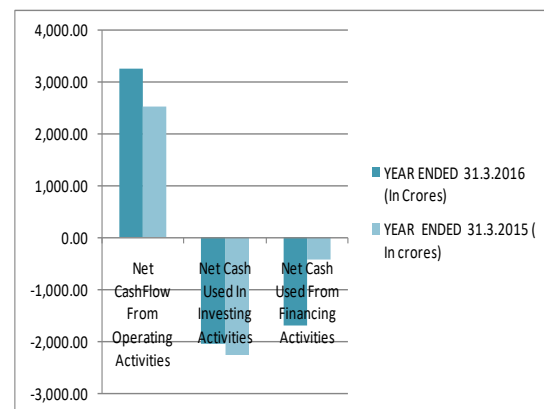
Interpretation:

Table-5

NET CASH FLOW	YEAR ENDED 31.3.2015 (In Crores)	YEAR ENDED 31.3.2014 (In crores)
Net CashFlow From Operating Activities	2,523.50	1,969.70
Net Cash Used In Investing Activities	-2,264.70	-1,694.10
Net Cash Used From Financing Activities	-433.2	-24.2
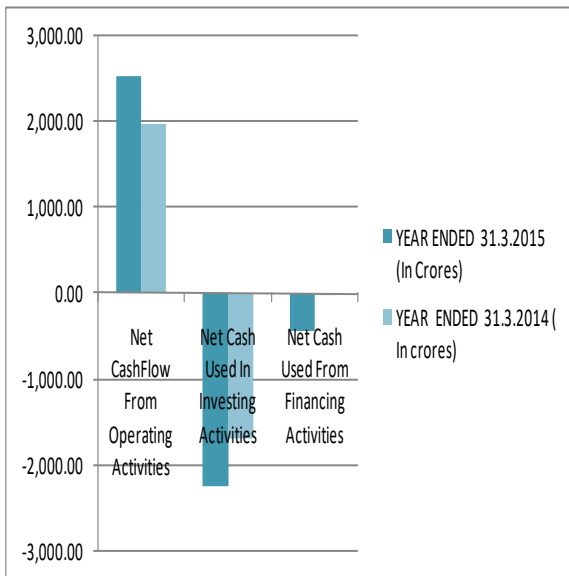
Interpretation:

FINDINGS:

OPERATINGACTIVITIES

The company operating activities has been fluctuating every year wise in trend from 2013 to 2017.in the years 2015 and 2017operating activities (78.79 and 94.72) are high comparing to other years. Net profit of company increased in every year. The company has a higher net profit even after adjustment for working capital changes, even though company has huge amounts of operating activities like inventories and borrowings, it resulted in positive net cash flow from operating activities which issatisfactory.

INVESTING ACTIVITIES:

The company investing activities has been positive in year 2014 i.e. 10.33 remaining all years negative. Which is not satisfactory. The company has a negative cash flow in investing activities, as they have been investing large amounts in rising of assetsonly.

FINANCING ACTIVITIES:

The company financing activities nil in 2013 and 2014 but increased to 36.36 in 2015 then fall down to 0.27 next two years. The company has a negative cash flow from financing activities, where the company has utilized the cash for repaying borrowing and their interest and has invested in rising investments.

CONCLUSION:

By analyzing the topic "CASH FLOW STATEMENT ANALYSIS"
I infer that the organization is concentrating more payables like acquiring the settled resources, borrowing which is resulting in payments of interest for that loans, sundry payables but are not able to turn cash from loans and advances given and sundry receivables.Cash flows are huge in operating activities, which is decreasing working capital of the company and diminishing the net cash flow of the company influence the operational efficiency of thecompany.This project report assist me to get good knowledge on analysis of cash flow statement and how to utilize the cash surplus in the business to improve the efficiency of the business

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COMPARATIVE ANALYSIS OF SECTORAL INDICES WITH NSEINDEX

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Abstract: The Indian capital Market has witnessed a tremendous growth. There was an explosion of investor interest during the nineties and an Equity Guilt emerged in statutory legislations has helped the capital market. Foreign Exchange regulation act is one such legislation in this direction. An important recent development has been the Entry of Foreign Institutional investors are participants to the primary and secondary markets for the securities. In the past several years, investments in developing countries have increased remarkably. Among the developing countries India has received considerable capital inflows in recent years. The liberalization policy of the government of India has now started fielding results and the country is poised for a big leap in the industrial and economic growth. The Economy of the country is mainly based on the development of the corporate sectors. A better understanding of the stock market trend will facilitate allocation of financial sources to the most profitable investment opportunity. The behavior of stock returns will enable the investors to make appropriate investment decisions. The fluctuations of stock returns are due to several economic and non-economic factors. The study is aimed at ascertaining the behavior of share returns. This project analyses the equity share fluctuations in India Selected Industry. It also measures the strength of the trend and the money involved in investing in the stocks. Simple moving average model is applied for selected companies which would give the investor a sell signal or buy signal.
Key words: NSE Indices, Nifty 50, Comparative Analysis, Returns, Risk, Correlation.

I. INTRODUCTION

The Indian capital Market has witnessed a tremendous growth. There was an explosion of investor interest during the nineties and an Equity Guilt emerged in statutory legislations has helped the capital market. Foreign Exchange regulation act is one such legislation in this direction. An important recent development has been the Entry of Foreign Institutional investors are participants to the primary and secondary markets for the securities. In the past several years, investments in developing countries have increased remarkably. Among the developing countries India has received considerable capital inflows in recent years. The liberalization policy of the government of India has now started fielding results and the country is poised for a big leap in the industrial and economic growth. The Economy of the country is mainly based on the development of the corporate sectors.

II. OBJECTIVES OF THE STUDY

➢ To study the analysis of price movement of shares and company performance with respect to Information Technology
➢ To study the various factors affecting the price movement of shares and company performance.
➢ To analyze the performance of select companies in IT industry
➢ The research report can be used by the organization to assist the investors in making investment decisions.

In order to accomplish the primary objectives the following secondary objectives are to be accomplished:

> To understand fundamental and technical analysis.

III. RESEARCH METHODOLOGY

Type of Study:
The project will be exploratory in the initial stage and the knowledge thus gained will be used for further descriptive research.

Data:
The project is done using secondary data.

Sample Size:
2 IT companies listed in the N Stock Exchange. **HCL & INFOSYS**

Sampling Design:
The companies for the project shall be selected using Convenience Random Sampling.

IV. LIMITATIONS:

The analysis is fully based on secondary data and hence the accuracy of data is a major concern.

Only three companies are selected for analysis because of time constraints.

Analysis helps the investor in making investment decisions but not every investment is entirely dependent on the analysis alone.

Some important concepts would have been left uncovered in the project due to lack of data availability and the project has to be completed in a short span of time.

V. ANALYSIS OF STUDY

MEAN, SD,VARIEANCE INFOSYS

DISCRPTIVE ANALYSIS	
Mean	0.31
Standard Deviation	3.15
Sample Variance	9.95

MEAN, SD, VARIEANCE

DISCRPTIVE ANALYSIS	
Mean	0.31
Standard Deviation	3.15
Sample Variance	9.95

MEAN, SD, VARIEANCE

DISCRPTIVE ANALYSIS	
Mean	0.68
Standard Deviation	2.72
Sample Variance	7.39

MEAN, SD, VARIEANCE

DISCRPTIVE ANALYSIS	
Mean	-1.31
Standard Deviation	3.60
Sample Variance	12.96

MEAN, SD, VARIEANCE HCL

DESCRIPTIVE STUDY	
Mean	1.08
Standard Deviation	2.17
Sample Variance	4.70

MEAN, SD, VARIEANCE HCL

DESCRIPTIVE STUDY	
Mean	-2.11
Standard Deviation	5.89
Sample Variance	34.67

MEAN, SD, VARIEANCE HCL

DESCRIPTIVE STUDY	
Mean	-0.96
Standard Deviation	3.33
Sample Variance	11.11

MEAN, SD, VARIEANCE HCL

DESCRIPTIVE STUDY	
Mean	1.08
Standard Deviation	2.17
Sample Variance	4.70

FUNDAMENTAL ANALYSIS FOR HCL
Table attached at the end
CURRENT RATIO: CA/CL

YEARS	CURRENT ASSETS	Current Liabilities	RATIO
Mar '19	12,876.05	3,886.96	3.31
Mar '18	12,491.34	4,395.19	2.84

Mar '17	11,150.81	4,914.06	2.27
Mar '16	5,599.88	3,748.66	1.49
Mar '15	3,133.61	2,613.79	1.20

INTERPRETATION:

The current ratio is used extensively in financial reporting. However, while easy to understand, itcan be misleading in both a positive and negative sense - i.e., a high current ratio is not necessarily good, and a low current ratio is not necessarily bad. Here the current ratio is satisfactory in the years 2019 & 2018,

HCL EPS analysis ratios FIVE YEARS	
YEARS	Earnings Per Share
Mar '19	33.62
Mar '18	45
Mar '17	85.66
Mar '16	53.32
Mar '15	28
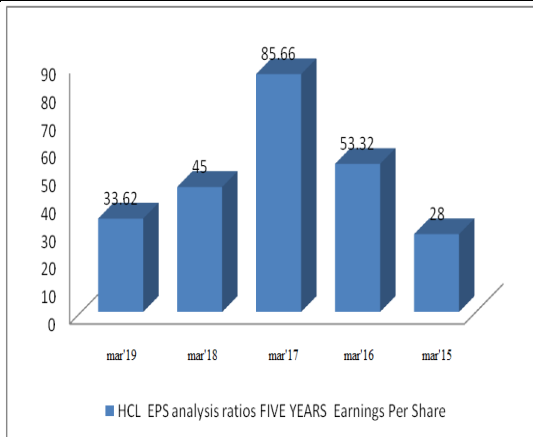
INTERPRETATION:

- ➢ EPS Is Very Important For Estimating Yearly Income Positions For Any Company Performance.
- ➢ It reveals every year growth of the company.
- ➢ 20147was highest % of income generated by HCL (85.66)

FUNDAMENTAL ANALYSIS FOR INFOSYS

------------------- in Rs. Cr. ----------- BALANCE SHEET --------					
	Mar '19	Mar '18	Mar '17	Mar '16	Mar '15

	Mar '19	Mar '18	Mar '17	Mar '16	Mar '15
Sources Of Funds					
Total Share Capital	1,148.00	1,148.00	574	286	287
Equity Share Capital	1,148.00	1,148.00	574	286	287
Reserves	66,869.00	56,009.00	47,494.00	41,806.00	35,772.00
Net worth	68,017.00	57,157.00	48,068.00	42,092.00	36,059.00
Total Liabilities	68,017.00	57,157.00	48,068.00	42,092.00	36,059.00
Application Of Funds					
Gross Block	16,210.00	14,709.00	12,827.00	10,374.00	8,029.00
Less: Accum. Depreciation	7,605.00	6,461.00	5,480.00	4,642.00	3,576.00
Net Block	8,605.00	8,248.00	7,347.00	5,732.00	4,453.00
Capital Work in Progress	1,247.00	934	769	954	1,135.00
Investments	24,977.00	11,113.00	6,857.00	6,717.00	4,344.00
Sundry Debtors	10,960.00	9,798.00	8,627.00	7,336.00	6,365.00
Cash and Bank	19	29	27	24	20

Balance	,153.00	,176.00	,722.00	,100.00	,401.00
Total Current Assets	30,113.00	38,974.00	36,349.00	31,436.00	26,766.00
Loans and Advances	14,943.00	13,498.00	10,491.00	7,873.00	6,330.00
Total CA, Loans & Advances	45,056.00	52,472.00	46,840.00	39,309.00	33,096.00
Current Liabilities	11,518.00	6,801.00	5,700.00	4,503.00	3,181.00
Provisions	350	8,809.00	8,045.00	6,117.00	3,788.00
Total CL & Provisions	11,868.00	15,610.00	13,745.00	10,620.00	6,969.00
Net Current Assets	33,188.00	36,862.00	33,095.00	28,689.00	26,127.00
Total Assets	68,017.00	57,157.00	48,068.00	42,092.00	36,059.00
Contingent Liabilities	3,033.00	1,512.00	1,461.00	1,020.00	1,693.00
Book Value (Rs)	296.12	248.84	418.54	736.64	627.95

PROFIT & LOSS ACCOUNT OF INFOSYS

------------------ in Rs. Cr. --------------------					
	19 - M ar	18 - M ar	17 - M ar	16 - M ar	15 - M ar
INCOME					
Revenue From Operations [Gross]	59,289.00	53,983.00	47,300.00	44,341.00	36,765.00
Revenue From Operations [Net]	59,289.00	53,983.00	47,300.00	44,341.00	36,765.00
Total Operating Revenues	59,289.00	53,983.00	47,300.00	44,341.00	36,765.00
Other Income	3,062.00	3,009.00	3,337.00	2,576.00	2,215.00
Total Revenue	62,351.00	56,992.00	50,637.00	46,917.00	38,980.00
EXPENSES					
Operating and Direct Expenses	6,044.00	6,029.00	4,284.00	3,990.00	2,969.00
Employee Benefit Expenses	30,944.00	28,206.00	25,115.00	24,350.00	19,932.00
Depreciation andAmortization Expenses	1,331.00	1,115.00	913	1,101.00	956
Other Expenses	5,094.00	3,985.00	3,939.00	3,474.00	2,849.00
Total Expenses	43,413.00	39,335.00	34,251.00	32,915.00	26,706.00
Profit/Loss Before Exceptional, Extraordinary Items and Tax	18,938.00	17,657.00	16,386.00	14,002.00	12,274.00
Exceptional Items	0	3,036.00	412	0	83
Profit/Loss Before Tax	18,93	20,69	16,79	14,00	12,35

	8.00	3.00	8.00	2.00	7.00
Tax Expenses-Continued Operations					
Current Tax	5,068.00	4,898.00	4,537.00	4,063.00	3,361.00
Deferred Tax	52	9	97	-255	-120
Total Tax Expenses	5,120.00	4,907.00	4,634.00	3,808.00	3,241.00
Profit/Loss After Tax and Before Extraordinary Items	13,818.00	15,786.00	12,164.00	10,194.00	9,116.00
Profit/Loss from Continuing Operations	13,818.00	15,786.00	12,164.00	10,194.00	9,116.00
Profit/Loss for The Period	13,818.00	15,786.00	12,164.00	10,194.00	9,116.00

CURRENT RATIO: CA/CL

YEARS	CURRENT ASSETS	Current Liabilities	RATIO
Mar '19	30,113.00	11,518.00	2.61
Mar '18	38,974.00	6,801.00	5.73
Mar '17	36,349.00	5,700.00	6.38
Mar '16	31,436.00	4,503.00	6.98
Mar '15	26,766.00	3,181.00	8.41
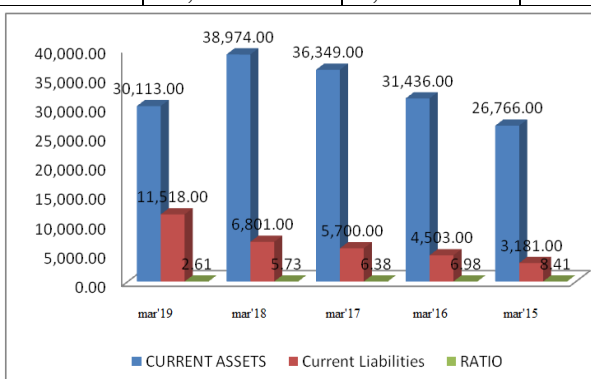
INTERPRETATION:

The current ratio is used extensively in financial reporting. However, while easy to understand, it can be misleading in both a positive and negative sense - i.e., a high current ratio is not necessarily good, and a low current ratio is not necessarily bad. Here the current ratio is satisfactory in the years 2017 & 2016

INFOSYS EPS analysis ratios FIVE YEARS	
YEARS	Earnings Per Share
Mar '19	60.16
Mar '18	68.73
Mar '17	105.91
Mar '16	178.39
Mar '15	158.76
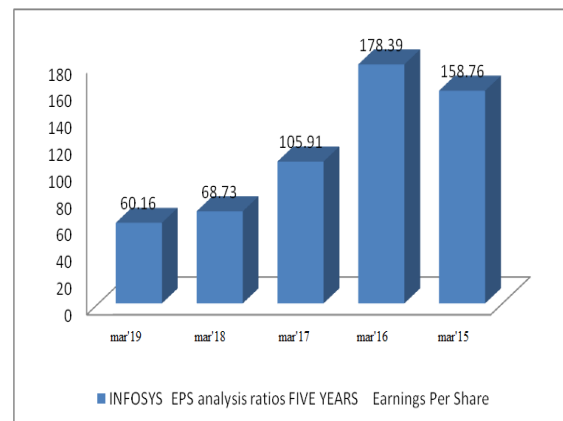
INTERPRETATION:

➢ EPS Is Very Important For Estimating Yearly Income Positions For Any Company Performance.
➢ It reveals every year growth of the company.
➢ 2013 was highest % of income generated by INFOSYS (178.39)

VI.   CONCLUSION:

INDIAN IT INDUSTRY: The industry has recovered from the global slowdown and started to make good returns and the industry is expected to grow in the future years. So investment in the IT companies is good for long term.

➢ From the fundamental analysis we can conclude that the company is strong in its fundamentals and has a good future value.
➢ From the technical analysis we can conclude that the prices are in uptrend even though the MACD shows a bearish signal line crossover because the MACD is above zero. So the prices are expected to rise in the near future.
➢ From the fundamental analysis we can conclude that the company is strong in its fundamentals and has a good future value.

- From the technical analysis we can conclude that the prices are in uptrend and since EMAs are moving closer and the stock is highly volatile. The ROC is negative which shows a bearish signal. But we can see that the MACD is above its signal line. So there is strong upward momentum, but the prices may fall very soon but will rise again.
- From the fundamental analysis we can conclude that the company is strong in fundamentals and prices are expected to rise in the future.
- From the technical analysis we can see that the EMAs are rising. We can also notice that the MACD, ROC and RSI also show bullish momentum. So, we can conclude that the prices will rise in the short term.

VII. FINDINGS

High current ratio is not necessarily good, and a low current ratio is not necessarily bad. Here the current ratio is satisfactory in the years 2017 & 2018,

- 2019 was highest % of income generated by HCL (85.66)
- EPS Is Very Important For Estimating Yearly Income Positions For Any Company Performance.
- It reveals every year growth of the company.
- It reveals every year growth of the company.
- 2018 was highest % of income generated by INFOSYS (179.39)

I found that **Infosys** The current ratio is used extensively in financial reporting. However, while easy to understand, it can be misleading in both a positive and negative sense - i.e., a high current ratio is not necessarily good, and a low current ratio is not necessarily bad. Here the current ratio is satisfactory in the years 2018 & 201

VIII. SUGGESTIONS

→ Fundamental analysis is one of the most often overlooked techniques of stock picking.

→ Many investors eschew fundamental analysis in favor of the flashier technical analysis made so famous by chartists over the years. Stock market charts are now animated wonders, so who doesn't love looking at them,

especially since it's a lot easier than actually pouring through SEC statements adding up the numbers.

→ But fundamental analysis never really completely goes out of style, because many of history's greatest investors, such as the greatest of all, Warren Buffett have practiced fundamental analysis as strictly as a devout person practices religion.

→ The reason great investors believe in fundamental analysis is because it's a great model of how things work.

→ Companies report on financial operations that are best explained by numbers. Analyzing the numbers rigorously, and placing personalities aside, gives a stock analyst the chance to really get a feel for how the company is doing. Why listen to hyped up PR statements when you can clearly see what a company really did, as reported by them in their statement of operations.

→ Apart from the analysis done, stocks can be analyzed on the basis of various other indicators of technical analysis or on the basis of the fundamental analysis.

→ The index considered here is not alone the best investment avenue available. Even other stock of other indexes may yield good returns.

→ The technical indicators can be utilized even for the study of Derivatives market and even for the commodities market etc.

→ The opportunity cost of capital and the returns from investing elsewhere can be calculated and compared with the investment made in stocks.

→ Apart from the factors explained in the project which would affect the stock market, many other factors also may exist.

X.HYPOTHESIS

H0 – there is no significant relationship between sectoral indices and market index. H1 - there is a significant relationship between sectoral indices and market index.

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A STUDY ON ORGANIZATIONAL CLIMATE
AT
BAJAJ ALLIANZ

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ABSTRACT

The paper examines the influence of the organization's overall organizational climate on employee performance. It is a thorough study on preparing the organizational climate to participate and reach its future goal in stability of business environment. Organizational climate refers to the perceptions of employees about their business environment or internal work setting of their organization. A good climate is a prerequisite for the success of every organization. The key is to improve the job satisfaction inside the organization, as we realize that employees are the most essential capital that can support the supportability of an Organization. The study intends to discover the influence of organizational climate on job satisfaction in Bajaj Allianz. As I had taken the sample size as 100 from 138members with a ratio of 1:1:38.In this study I used statistical tool as chi-square. Variables which are used in this study are organization climate as independent variable and job satisfaction as dependent variable

Key words: Organizational climate, job satisfaction, employee performance environment.

I. INTRODUCTION

Organization climate consists of particular values, norms, policies, attitudes, feelings, procedures, interactions, satisfaction and supportiveness so that can influence to work motivation, commitment, individual performance and group performance of the employee. Positive climate help the employee to encourage, while negative climate has a impact to discourage the employees.

'Organizational climate' is basically refers to the working climate environment

"Climate for the ability to see the characteristics of an organization"

Basically, organizational climate reflects to the individual person's perception of the organization

II. OBJECTIVES OF THE STUDY

1) To study in detail about the organization climate at Bajaj Allianz (Hyderabad)
2) To examine the factors related to the organization climate at Bajaj Allianz
3) To analyze the job satisfaction of the employee towards the organization climate at Bajaj Allianz

III. REVIEW OF LITERATURE

1) WORK BY JAGAJOTHI

Jegajothi (2015) had studied the connection between organizational climate and job satisfaction. The examination distinguished that there is sure relationship between organizational climate and job satisfaction and the organizational climate which influence and increase the organization effectiveness. The examination also found that working environment conduct, laborer profitability, work responsibility, work level, work status, promotions, worker preparing, employee training, employee rewards and representative prizes and so study have the positive relationship with inspiration, motivation and performance of employee. The investigation shows that the work duty helps the employee to work on a regular basis, good decision making and great dynamic.

2) WORK BY LAKSHMANAN

Lakshmanan (2014) had considered the organization climate and employee performance in selected public sector ventures

in Tamilnadu. The investigation had used different organizational climate measurements, for example, laborers' demeanor, workers attitudes, work attributes, working conditions, individual strategies, managerial structure and approaches, execution – reward relationship, participative management, external influence, social qualities and new innovation examination. The findings of the examination reveal that the organizational climate impacts the powerful execution of workers in an organization since it is identified with inspiration, motivation, job satisfaction and work fulfillment.

3) WORK BY MOHANTY

Mohanty (2012) had study the HRD atmosphere and its effect on work execution in private Insurance agencies in Odisha. The examination made an attempt to analysis the level of HRD climate pleasing in five private Insurance agencies specifically, Max New York Life Protection Co. Ltd., Birla Sun life insurance company Ltd., HDFC Standard Extra life insurance Ltd., Tata AIG life insurance company Ltd., and Bajaj Allianz life insurance company . In this examination, the HRD climate questionnaires (Rao and Abraham) and North Carolina Rating Scale (measuring job performance) was utilized. The examination has distinguished that there is acceptable/normal HRD climate and normal job performance in the private Protection sector in Odisha. The examination has concluded that there is huge connection between HRD climate and job performance.

4) WORK BY SOFIA SHERMAN

Sofia Sherman, et.al, (2018) have explored the difficulties influencing the achievement of IAC: stakeholder involvement. To this end, we propose a vision for utilizing organizational climate hypothesis toward an effective management of IAC in programming building research or software engineering research. The above investigation establishes the framework for our vision that organization climate may fill in as a powerful methods for tending to the discussed challenges. We recommend that creating measures of organization research coordinated effort atmosphere.

5) WORK BY VIJAYABANU

According to Vijayabanu, et.al, (2017) both the business and worker accepts Positive organizational climate. A positive organization climate impacts motivates hence expanding employee performance. This present investigation concentrated on examining the relationship between organizational climate factors, for example, supervisory style, part struggle, part self-governance, receptiveness, part quality, association backing and work responsibility. The information was gathered from one hundred employees in a private sugar producing organization. Structural equation model utilizing Smart-PLS was utilized to break down the information. It was discovered that all five independent factors emphatically anticipated worker's work responsibility aside from part quality. The R2 estimation value of this model is 67.2%. This shows the effect of six independent factors towards work responsibility. The limitation and scope for future research have too been examined.

IV.   RESEARCH METHODOLOGY

Research Approach is the system of orderly assessment of any organization issue it oversees investigates organization, information assortment strategy, reviewing plan, testing procedure. Research infers a legitimate and exact mission for suitable information on a specific subject. Research is a careful assessment or requesting especially through mission for new real factors in any piece of information. Research contains describing and re-examining issues, characterizing hypothesis or suggested plan, gathering, sifting through and surveying data, making determinations and showing up at goals, lastly carefully testing the closures to choose if they fit the detailing hypothesis. Methodology is described as "the examination of systems by which we gain information, it oversees learned strategies constrained on examine to the issue rising up out of the possibility of its point".

V.   METHODS   OF   DATA   COLLECTION

PRIMARY DATA

The primary source of data collection were information from the representatives

SECONDARY DATA

The secondary sources of data collection were information obtained from books, journals, articles, magazines, websites and contacts with resource persons.

SAMPLE SIZE

A sample of 100employees is taken for the study

RESEARCH TOOLS

The research tool which is used for the research purpose is a set of questionnaire.

STATISTICAL TOOL

The statistical tool which is used for the research purpose is chi square test

Variables: Independent variable – organization climate

Dependent variable - job satisfaction

VI. DATA ANALYSIS AND INTERPRETATION

Table 1: Are you happy with your working hour?

Particular	No of Respondents	% of respondents
Yes	88	88
No	12	12
Total	100	100
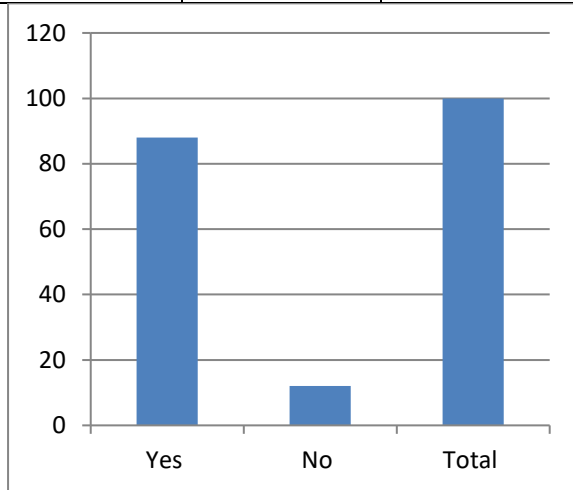
INTREPRETATION:

From the above table and graph represent that out of 88%of respondents expressed yes and 12% of respondents expressed that the working hours are not happy for them in the organization.

Table 2: Does the organization is easy to adopt?

Particular	No of Respondents	% of respondents
Yes	48	48
No	52	52
Total	100	100
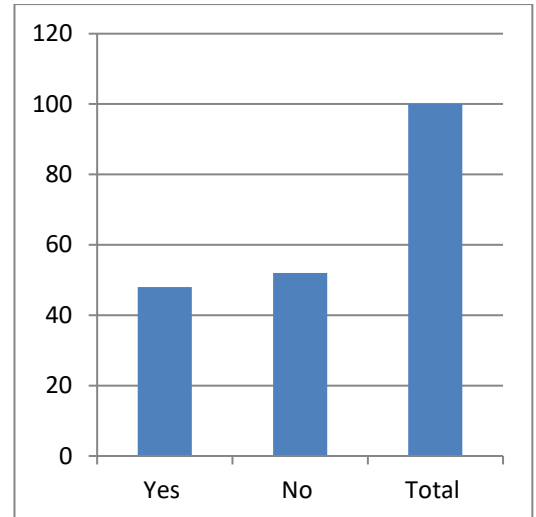
INTERPRETATION:

From the above table and graph represent that out of 48%of respondents expressed yes and 52% of respondents expressed that the organization is not easy to adopt.

Table 3: Does the organization is flexible to work?

Particular	No of Respondents	% of Respondents
Yes	56	56
No	44	54
Total	100	100
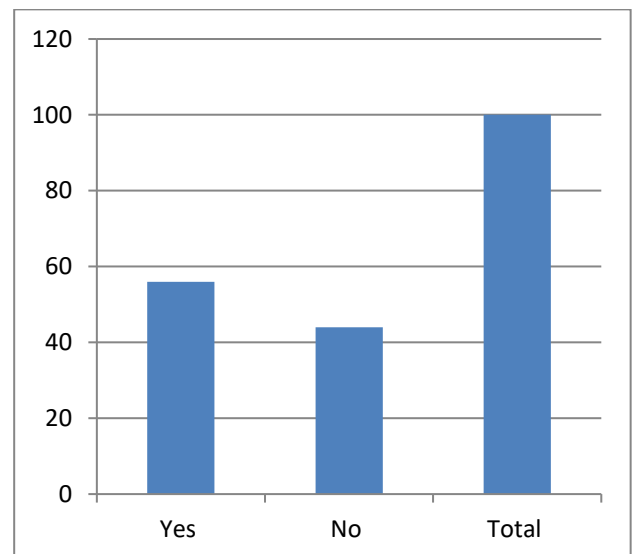
INTREPRETATION:

From the above table and graph represent that out of 56%of respondents expressed yes and 44% of respondents

expressed that the organization is not flexible to work.

Table 4: Do you have a good relationship with your colleagues?

Particular	No of Respondents	% of Respondents
Yes	83	83
No	17	17
Total	100	100
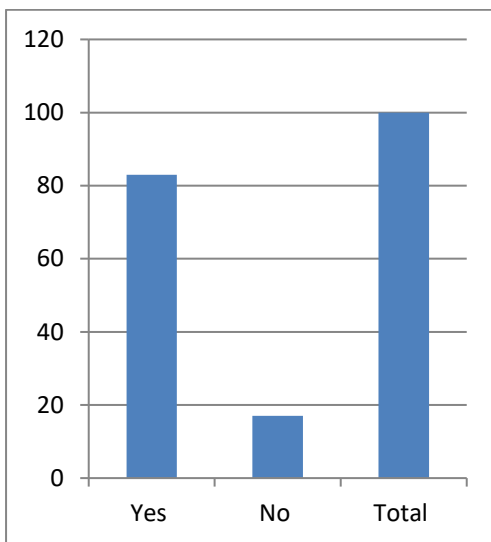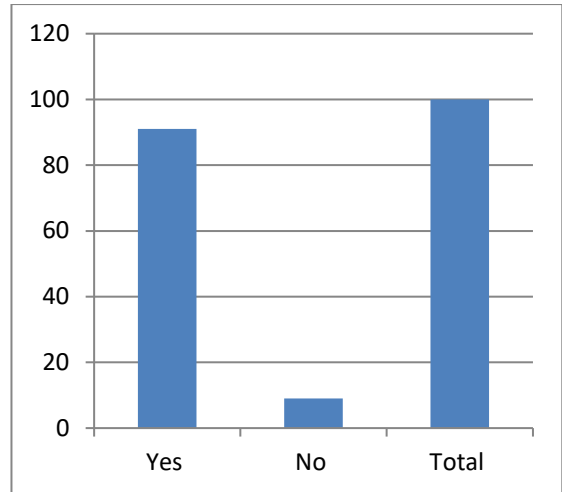
INTREPRETATION:

From the above table and graph represent that out of 83% of respondents expressed yes and 17% of respondents expressed that they were not having a good relationship between them.

Table 5: Does the organization is helpful to learn new things?

Particular	No of Respondents	% of Respondents
Yes	91	91
No	9	9
Total	100	100

INTREPRETATION:

From the above table and graph represent that out of 91% of respondents expressed yes and 9% of respondents expressed that the organization is not helpful to learn new things.

VII. **STATISTICAL ANALYSIS HYPOTHESIS**

H0: There is no significant relationship between organizational climate and job satisfaction

H1: There is a significant relationship between organizational climate and job satisfaction

Does the organization is flexible to work?

Particular	No of Respondents	% of Respondents
Yes	56	56
No	44	54
Total	100	100

INTREPRETATION:

From the above table it represent that out of 56% of respondents expressed yes and 44% of respondents expressed that the organization is not flexible to work.

Does the organization is easy to adopt?

Particular	No of Respondents	% of respondents
Yes	48	48
No	52	52
Total	100	100

INTERPRETATION:

From the above table and graph represent that out of 48%of respondents expressed yes and 52% of respondents expressed that the organization is not easy to adopt.

CHI SQUARE TEST

Observed	Expected	$(O-E)^2$	$(O-E)^2/E$
56	51	9	0.18
44	51	9	0.18
48	49	9	0.18
52	49	9	0.18

CHI SQUARE TEST:
CHI SQUARE TEST: 0.7
BOOK VALUE: 7.815

Interpretation:
Chi square value is 0.7 than is less than the book value7.815, where we can reject the hypothesis and accept the null hypothesis. Hence it is proved that there is a relation between organization climate and job satisfaction.

FINDINGS
1) It is observed that table out of 56%of respondents expressed yes and 44% of respondents expressed that the organization is not flexible to work
2) It is observed that out of 48%of respondents expressed yes and 52% of respondents expressed that the organization is not easy to adopt.

SUGGESTIONS
Decide system for information assortment .There are different approaches to gather information, for example, eye to eye talk with, calls and centre gatherings. Here and there representatives might be progressively happy with utilizing a mysterious hierarchical atmosphere evaluation program is to utilize server based online devices to permit respondents to take the overviews behind the security of their own work or home PC

CONCLUSION
A sound climate is a since quite a while ago run suggestion. Chairman need to embrace an advantage system to climate, inferring that they take since quite a while ago run viewpoint of air as a progressive asset. Various feel that legitimate environment is an underhanded determinant of lead in a natural sense. The people impression of what are out there goes about as a coordinating or mediating variable between definitive lifts and resultant lead

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A STUDY ON INITIAL PUBLIC OFFERING OF COMPANIES LISTED IN NSE
AT
INDIABULLS SECURITIES LIMITED

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ABSTRACT:

The purpose of this study is to provide an overview of the IPO. The fewer numbers of companies going public in recent years has raised many questions regarding the IPO process, in both academic and regulatory circles. As we all strive to understand these changes in the market, it is especially important to understand the dynamics underlying the IPO process. If the process of going public is too costly or the IPO mechanism is plagued by too many conflicts of interest among the various intermediaries, then private companies may rationally choose other methods of raising capital. In a related vein, it is imperative that new regulations not be based on research focusing solely on large, more mature firms. Newly public firms have unique characteristics, and an increased understanding of such issues will contribute positively to well-functioning public markets and further growth of the entrepreneurial sector.

This study attempts to provide new evidence on the first-day IPO market performance using a set of IPOs newly listed between January 2018 to December 2019 on national stock exchange(NSE). The study examines how a change in the institutional arrangements that govern the pricing of IPOs, from the traditional fixed price approach to the building of a book, affects the level of under pricing. It also extends the literature on under pricing by comparing under pricing under the two pricing method.

The study adds new evidence to the existing literature on IPOs in a significant manner. Firstly, in consistence with the 'hot issue markets' theory (Ibbotson and Jaffe, 1975; Ritter, 1984), it highlights that on the main board of the Indian Exchange, IPO under pricing increased in 2007. The empirical findings indicate a significant mean positive under pricing (14.45 %); nonetheless, 60% of IPOs in the sample are initially overpriced. Secondly, in contrast with Giudici and Paleari (1999), the study finds no evidence that there is difference in under pricing between fixed price and book built offers.

Keywords: India, Under pricing, Price Support, Initial Public Offering, Indian Stock Exchange, Book Building, Fixed Price Offering

Introduction:

The performance of book building vis-a-vis fixed-price Initial Public Offerings (IPOs) is a well researched area. Both offering methods lead to under pricing. Under pricing of IPOs, as referred to in the literature, is one of the anomalies observed in the primary markets all over the world.1 The term refers to the positive initial returns over the offer to listing dates of the new issues. Although the evidence on IPOs' long-run underperformance is mixed, the most striking and widely diffused empirical regularity is the initial under pricing, i.e. the positive first-day returns. It appears that the prime factor causing IPO under pricing is asymmetric information (Rock, 1986; Ritter and Welch, 2002). There are other explanations such as conflict of interest and agency problems (Ljungqvistand Wilhelm, 2003; Loughran and Ritter, 2003) and the signalling role (Allen and Faulhaber, 1989).Many of these explanations are likely to be true for emerging economies as well, routed as they are in theory; there could be

institutional features that might impinge on both the causes and the extent
of under pricing in these countries. Hence, it would be interesting to study an emerging economy like India where a large number of companies went public to finance their expansion in the presence of perverse under pricing. Moreover, international evidence suggests that book-building issues expect to have lower under pricing than fixed-price issues. In Indian IPO markets, book-building mechanism since 1999 has gained popularity particularly for relatively larger IPOs. Traditionally, Indian IPOs used to be fixed-price
offerings, wherein prices of the stocks on offer were determined prior to seeking investors' bids.

While book building has become increasingly popular especially for large issues, smaller issues by relatively small firms continue to be offered on fixed-price basis. Indian IPO markets thus provide a natural setting to understand whether there are any systematic differences in under-pricing and long-run performance of the IPOs following fixed-price as opposed to book-building method.

It is thus very important to examine price performance of Indian IPOs at the time of listing for various reasons.

First, the changes in the pricing regulations along with the boom and slump (hot and cold phases) in the IPO market over the past decade have made India a very important and interesting destination for such studies. The Indian institutional arrangements, in common with those in other markets, have evolved with a movement away from the traditional method of offering shares at a pre-determined fixed price, towards a book-building method. Fixed-price mechanism was used to price IPOs until 1999.

The fixed-price mechanism coupled with widespread under pricing led to a situation where investors resorted to manipulations to increase the odds of getting the shares allocated. In 1999, the Securities and Exchange Board of India (SEBI) introduced a book building process similar to the United States, with pricing flexibility coupled with discretion in allocation.

Post 1999, issuers could opt either conventional fixed-price mechanism or the book building mechanism for pricing IPOs. Consequently, some public issues managed during the initial period could be overpriced. This situation provides a unique opportunity to observe both mechanisms working in similar market conditions. An expanding literature examines this transition and its implications for under pricing.

Thus, 1999 represents a natural structural breakpoint in the availability of different issuance mechanisms in the Indian IPO market. Examining IPOs from 1998 in India allows understanding the critical differences with the previous studies due to changes in regulation as well as the evolution of the IPO market. It also facilitates to test the implications of introducing book building to the IPO markets.

Second, the study of Indian IPOs should be of interest to the global financial community, as over the time period India has become a favourite destination for FIIs. Finally, the Indian primary markets have witnessed a boom during the last few years. Both the number of new issues coming to the market and the total amount raised have increased in leaps and bounds. Empirical findings indicate that book building has rapidly gained favour as the issue mechanism in India since its inception in 1999. For instance, over 72% of the IPOs brought to the market in 2005 were book built. This trend continued in the later part of the years as well.

This study attempts to provide new evidence on the first-day IPO market performance that are newly listed between January 2018 to December 2019 on the national stock exchange. It also extends the literature on under pricing by comparing under pricing under the two pricing methods. Specifically, the study investigates how a change in the method by which price is determined affects the level of under pricing.

ABOUT INDIABULLS SECURITIES LIMITED

The Indiabulls Group is an Indian conglomerate headquartered in Gurgaon, India. Its primary businesses are housing finance, consumer finance, and wealth management. The Group also has a presence in real estate and pharmaceuticals.

Indiabulls Group was founded in 1999 as a financial services company. Today, the Group has businesses spread across housing and consumer finance through independent and listed companies on Indian stock exchanges.

Research Objectives

The main objective of the study was to evaluate the performance of IPOs in India. Keeping the above in consideration, the present study has been conducted with the following objectives

1. To find out the performance of Indian IPOs for short period, i.e. from the date of offer to the public to the date of their first day of trading after listing on stock exchange.

2. To measure the long term performance of Indian IPOs including and excluding initial returns.

3. To analyse whether the returns are more in short term or long term for better conclusion

Literature Review:

Loughran (1993)

Examined the returns from 3,556 IPOs during 1967-1987 and found an average six year total return of 17.29 per cent compared with 76.23 per cent for the NASDAQ index during an identical period. Strong underperformance was also found in comparison with the firms of similar size on both the New York Stock Exchange and on NASDAQ.

Raghuram Rajan and Henri Servaes (2002)

developed a simple model in this paper in which two market conditions change over time: (i) investor sentiment or price-insensitive demand; and (ii) feedback trader risk or the propensity of investors to chase trends. The model shows that these conditions partially explain the three anomalies associated with the IPO market: (i) under pricing; (ii) windows of opportunity for new issues and (iii) long-term underperformance. The model is tested using a sample of firm commitment IPOs over the 1975-1987 period. The paper finds that the predictions of the model are largely borne out in the data..

Kumar (2007)

Analyzed the short-run and long-run performance of IPOs issued through book building method. For the analysis, offer to close return, open to close return, buy and hold market adjusted return and monthly market adjusted returns were computed for 156 IPOs listed from 1999 to 2007. It was found that in the short-run, IPO listing didn't provide economically significant trading opportunities for day traders and in the long-run, IPOs beat the market after two years of listing.

Table 1: Phenomenon of Underpricing : Indian Scene

Studies	Period	Sample Size	Performance (%)
Ajay Shah (1995)	1991-95	2056	105.6
Narasimhan & Ramana (1995)	1993-94	103	92.16
Baral & Obaidullah(1998)	1994-95	433	153.173
Madhusoodon & Thiripalraju (1997	1992-95	1922	85.75

DATA ANALYSIS AND INTERPRETATION:

Initial returns (Raw returns):

The short term returns are calculated for the listing day using the traditional method of calculating returns.

To measure the raw returns of IPOs, whether an investor gained or lost by buying the share during the IPO on offer date and selling at the prevailing price on the opening day.

Steps:

1. Calculate the difference between the closing price on the first day of the trading and offer price and divisend by the offer price.

2. The result figure is multiple by 100 to set the figure in percentage.

$$R_i = p1 - p0 * 100 ....(1)$$

Where

p0=offer price

p1=closing price on the first day of trading

Ri=subscribers initial return (hereafter raw return)

If $R_i > 0$ then the short term returns are positive and the issues are underpriced.

If $R_i < 0$ then the short term returns are negative and the issues are overpriced.

If Ri is zero, it means there are no returns.

Market adjusted excess returns (MAERs):

The returns calculated in the eq.(1)would only be valid in the prefect market, where there is no time gap between the application closing date and first day of the trading but in India this is quite long.

During this period, a major change could occur in the market conditions. As there is a lag between offer date an closing date,the price observed in the market on the listing day may

be different from the offer price as a result of the overall market movements, the researcher also computed market adjusted returns of the IPOs for the same period.

Therefore, the initial return estimated by eq.(1) is adjusted for market return as under;

$$MAER=[(p1-p0)-(m1-m0)]*100$$

Where

P1=closing price on the first day of trading

P0=offer price

M1=market index on the first day of trading

M0=market index on the offer date

MAER=market adjusted excess return

Annualizing factor:

Since for different companies, the time taken to list varies so in order to normalize it annualized return has been taken into consideration. Annualized returns has been calculated by multiplying raw returns and MAER with annualizing factors has been computed as under:

Annualizing factor =365/After market trading lead time

Financial technique used to measure long term performance (including initial returns) of IPOs:

To evaluate long-term performance of Indian IPOs, long-term returns (including initial returns) has been measured. These figures were compared with the market index (NSE-nifty)in order to calculate long term MAERs.The following formula has been applied for this purpose

$$Rit=[\{Pit/Pio\}-1]*100$$
$$Rmt=[\{Nmt/Nmo\}-1]*100$$
$$MAERit=Rit-Rmt$$

Where,

Pit=price of the share of firm 'i' at time 't'

Pio= offer price of share of the ith firm

Nmt=nifty at time 't'

Nmo=nifty on the offer day

Rit=raw return of firm 'i' at time 't'

MAERit= market adjusted excess returns

As mentioned earlier, annualised long run returns (including initial returns) have been calculated by talking annualized factor.

Financial technique used to measure long term performance (excluding initial returns) of IPO:

The long term performance (excluding initial returns) of Indian IPOs measured by the difference between the closing price of the first day of trading and price occurring at different time intervals i.e. At the end of one month, three months, six months and one year, two years, three years after listing.

These figures were also compared with market index (NSE-nifty) in order to calculate long term MAERs, In this case, annualised long run returns (excluding initial returns) have not been calculated because there was no listing delay time in this case following formula has been applied for this purpose.

$$Rit=[\{Pit/Pic\}-1]*100$$
$$Rmt=[\{Nmt/Nmo\}-1]*100$$
$$MAERit=Rit-Rmt$$

Where,

Pit= price of the share of firm 'i' at time 't'

Pic=closing price of the first day of trading of share of ith firm

Nmt=nifty at time t

Nmo=nifty on the first day of trading

Rit=raw return of firm i at time t [100]

Rmt= return on market index during period t

MAERit=market adjusted excess returns

LISTOF SAMPLE COMPANIES:

The issue size of IPOs in the year 2018 and 2019 are 1645.87 and 1479.68 crores respectively as per

S.NO	Year	Company Name	Issue size (lakh shares)
1	2018	Aavas financiers	Public Issue of 787,053,309 Equity Shares
2	2018	Bharat dynamics	Public Issue of 17,493,458 Equity Shares of Rs. 10 each (including Anchor Portion of 3,936,925 equity shares)
3	2018	Dinesh engineers	Public Issue of 1,57,20,262 Equity Shares of Face Value of Rs 10 Each (including Anchor Portion of 23,31,039

			equity shares
4	2018	Lemon tree hotels	Public Issue of 4,496,000 Equity Shares of Face Value of Rs 10 Each (including Anchor Portion of 6,74,400 equity shares)
5	2019	Chalet hotels	Public issue of 5433016 Equity Shares.(including Anchor Portion of 1,629,904 equity shares)
6	2019	Polycab	Public Issue ofEquity Shares aggregating up to Rs 12,000 lakhs. (including Anchor Portion of 2,117,605 equity shares)
7	2019	Narmada bio-chem	Public Issue of 22,555,124 Equity Shares (including Anchor Portion of 3,383,100 equity shares)
8	2019	Metropolis health care	Public Issue of 42,000,000 Equity Shares (including Anchor Portion of 94,50,000 equity shares)
9	2019	Harsha engineers	Public issue of 14,500,000 Equity Shares

report given in NSE report

FINDING AND DISCUSSIONS:

Listing Day Returns Calculation:

Company	Average (%)			
	Raw	MA	Annuali	Annuali

	Returns	ER	sed Raw Return	sed MAER
Aavas financiers	10.28	11.77	288.57	330.39
Bharat dynamics	15.63	18.43	407.55	480.55
Dinesh engineers	-5.93	-3.07	-135.28	-69.94
Lemon tree hotels	-3.19	-1.87	-77.64	-45.57
Chalet hotels	-17.04	-13.37	-433.27	340.03
Polycab	0.59	2.67	23.86	108.42
Narmada bio-chem	48.37	50.03	1260.95	1304.25
Metropolis health care	69.79	67.89	1819.45	1769.91
Harsha engineers	152.36	134.50	4277.80	3776.44
Mean	30.09	29.66	825.78	812.71
Minimum	-17.04	-13.37	-433.27	-340.03
Maximum	152.36	134.50	4277.80	3776.44

The above table shows that the average raw returns of the companies on the listing day is at 30.09 which is better than the market adjusted excess return which is at 29.66 while the annualised raw return is 825.78 which is higher than the annualised market adjusted excess return at 812.71

COMPARATIVE TABLE SHOWING PRIMARY MARKET RETURNS AND SECONDARY MARKET RETURNS

S.NO	Name of the Company	Primary market return	Primary and secondary market	Secondary market returns

		s	returns	
1	Aavas financiers	10.28	35.23	22.63
2	Bharat dynamics	15.63	107.67	79.74
3	Dinesh engineers	-5.93	55.29	65.08
4	Lemon tree hotels	-3.19	6.54	-3.46
5	Chalet hotels	-17.04	-21.24	-5.53
6	Polycab	0.59	27.83	27.08
7	Narmada bio-chem	48.57	87.02	97.45
8	Metropolis health care	69.79	97.45	16.3
9	Harsha engineers	152.36	128.54	-9.44
	Mean	30.12	56.81	24.72

CONCLUSIONS AND LIMITATIONS:

This study aimed at analysing the performance of IPO both in primary market and secondary market. Investment tools like the Raw Returns, Market Adjusted Excess Returns is used to analyse both the short term and the long term performance. It isimportant for the investors to analyse the trend of IPO stocks to make informed decisions.

The results show that there are five companies that offered higher returns in the primary market and sold in the secondary market, whereas there is only one company which gives higher returns in the primary market and one company which gives higher returns in the secondary market.

The sample size used in this study is small, and study period for the long term performance is also small since it may take more than 1 year for a company to improve their financials.

The study implemented only Market Adjusted Excess Returns method to analyse the performance of the IPO due to time constraint whereas other tools like Buy and Hold Abnormal Returns and Wealth Relatives could be used to analyse the actual performance of IPO's.

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COST ANALYSIS AND CONTROL AT SAGAR CEMENT LIMITED

BY

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ABSTRACT

This paper provides a overview of cost analysis and control. The total cost of manufacturing a selected level of output is that the cost of all the factors of input used. Conventionally economist use models with two inputs capital (K) and labor(L). Capital is assumed to be the fixed input meaning that the quantity of capital used doesn't vary with the extent of production. The rental price per unit of capital is denoted r. Thus the total fixed costs equal Kr. Labor is that the variable input meaning that the quantity of labor used varies with the extent of output. In fact within the short run the sole thanks to vary output is by varying the quantity of the variable input. Labor is denoted (L) and therefore the per cost or wage rate is denoted w therefore the total variable costs is Lw. Consequently total cost is fixed costs (FC) plus variable cost (VC)

Valuation in terms of cash of (1) effort, (2) material, (3) resources, (4) time and utilities consumed, (5) risks incurred, and (6) opportunity forgone in production and delivery of a good or service. All expenses are costs, but not all costs (such as those incurred in acquisition of an income-generating asset) are expenses.

Keywords: Cost, Cost Analysis, Cost Concepts, Cost Control Techniques.

INTRODUCTION

COST:

In accounting, cost is defined because the cash amount (or the cash equivalent) given up for an asset. Cost includes all costs necessary to induce an asset and prepared to be used. A cost must be reference to the purpose for which it is used and the conditions under which it is computed. Costing and cost control provide a collection of basic techniques for planning and control.

Costing may be a technique and process of ascertaining costs. The technique is applied based upon the nature of industry, methods of production and the type of products.

COST ANALYSIS:

A cost analysis is also known as Cost - Benefit- Analysis or CBA. It is a detailed outline of potential risks and gains of a project. The CBA is used for making decisions related to personnel and business to attain the profit or gain for an individual or an business organization. Although conducting CBA can be a complex task. The top qualities of Cost Benefit Analysis is to brainstem, research,and analyzing the data.

The Cost Analysis techniques are common in business activity owners and managers for accessing with various projects. The techniques essentially compares the total capital investment of a organization for projects against its potential returns. The most common techniques of cost benefit analysis are payback period, net present value, and rate of return. The organization may use one or all of the cost benefit analysis techniques.

Cost Benefit Analysis or CBA could be a relatively simple and widely used technique for deciding whether to create a change. As its name suggests, to use the technique simply add up the worth of the advantages of a course of action, and subtract the prices related to it. In its simple form, cost analysis is applied by using only financial costs and financial benefits.

COST CONTROL:

Cost control is defined as the guidance and regulation by execution action of the operating costs and undertaking. The cost control is regarded as an important derivative of cost accounting. The cost control is essential for a manufacturing organization because, it aims at guiding the actual towards

the line of targets regulates the actual if they deviate from targets.

A well cost control system helps the organization in maintaining expected return on capital employed, increasing the productivity of men, machines and other resources, fixing a reasonable price for product selling price, and increasing the economic stability of the organization.

SCOPE OF THE STUDY:

Since it will not be possible to conduct a micro level study of all type industries in Telangana, the study is restricted to SAGAR CEMENT LTD only.

NEED OF THE STUDY:

The importance of cost reduction programs within an organization can't be overstated. Companies that are losing money, have to be compelled to increase profits, or must become more competitive got to cut expenses so as to succeed. Knowing a way to implement effective cost reduction strategies may be the determining to consider the survival of a business.

When an organization must generate more money as fast as possible, management will need to decide which costs is most effectively reduced. If the reduction is required quickly, expenses cut first will normally be those who aren't fixed or directly tied to production. It is not a decent idea to drastically reduce expenses that produce the organization or company's product or service without careful evaluation.

If your company understands the importance of cost reduction as a tool to increase profitability, the company will have a much better chance of remaining profitable no matter what stage of the economic cycle is occurring. That is because cost reduction is an efficient tool which will be aware of a company's need. Managing expenses is simply as important as managing revenue.

Cost control is a very important factor for maintaining and growing profitability. To describe the profit of the organization as a backdrop for undertaking a study of Cost Benefit Analysis. The study aims to evolution and modification to the current cost system with reference to the various types of costs. The scope within the formulation of performance cost is additionally studied. To make suggestions and proposals based on the analyzed data. Cost Analysis is important to determine the suitability and feasibility of potential project.

Keeping the competitive edge means keeping the corporate razor sharp. There is no room for laxness which dulls the flexibility of an organization to be tuned in to market trends. Changes can occur rapidly, and an organization that can't respond with new methods, new material usage, service efficiency changes, or technological adaptability are going to be quickly outperformed by other businesses. The importance of cost reduction strategies lies in its contribution to a company's honing of performance.

OBJECTIVES OF STUDY:

- To provide the material frame work of cost and Cost Control Analysis.
- To describe the profit of the organization as a backdrop for undertaking a study of Cost Benefit Analysis.
- To analyze the cost system in practice in SAGAR CEMENT LTD with particular reference to their objectives and phases of organizational and re-appropriation.
- In addition to the analysis of the conventional cost system in practice in SAGAR CEMENT LTD. The study aims at evaluation and modification to the present cost system with respect to the various forms of costs. The scope within the formulation of performance cost is additionally studied.

LITERATURE REVIEW:

A literature review is a body of text with aim to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic.

The purpose of the existing chapter is to present a review of literature relating to the cost analysis of cement companies or studies done on cost, cost control and cost control techniques. Cost is an important component in the smooth working of business units, it has not enticed much attention of scholars on developing new cost control and reduction techniques.

The study done by Joon H. Pack and Jong H. Ock (1996) revealed that "a modified up/down method that depends on more conventional construction techniques, but that can still result in significant construction time savings. Applying the method provides and easy and useful way for the contractor to

shorten construction duration and, in the long run, reduce costs".

As per Iyer and Jha (2006), "over 40% of Indian Construction projects are facing time overrun ranging from 1 to 252 months. The analysis of responses of questionnaire will lead us to find the success factors by Factor Analysis method".

Cost control includes:

(i) Monitoring cost performance to detect variances from plan

(ii) Ensuring that all appropriate changes are recorded accurately in the cost baseline.

(iii) Preventing incorrect, inappropriate, or unauthorized changes from being included in the cost baseline.

(iv) Informing appropriate stakeholders of authorized changes.

The relevant research done earlier on this controlling processes are given below :

Yong – Woo Kim and Glenn Ballard (1998) revealed that "the earned value method (EVM) is a project control technique that provides a quantitative measure of work performance. It is considered the most advanced technique for integration of schedule and cost. Critique of earnedvalue method includes :

(i) While each cost account or activity is assumed to be independent in the earned value method, they should be considered dependent.

(ii) Managers can manipulate work sequences when releasing work to the field and it is possible to release work assignment that are not shielded from uncertainty.

(iii) In order to make cost variances (CV) positive, managers try to decrease the Actual Cost of Work Performed (ACWP) as much as possible.

RESEARCH METHODOLOGY:

In this study the secondary data for selected parameters has been collected from financial statements of the company like sagar cement ltd journals, accounting books, records, key books of concerned title, statistical records.

LIMITATIONS OF THE STUDY:

- Estimates are used as basis for cost plan and estimates are based on available facts and best managerial judgment
- Cost control cannot reduce the managerial function to a formula. it's only a managerial.
- Tool which increase effectiveness of managerial control.

- The use of cost is also to restricted use of resources. Costs an often taken as limits.
- Efforts may therefore not be made to exceed the performance beyond the cost or price targets.
- Frequent changes are also involved in costs because of fast changing industrial climate.

COMPANY PROFILE:

Sagar Cements restricted (SCL) may be a 25-year-old company that produces cement at its plant in Mattampally, Nalgonda District, state. The corporate is pass by a board whose members are extremely competent and well-known. The Senior Management Team consists of extremely qualified professionals with a few years of expertise within the field of specialization.

The company features a robust dedicated selling network that spans multiple levels, as well as distributors, dealers and C & F agents, all of that are managed by dedicated selling employees. the corporate features a well-designed structure structure and therefore the roles and responsibilities of every worker are well outlined. the corporate believes within the importance of developing human resources as a valuable quality and strives to extend its worth by organizing varied needs-based internal coaching programs and inspiring their participation in external programs sponsored by varied revered establishments.

DATA ANALYSIS & INTERPRETATION:

Computation of Weighted Average Cost of Capital:

Source (1)	Amount Rs. (2)	Weights (3)	After tax COST (4)	Weighted COST (5)= (3) * (4)
E.S. Capital	3,50,000	.35	.12	.0420
Retained Earning	2,00,000	.20	.10	.0200
P.S. Capital	1,50,000	.10	.13	.0195
Debentures	3,00,000	.09	.09	.0270
Total	10,00,000	1.00	-	.1085
Weighted Average COST of Capital (WACC)				.10850 or 10.85%

COMPARATIVE CALCULATION OF Kd FOR THREE YEAR

Particulars	2018-19	2017-16	2016-17
Total Debts (Term loan from Bank+Debts)	112573.18+ 800 =113373.18	83427.02+1 400 =84824.02	28617.33 + 2000 =30617.33
Total Interest paid	9636.72	6573.86	2143.21
Interest Rate (Before Tax)	8.50%	7.75%	7%
Interest Rate (After Tax)=Interest Rate Before Tax – Tax Rate30%.	5.95%	5.42%	4.90%

COST OF EQUITY CAPITAL: EQUITY SHARE COST

Particular	2018-19	2017-16	2016-17
No. of Shares (In lacks)	348.37	348.73	348.73
DPS Given	8	6	5
Market Price (at the end of March)	1079.40	921.85	893.50
Earning per equity share of rs. 10(in Rs.)	74.74	50.81	NA
Proposed finaldividend on equity share (inlacks)	2786.98	Not given	NA
Market Capitalization (in Lacks)	376033.01	321146.96	311270.61

Dividend yield plus growth in dividend method:- Ke = DPS\mP*100 + G
Dps= Current cash dividendpershare = 8Rs.
Mp = Current market pricepershare = 1079.40 Rs.

$$Ke= \frac{8}{1079.40} \times 100 +10\% = 10.74\%$$

Earning yield method:- Ke= EPS\mp*100
Eps = earnings per share = 74.74 Rs. Mp =Marketprice = 1079.40Rs.

$$Ke= \frac{74.74}{1079.40} \times 100 = 6.92\%$$

Dividend per share method:-
Ke = Proposed final dividend on Equity Share / No. of Equity Share Proposed final dividend on Equity Share = 2786.98 lacks
No. of Equity Share = 348.37 lacks

$$Ke = \frac{2786.98}{348.37}$$

COST OF EQUITY SHARE CAPITAL (KE)

Particular	2018-19
Dividend Per share method	8
Earning Yield Method	6.92
Dividend yield plus growth method	10.74

WEIGHTED AVERAGE COST OF CAPITAL (WACC)

WACC = (We * Ke) + (Wd * Kd)
Where,
We= Weight of equity ,
WD = **Weight** ofDebt.
Ke = COST of Equity Share capital,
Kd = COST of Debt. Capital
WACC = (0.768 * 10.74) +(0.232*5.95)
=9.628

WACC OF SAGAR CEMENTLIMITED

Source (1)	Amount Rs. (2)	Weights (3)	After tax COST (4)	Weighted COST (5)= (3) * (4)
E.S. Capital	376033.01	.768	10.74	8.248
Debentures	113373.18	.232	5.95	1.379
Total	489406.19	1.00	-	9.628
Weighted Average Cost of Capital (WACC)	9.628%			

G =Growthrate =10%

DEFINITION AND SYMBOLS:
BASIC SYSMBOLS:
S=Total market value of money.
B= Total market value of debt.
I= Total interest payments.
V= Total market value of thefirm.(VS+B).
NI=Net income available to equityholders.

BASIC DEFINITION:

1. **Cost of debt**=Interest/Market value DebtX100 Valve of debt (B)=I/K1

2. **Cost of equity** (Ke) = (DI/Po) +g (if there is incometax) Where DI= netdivided;

3. **Overall cost**=EBIT/value of thecompanyX100 Po=current market price ofshares

g=br (r=rate of return) (If there is no IT) Ke=(E1(X) N) = (EBIT-I or NI)/sPer share basis (PO)=E1/K

Total basis(s)=PON=(EBIT-1)/Ke

RETURN ON INVESTMENT:

ROI = (OPERATIONG PROFIT / CAPITAL EMPLOYED)*100

YEAR	OPERATING PROFIT (Per Share)	CAPITAL EMPLOYED	ROI
2015	32.43	705.97	4.5
2016	54.87	728.75	7.5
2017	29.10	990.76	2.9
2018	59.08	1057.43	5.5
2019	48.69	1149.95	4.2
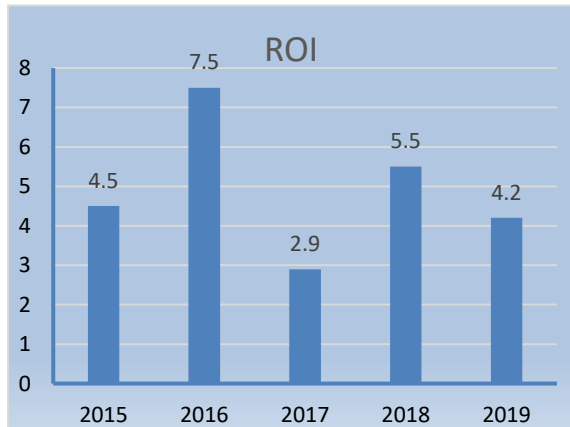
Interpretation: The ROI was increased in the year 2016 i.e., 7.5. It measures the profitability measure that evaluates the performance or potential return from a business or investment.

NET PROFIT RATIO:

NET PROFIT RATIO = (NET PROFIT AFTER TAX / NET SALES) * 100

YEAR	NET PROFIT AFTER TAX	NET SALES	NET PROFIT RATIO
2015	133.02	575.58	23.1
2016	183.57	621.76	29.5
2017	146.58	535.76	27.3
2018	132.04	747.99	17.6
2019	116.77	902.01	12.9
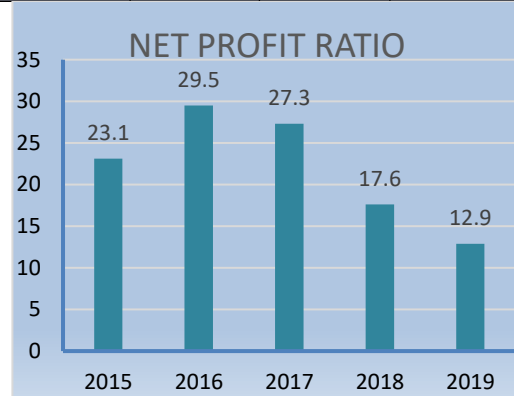
Interpretation:

From the above analysis, the Net Profit Ratio is countineously decreasing from the year 2016 to 2019. It reveals the remaining profit after all costs of production, administration, and financing have been deducted from sales, and income taxes recognized.

SHARECAPITAL:

The company failed to raise capital throughout the year benefit review. The approved corporation has 1,20,00,00,000 shares of ten rupees every. The issued and paid share capital of the corporate amounts to 4, 57, 43,318 equity interests of Rs. 10 each, totally paid up.

YEAR	TOTAL DIVIDEND PAID	TOTAL PAID UP CAPITAL
2019	2943.45	15540.7
2018	2086.35	21925.04
2017	1546.76	29573.6
2016	1303.97	35080.03
2015	1290.11	35456.91
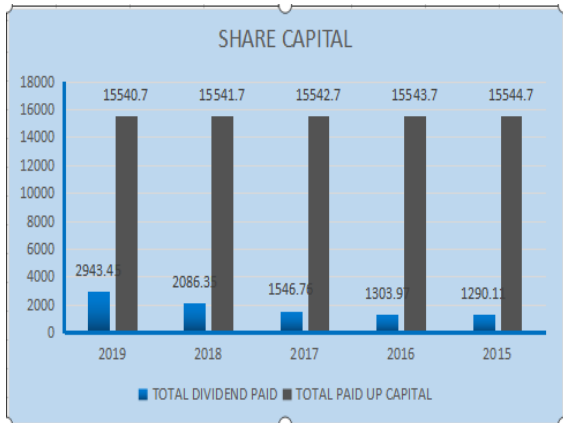
Interpretation: For all the share capital of total dividend paid up are decreasing from 2015 to 2019 and the value is a15540.7 total paid up capital.

FINDINGS

- Aberdeen's 2007 pay Analysis Bench marking Study though corporations will clearly see and communicate the advantages of victimization pay analysis technologies, they need not however closed the gap to action.
- 60 % of companies presently place confidence in manual tools to gather and analyze pay knowledge, leading to restricted visibility of pay and inability to attain value savings.
- The chapter on analysis of data depicts the contribution of material cost, labour cost & overheads to the total cost of sales. This analysis chapter helped us to understand the places where cost is under control and where needs to be controlled.

SUGGESTIONS

- SAGAR CEMENT is one in all the non-public cement corporations in Asian nation. it's a profitable company.
- Today, the cement trade plays an important role within the field of construction. These area unit for the development of homes, overpasses, industries etc. these days the cement trade faces challenges like Regional needs Regional cement needs Lack of resources.
- With all the higher than issues, the cement trade needs to turn out the cement at a profit.
- I need to precise my views with a couple of points, that is what they're SAGAR CEMENT has maintained a relentless level

of equity since 2019 that has to be improved.
- Supply investors extra shares from profits instead of paying a dividend. This offers you the possibility to extend reserves and surpluses.

CONCLUSION

- The purpose of this guide was to explain the most principles, ideas and ways for the economic analysis of superhighway comes.
- The coverage of those topics was temporary. For the interested reader a wealth of extra info from public-ally obtainable sources.
- First and foremost, the economic analysis provides valuable info for the look, design, construction, maintenance and operation of the transport infrastructure.
- The restricted offer of transport funds should be created in an exceedingly method that brings the best come back to the general public.
- The foremost objective thanks to attain this is often to match the advantages and prices of transportation comes against the quality unit of the discounted greenback.
- The benefit-cost analysis is that the most comprehensive methodology for assessing the appropriateness ofHighway comes in economic terms. In some cases, once it's clear that a project should be meted out in spite of its value. (For example, a crucial bridge on a route should be repaired or replaced with another one).
- Uncertainty is associate intensifying consider economic analysis, as is much the case in each case human endeavor. Uncertainty are often measured and quantified by risk analysis ways as a risk.

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Liquidity Management In Iron And Steel Industry – a Select Study

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Abstract

The need for liquidity management had been described in this paper. Secondary data had been used for this study and statistical tools like correlation, graphs, and regression tests have been used for analyzing the data. The performance of the company had been compared with performance of global iron and steel industry. The research findings revealed that Sujana Universal Industries Limited had been good with regard to liquidity management. This paper helps finance managers in to gather insights for developing strategies with regard to financial management in organizations.

Keywords: Liquidity management, current ratio, quick ration, inventory turnover ratio, iron and steel industry, financial performance.

Introduction

The financial performance of an organization is important for sustaining in the market. There are various methods to assess the financial performance of an organization and in this study liquidity ratios have been used for assessing the financial performance of selected company in iron and steel industry. Sujana Universal Industries Limited had been selected for this study. The liquidity position of the company had been analyzed to know the financial position of the company. Liquidity refers to an enterprise's ability to pay short-term obligations; the term also refers to a company's capability to sell assets quickly to raise cash. Liquidity refers to the ability of a concern to meet its obligations in the short run, usually one year and to test its ability to maintain positive cash while satisfying immediate obligations (Khan & Jain, 2007).

About Sujana Universal Industries Limited

Sujana Universal Industries Limited is a holding company. The Company is engaged in manufacturing of iron and steel products. The Company offers Steel and its related products, appliances, light engineering components (LEC) and international trading of steel and related products, applications include automobile components and general engineering equipment for both equipment manufacturers and the replacement market. The Company's divisions include Appliances division, which offers products, such as fans, fan components and other appliances; Steel Products division, which is engaged in activities, such as casting, processing and trading of steel and aided products; LEC division, which offers bearing and bearing components, and Infrastructure division, which is engaged in the construction and developmental activities, such as integrated residential townships, commercial buildings and specialized design and construction of integrated medical colleges and super specialty hospitals.

Research Objectives

- To study the liquidity position of the selected company.
- To know the association between current ration and quick ratio.
- To study the trend of selected liquidity ratios at the company.
- To understand the impact of current ration and quick ratio on inventory turnover ratio.
- To gather knowledge on liquidity management with regard to iron and steel industry.

Literature Review

Bhunia and Khan (2011) had argued that liquidity management is essential for decision making. Panigrahi (2013) had explained that capability of organization to meet sudden expenses by selling the assets can

be stated as liquidity. When assets are sold the company should get fair market value can be regarded as liquidity management. Liquidity can be calculated by using some tests of liquidity. Arab et al 92015) had assessed the financial performance of iron and steel industry using liquidity ratios. Mukherjee and Roy (2015) had created a model for comparing the performance of liquidity position of two giant steel companies in India. Marie and Azhagaiah (20170 had measured the performance of iron and steel industry in India by using the concept of working capital.

The three important ratios for assessing the liquidity position are current ratio, inventory turnover ratio and debtors' turnover ratio. Singh and Asress (2011) had used student t-test for measuring the financial performance of selected firms in manufacturing sector. Pal (2018) had used liquidity ratio while using behavioral financial ratios of select organizations in post recession period. Krishnamoorthi (2016) had conducted a study and found relationship dividend decision and liquidity position of the organization. The dividend decision is more important for an organization because it influences the investors in decision making for continuing with the organization. Banerjee and De (2014) had observed from their study that "financial leverage", "debt service capacity (interest)" and "size of the firm (log assets)" are significant factors influencing the profitability of the firms of the Indian iron and steel industry

Shanthi and Eslavat (2014) had used elements like current assets, current liabilities and net working capital while evaluating the liquidity position of power Generation Company. Arab et al (2015) had considered financial data of approximately ten years to evaluate the liquidity position of steel industry in India. Yameen and Pervez had conducted the impact of liquidity position on profitability at Steel Authority of India Limited and found that there is decline in performance of the company. Maheshwari (2014) had mentioned that efficient working capital management is necessary for achieving both liquidity and profitability of a company. A poor and inefficient working capital management leads to tie up funds in idle assets and reduces the liquidity and profitability of a company.

Research Methodology

In this research study secondary data for the selected parameters had been gathered from financial statements of the company. The study period is nine years from 2011 to 2019 and three parameters considered for this study are current ratio, quick ratio and inventory turnover ratio. The statistical software package had been used with tools like correlation, regression and graphs for analyzing the secondary data. The definitions for each ratio along with benchmark values have been described as follows.

Current Ratio

This ratio measures the financial strength of the company. Generally 2:1 is treated as the ideal ratio, but it depends on industry to industry.

Formula: Current Assets/ Current Liability

Where,

A. Current Assets = Stock, Debtor, Cash and bank, receivables, loan and advances, and other current assets.

B. Current Liability = Creditor, Short-term loan, bank overdraft, outstanding expenses, and other current liability

Acid Test Ratio or Quick Ratio:

This ratio is the best measure of the liquidity in the company. This ratio is more conservative than the current ratio. The quick asset is computed by adjusting current assets to eliminate those assets which are not in cash. Generally 1:1 is treated as an ideal ratio.

Formula: Quick Assets/ Current Liability

Where, Quick Assets = Current Assets – Inventory – Prepaid Expenses

Inventory Turnover Ratio

Inventory turnover is a ratio showing how many times a company has sold and replaced inventory during a given period. A company can then divide the days in the period by the inventory turnover formula to calculate the days it takes to sell the inventory on hand. Calculating inventory turnover can help businesses make better decisions on pricing, manufacturing, marketing and purchasing new inventory.

Data Analysis

Secondary data procured from financial statement through online mode have been compiled in Table 1. There are various liquidity ratios but only three major liquidity ratios like current ration, quick ration and inventory turnover ratio have been used for data analysis.

Table 1: Liquidity ratios

Year	Current ratio	Quick ratio	Inventory turnover ratio
2011	1.34	1.28	82.20
2012	1.33	1.29	79.94
2013	1.44	1.40	77.67
2014	1.54	1.50	81.26
2015	1.33	1.23	25.45
2016	1.15	1.09	49.20
2017	0.95	0.94	111.88
2018	0.79	0.78	5.85
2019	0.46	0.46	0.00

(Source: Secondary data from annual reports and internet)

Interpretation

The data for nine years from 2011 to 2019 have been used for this research work. The liquidity ratios of the selected company Sujana Universal Industries Limited had been shown in above Table1. The formula for current ratio, quick ratio and inventory turnover ratios have been defined in research methodology section of this paper. These three ratios selected in this study are standards for assessing the liquidity position of the organization.

Figure 1: Trend of current ratio
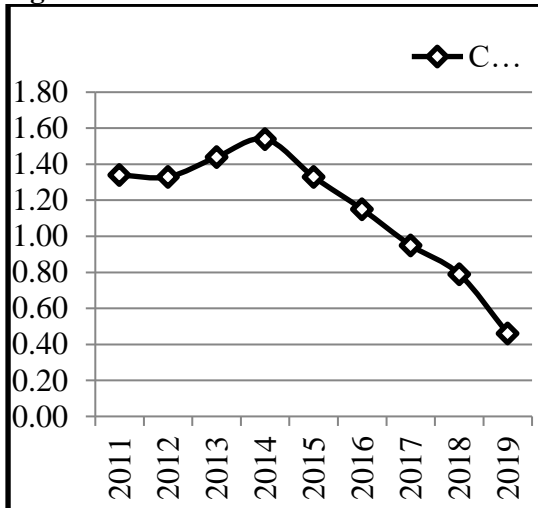
(Source: Created by author)

Interpretation

It is observed that there is decline in current ratio of the selected company. The current ration above 1.0 is satisfaction because it helps the organization to meet the short term financial requirements. But it is common for large organization to experience low current ratio. Due to external market conditions there is opportunity for large companies in iron and steel industry to have low current ratio. However when market conditions becomes positive, then the company gains capability to have better current ratio.

Figure 2: Trend of quick ratio
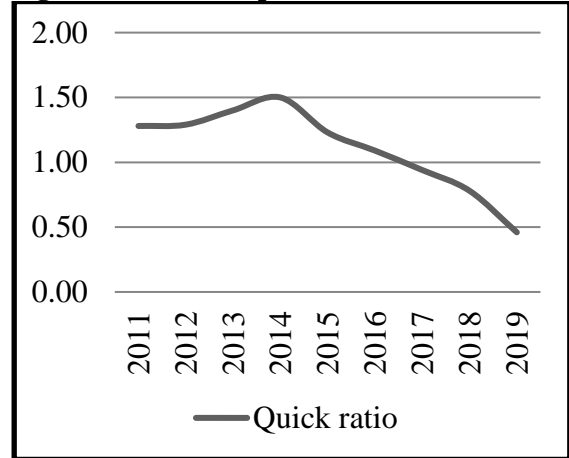
(Source: Created by author)

Interpretation

The quick ratio of the company is to meet immediate cash requirements. It means assets which cannot be converted into cash are eliminated while calculating quick ratio. The quick ration with value 1.0 is considered as standard. It is observed from 2011 to 2017 the company had good value of quick ratio. But in the last two years the quick ratio is less than 1.0 but again market conditions helps the company to regain the value of quick ratio above 1.0. The market conditions across the world had drastically changed for iron and steel industry. But at the same time the company has good quick ratio compared to other giants in the iron and steel industry both nationally and globally.

Figure 3: Trend of inventory turnover ratio
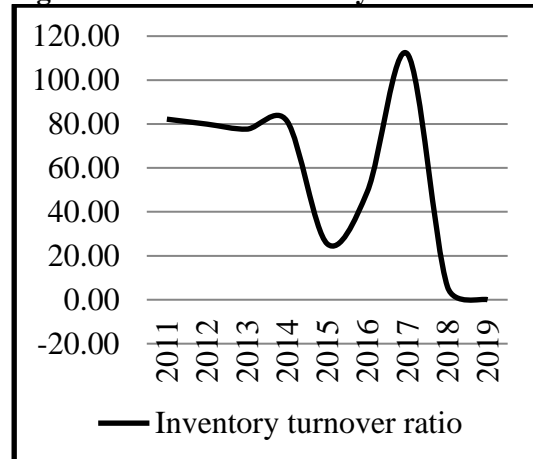
(Source: Created by author)

Interpretation

It is observed that there is lot of fluctuation in inventory turnover ratio. The higher inventory turnover ratio shows the healthy position of the company. It is observed that during 2017 the company had high inventory ratio and it is low during 2019. But there is always chance that the company can again gain its inventory ratio. From the viewpoint of inventory it can be stated that company performance is good in iron and steel industry.

Hypothesis H1: There is an association between current ratio and quick ratio at the selected company.

Table 2: Correlations

		CR	QR
Current ratio	Pearson Correlation	1	0.998**
	Sig. (2-tailed)		0.000
	N	9	9
Quick ratio	Pearson Correlation	0.998**	1
	Sig. (2-tailed)	0.000	
	N	9	9

**. Correlation is significant at the 0.01 level (2-tailed).

(Source: SPSS Output)

The 'r' value in table 2 is 0.998 and the p-value is less than 0.05. Therefore it can be stated that positive correlation exists between current ratio and quick ratio.

Hypothesis H2: There is an impact of current ratio and quick ratio on inventory turnover ratio.

Table 3: Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig. (P-value)
	B	Std. Error	Beta		
1 (Constant)	-41.857	37.723		-1.110	0.310
Current Ratio	-663.428	424.350	-5.976	-1.563	0.169
Quick Ratio	776.667	450.350	6.593	1.725	0.135

a. Dependent Variable: Inventory Turnover Ratio

(Source: SPSS Output)

Interpretation

The p-value for current ratio and quick ratio are 0.169 and 0.135 respectively and both these values are more than 0.05. Hence hypothesis H2 is rejected based on the p-value in Table 3.

Findings

It is found from this study that company performance is good in the initial years of study period. But due to external market conditions is had declined. The current ration and quick ratios shows that company had good liquidity position in the beginning but later due to market conditions and economic downturns in the recent years the liquidity position had declined.

Suggestions

The company should increase advertising and market its products for getting more revenue. The marketing department should take active role and production department need to manufacture the products according to the market demand. It is time for the organization to concentrate on just-in-time (JIT) methodology for reducing the production costs.

Conclusions

It is observed from this study that large corporations develop strategies to become financially stable. The management of liquidity position is important for an organization. The confidence of investors can be gained with maintenance of liquidity position. It is important for every organization to maintain good liquidity position to meet the financial requirements. It would be tough for an organization if cash is not available for day to day expenses. In manufacturing organization the cycle time between order and amount received should be decreased. The technology should be adopted for maintain quick cash flows and clients need to be reminded for payments continuously.

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A STUDY ON FUNDS FLOW STATEMENT

BY

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I. ABSTRACT:

Fund Flow Statements outline an association's inflow and outflow (or) outpouring of funds. Basically, it tells investors where funds have originated and where it has gone. The statements are frequently used to decide to know that the funds are effectively sourced or effectively utilized or not of the funds available to them .The funds flow statements are set up by taking the accounting reports for two dates speaking to the inclusion time frame. The increments and decrements should be determined for everything. At last, the progressions are grouped under four classifications: (1) Long-term sources, (2) long term utilizes, (3) short term sources, (4) short terms utilizes.
KEY WORDS: Funds, Inflow, Outflow, Utilizes, Sources.

II.INTRODUCTION:

Funds flow statement analysis: Funds Flow Statement is a strategy by which we study changes in budgetary situation of business endeavor between starting and end fiscal report dates & set up by looking at two monetary records. The preparation of funds flow is of 2 Sections.

A.) Statement or schedule of changes in W.C: Working Capital methods the overabundance of current resources over current liabilities. **Working capital = Current Assets – Current Liabilities.**
• An increment in current resources builds W.C. •A decline in current resources diminishes W.C. •An increment in current liabilities diminished W.C. •A decline in current liabilities expands W.C.

B.) Statement of sources and application of funds: Funds flow statement is a statement, which demonstrates different sources from which funds (W.C.) have been got during a specific period and utilization's or applications to which these funds have been put during that period.

III. TARGETS OF THE STUDY:

1. To know the operational proficiency of Company and get ready Funds Flow Statement
2. To analyze the movement of the funds between the dates of two accounting reports in time of study 3.To recognize the adjustments in the components of centre and employments of working capital in the middle of previously mentioned year& improve the money related execution of the organization.

IV. RESEARCH METHODOLOGY:

Primary data: The essential information was straightforwardly gathered by perceptions, Interviews poll and so forth. **Secondary data:** The auxiliary information was gathered structure previously distributed sources, for example, yearly reports, returns and interior records **Research Design:** Analytical Study
Information Sources: Secondary Data.

V. INFORMATION ANALYSIS AND INTERPRETATION:

STATEMENT OF CHANGES IN WORKING CAPITAL AS ON 31st MARCH 2019

PARTICULARS	2018	2019	Increase	Decrease
CURRENT ASSETS:				
Inventories	2493.20	3104.57	611.37	-
Sundry debtors	2457.39	933.79	-	1523.60
Cash & bank balance	1280.71	1373.35	92.64	-
Loans and	189	527	337	-

advances	6.20	4.23	8.03	
TOTAL CURRENT ASSETS(A)	**8127.50**	**10685.90**		
CURRENT LIABILITIES:				
Current liabilities	3371.69	3748.62	-	376.93
Provisions	117.90	153.86	-	35.96
TOTALCURRENTLIABILITIES(B)	**3489.59**	**3902.48**		
Working capital (A-B)	4637.91	6783.42	-	-
Increase in working capital	2145.51	-	-	2145.55
	6783.42	**6783.42**	**4082.04**	**4082.04**

STATEMENT OF SOURCES AND APPLICATION OF FUNDS:

SOURCES	AMT	APPLICATION	AMT
Funds from operations	2273.71	Repayment of long term loans	2090
Raising of long term loans	91.14	Purchase of long term investment	155.03
Sale of fixed assets	1934.29		
Non trading receipts	92.00	Increase in working capital	2145.51
	4391.14		**4391.14**
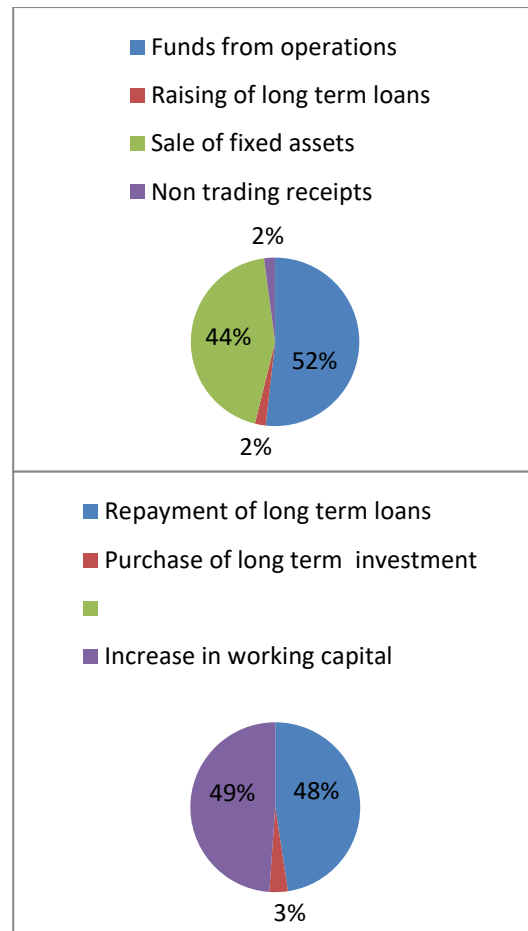
INTERPRETATION: From the following table is observed that the working capital of company shows increased trend. The current asset and current liabilities are increased and there observed as networking capital is increased to 2145.55

STATEMENT OF CHANGES IN WORKING CAPITAL AS ON 31st MARCH 2018

PARTICULARS	2017	2018	Increase	Decrease
CURRENT ASSETS:				
Inventories	2683.46	2493.20	-	190.26
Sundry debtors	1828.11	2457.39	629.28	-
Cash & bank balance	1361.05	1280.71	-	80.34
Loans and advances	1973.03	1896.20	-	76.83
TOTAL	**784**	**812**		

CURRENT ASSETS(A)	**5.65**	**7.50**		
CURRENT LIABILITIES:				
Current liabilities	2654.13	3371.69	-	717.56
Provisions	26.29	117.90	-	91.61
TOTALCURRENTLIABILITIES(B)	**2680.42**	**3489.59**		
Working capital (A-B)	5165.23	4637.91	-	-
Decrease in working capital	-	527.32	527.32	-
	5165.23	**5165.23**	**1156.60**	**1156.60**

STATEMENT OF SOURCES AND APPLICATION OF FUNDS:

SOURCES	AMT	APPLICATION	AMT
Issue of share capital	16990.00	Funds lost in operation	16739.66
Raising of long term loans	6185.00	Redemption of preference share capital	1690.00
Sale of fixed asset	2679.41	Repayment of long term of long term loan	6119.33
Non trading receipts	90.41	Purchase of longterm investment	281.15
Decrease in working capital	527.32	Dividend paid	1642.00
	26472.14		**26472.14**

- Issue of share capital
- Raising of long term loans
- Sale of fixed asset
- Non trading receipts
- Decrease in working capital

- Funds lost in operation
- Redemption of preference share capital
- Repayment of long term of long term loan
- Purchase of longterm investment

INTERPRETATION: From the following table is observed that the working capital of company shows decreasing trend. The current asset and current liabilities are decreased and there observed as networking capital is decreased to 527.32

STATEMENT OF CHANGES IN WORKING CAPITAL AS ON 31st MARCH 2017

PARTICULARS	2016	2017	Increase	Decrease
CURRENT ASSETS:				
Inventories	3026.66	2683.46	-	343.20
Sundry debtors	3524.10	1828.11	-	1695.99
Cash & bank balance	4154.68	1361.05	-	2793.63
Loans and advances	3733.19	1973.03	-	1760.16
TOTAL CURRENT	**14438.6**	**7845.65**		

ASSETS(A)	0			
CURRENT LIABILITIES:				
Current liabilities	3438.29	2654.13	784.16	-
Provisions	34.25	26.29	7.96	-
TOTALCURRENTLIABILITIES (B)	**3472.54**	**2680.42**		
Working capital (A-B)	10966.06	5165.23	-	-
Decrease in working capital		5800.83	5800.83	-
	10966.06	**10966.06**	**6593.28**	**6593.28**

STATEMENT OF SOURCES AND APPLICATION OF FUNDS:

SOURCE	AMT	APPLICATION	AMT
Issue of share capital	16990.00	Funds lost in operation	5605.40
Raising of long term loans	755.63	Repayment of long term loans	11959.50
Sale of fixed assets	2646.16	Purchase of longterm invest	36222.88
Non trading receipts	9.79		
Sale of investment	27585.37		
Decrease in working capital	5800.83		
	53787.78		**53787.78**

- Issue of share capital
- Raising of long term loans
- Sale of fixed assets
- Non trading receipts
- Sale of investment

11% 32% 1% 51% 0% 5%

- Funds lost in operation
- Repayment of long termloans
- Purchase of longterm invest

11% 22% 67%

INTERPRETATION: From the following table is observed that the working capital of company shows decreasing trend. The current asset and current liabilities are decreased and there observed as networking capital is decreased to 5800.83
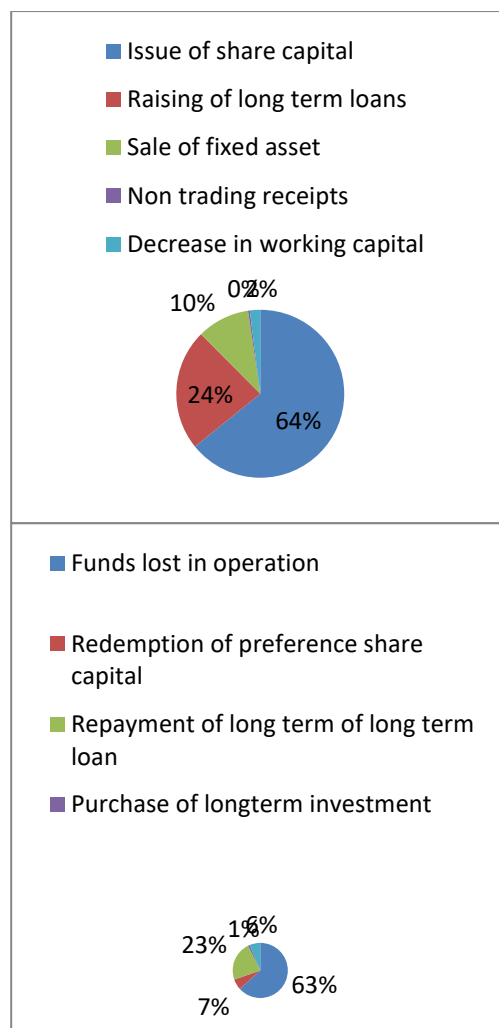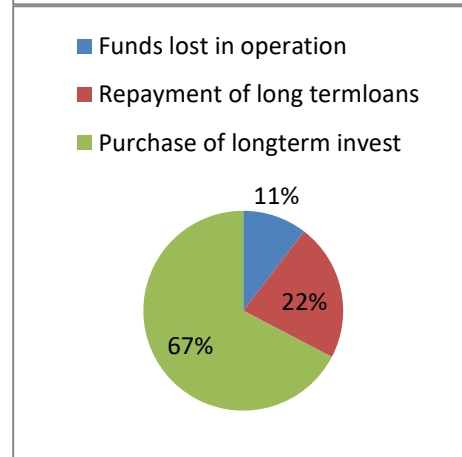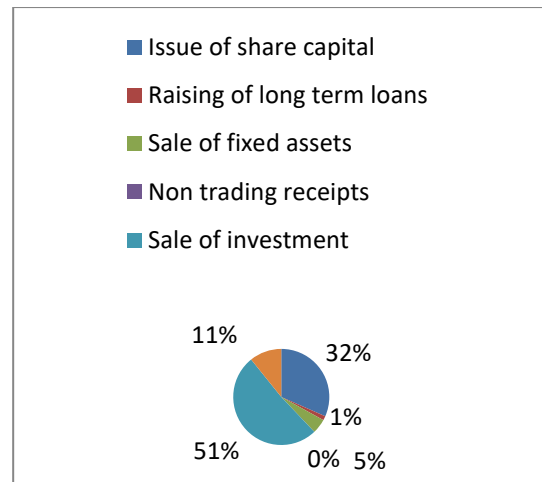
NET INCREASE / NET DECREASE IN WORKING CAPITAL:

YEARS	WORKING CAPITAL	AMOUNT
2018-2019	Increase	2145.55
2017-2018	Decrease	527.32
2017-2016	Decrease	5800.83

RATIO ANALYSIS:
CURRENT RATIO= CURRENT ASSETS/CURRENT LIABILITY

YEARS	CURRENT ASSETS	CURRENTLIABILITIES	CURRENT RATIO
2019	10685.90	3902.48	2.7382
2018	8127.50	3489.59	2.3290
2017	7845.65	2680.42	2.9270
2016	14438.60	3472.54	4.1579

QUICK RATIO= LIQUID ASSETS/CURRENT LIABILITY

YEARS	LIQUID ASSETS	CURRENTLIABILITIES	QUICK RATIO
2019	7581.33	3902.48	1.9426
2018	5634.30	3489.59	1.6146
2017	5162.19	2680.42	1.9258
2016	11411.94	3472.54	3.2863

CASH RATIO= CASH+MARKETABLE SECURITIES/CURRENT LIABILITIES

YEARS	CASH+MARKETSECURITIES	CURRENT LIBILITIES	CASH RATIO
2019	1373.35	3902.48	0.3519
2018	1280.71	3489.59	0.3670
2017	1361.05	2680.42	0.5077
2016	4154.68	3472.54	1.1964

2019   2018   2017 2016

V1.FINDINGS:
1. The total financial position is good &Working capital is decreased in the year 2018-2019 with2145.55Rs and in the years 2017-2018 and 2017 -2016 the working capital is decreased with 527.32RS and 5800.83RS

2. In the year 2019-2019 there is no issuing of share capital

3. The repayment of loans was done in every year.

V11.SUGESSIONS:
1. Maintain sufficient net working capital
2. Effective Inventory Management is needed in the company
3. The firm should increase investment in current assets to create sufficient securities for the current liability.

V111. HYPOTHESIS:
1. Funds flow statement shoes the difference between current assets and current liability.
2. It also explains the flow of funds and how this funds effect on working capital.

1X. CONCLUSION:
Overall financial position is good based on the analysis made. Efficiency of management is good at the financial position, the cash and bank balances are in increasing trend and the overall performance is satisfactory.

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A STUDY ON EMPLOYEE CAREER PLANNING AND DEVELOPMENT

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ARTICLE

Abstract:

The career planning process is often illustrated as the last step in an ever-changing work environment. The technical, professional, managerial, and interpersonal skills to successfully perform and succeed in this rapidly changing work environment are essential. There is a very real and immediate threat that many of the professional skills that we have learned yesterday and today will be obsolete and insufficient to cope with the inevitable changes in the future. While most professionals are aware of the very real threat of skill obsolescence, few take the opportunity to do definitive career planning regarding their future. The career planning process is designed to help individuals examine their careers; evaluate their training and educational needs; and develop some specific action plans to maintain, enhance, and reevaluate the relevance of their professional and managerial skills in a work environment that values rapid change and adaptation.This researchGivesExplanation ionhowemployee career planning and development is working with the helpful in present and future development & what is the impact of career growth as companies career ,it also examines the employee career planning and employee career development of every individual in future job .Thefindingsindicatedthat reliability of the study depends on the reliability of informationprovided by the respondents in the organisation and this study has other several aspects that cannot be covered. Hence this survey is only between TCS employees working at gachibowli,the survey is limited. Findings and conclusions Ispresentedintheresearchareonlyvalidwithinthe populationselection andcannotnottobegeneralized elsewhere duetothedifferencesinenvironmental factors.

Key words: Career planning, career development, TCS Company, Employee growth, Improvement

Introduction:

Career can be defined as a general course of action a person chooses to pursue throughout his or her working life We may define career as the "Occupational position" a person has had over many years. "Many people look back on their career, knowing that what they might have achieved they did achieve and that their career goals were satisfied. Other is less Fortune and feels that, at least in their career, their lives and their potential went unfulfilled. Career planning is the deliberate process through which someone becomes aware of his or her personal skills, interests, knowledge, motivation about opportunities and choices identifies career- Related goals and establishes action specific goals. Career management is the process through which employees.

NEED FOR THE STUDY

- To evaluate the effectiveness of employees growth in the organization
- To highlight the amount of value additions made by the company during the employee working period.
- To examine the employee Career planning and employee career development of the employees with varying job growth of experience.
- To compare Career improvements of employees in present organization
- To evaluate the level of career planning provided by organization and its impact on employees

OBJECTIVES OF THE STUDY

- To study employee career planning and development in TCS company

- To know the opportunities where an employee can be benefited in future by the company

- Making employee career growth as companies career development

- To examine the employee Career planning and employee career development of the employees with varying job growth of experience.

Literature review

Kram and Isabella (1985) have conducted a study on 'Mentoring Alternatives: The Role of Peer Relationships in Career Development' to examine the nature ofsupport of peer relationships at successive career stages. Using 25 relationship pairs of supervisor-employees in an organisation a range of career enhancing functions were identified. Three types of peer relationships, namely, information, collegial and special peer, that can support the individual development were discussed. Employees at different career stages exhibit different peer relationships. Peer relationships have the potential to support career development of individuals at successive career stages. Peer relationships offer an important alternative to conventional mentoring.

In the annual review of 2002 of Practice and Research in Career Counseling and Development17, several variables were identified as relevant to career development. Some of these salient variables were personality, interests, self-efficacy, social class, family environment context and important role in life. Career counselors should explore these areas to determine their importance in the educational and career decision making of their clients. In the 1970s, the definitions of career and career development used by some writers became broader and more encompassing. Jones and others (1972)18 defined career as encompassing a variety of possible patterns of personal choice related to an individual's total lifestyle, including occupation, education, personal and social behavior, learning how to learn, social responsibility, and leisure time activities.

RESEARCH METHODOLOGY

The present study has been conducted to find out the solution for the problem "A study on employee career planning and development". Data is classified into primary and secondary data.

Primary data:

Primary data refers to the information collected by a researcher from original sources, using methods like surveys, interviews, or experiments. The information is gathered from the main sources keeping research study in mind.

Secondary data:

Secondary data refers to data that is collected by someone other than the researcher. Common sources of secondary data for the study include, organizational records and data that was collected for other research purposes.

SAMPLE SIZE:

A Sample of 100 employees are taken

STATISTICAL TOOLS:

The statistical tool which is used for the research and study is correlation test and data is represented through tables and charts and graphs

Variables:

INDEPENDENT VARIABLE- CAREER PLANNING AND DEVELOPMENT
DEPENDENT VARIABLE- EMPLOYEE PERFORMANCE

DATA ANALYSIS AND INTERPRETATION:

1. How effective is your company in planning employee career plan

Particulars	40-50	50-60	60-80	80 & above	total
No of employees	0	21	42	18	100
Percentage	0%	21%	42%	18%	100
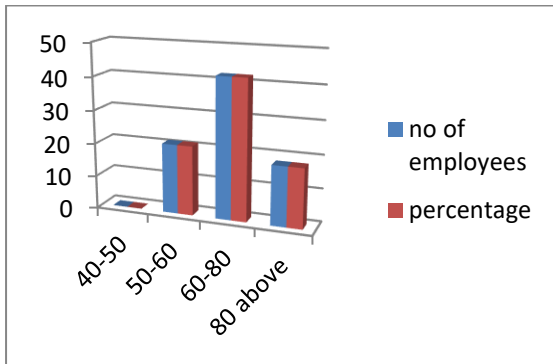
Interpretation

- Form the above graph we observe that organisation is good with planning employee career planning and development here mostly they reviewed that 60-80% are happy with the programs initiated in the organisation

2. Individual experience in job growth

Particular	Internal	External	Opportunity	Promotional	Total
No. of employee	55	12	09	04	100
Percentage	55%	12%	9%	4%	100
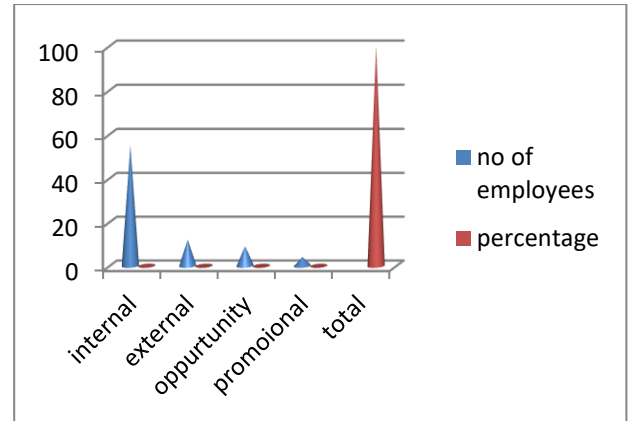
Interpretation

- Form the above graph we observe that there in internal job growth opportunities which is helping employees in the organisation with 55% out of 100 employees accepted this fact

3. Experience useful in future of present work carried

Particulars	useful	Not useful	beneficial	Not beneficial	Total
No of employees	44	12	38	06	100
Percentages	44%	12%	38%	6%	100%
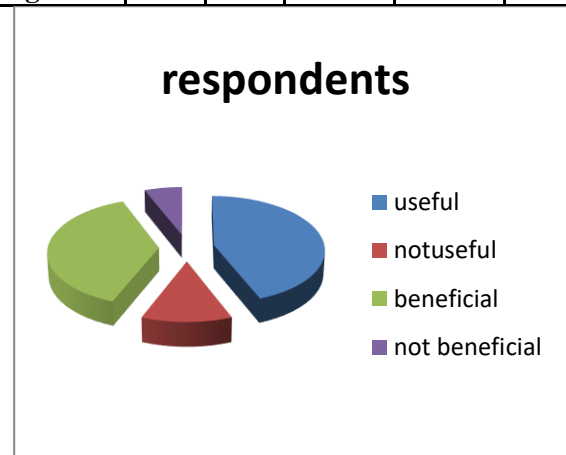
Interpretation

- Form the above graph we observe that most of the employees feel that present work which they are doing is use full in future and change of job

will not be helping that much as before

4. Change of company leading to change in career path

Particulars	yes	No	No use	None	Total
No of employees	12	76	08	04	100
Percentages	12%	76%	8%	4%	100%

no of employees
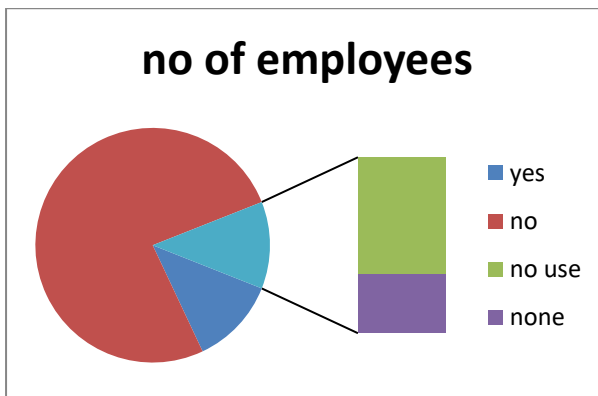
Interpretation
- Form the above graph we observe that there is no use in changing company in search of good career path rather improve individual standards in present company will lead more growth of individual employee career path

5. Work experience gained by company's working (useful or not) in percentage

Particulars	50%	60%	80%	80% above	Total
No of employees	0	06	87	07	100
Percentages	0%	6%	87%	7%	100%
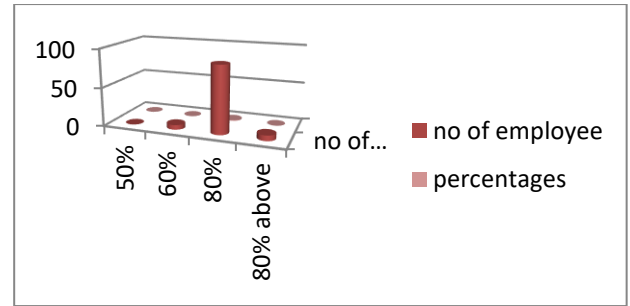
Interpretation
- Form the above graph we observe that employees working in the company are getting benefits from the present job which is helping their professional career and development

6. Career path designed mostly beneficial to which group

Particulars	Male	Female	Both	Company	Total
No of employees	23	16	59	02	100
Percentages	23%	16%	59%	2%	100%

no of employees
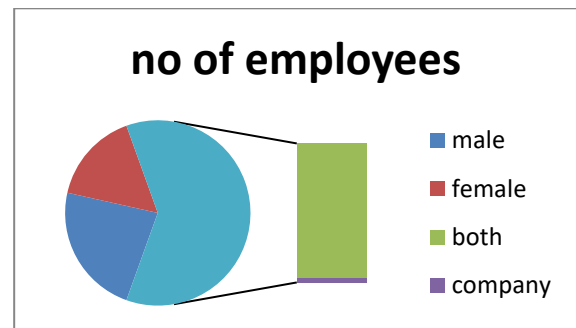
Interpretation
- Form the above graph we observe that both male and female get the same benefits in designed career in organisation, it's a good sign for individual employee if company is giving equal priority to genders

7. Employee mostly choose career (core job) or development (financial status)

Particulars	Career	Development	Both	None of the abo	Total

				ve	
No of employees	38	22	40	0	100
Percentages	38%	22%	40%	0%	100%
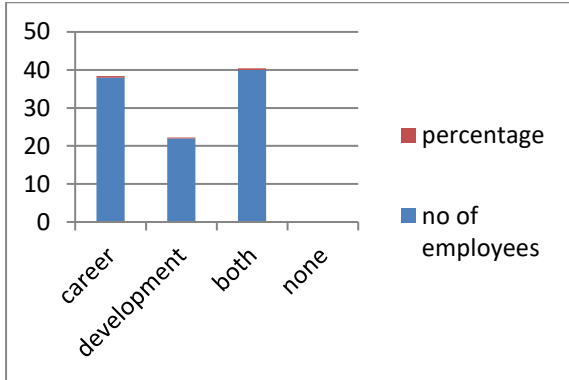
Interpretation

- Form the above graph we observe that employee choose both the career as well as development in his growth

8. Organizational career growth is mainly focused on individual employee or company

Particulars	**Employee**	**Company**	**Both**	**None of the above**	**Total**
No of employees	28	62	10	0	100
Percentages	28%	62%	10%	0%	100%
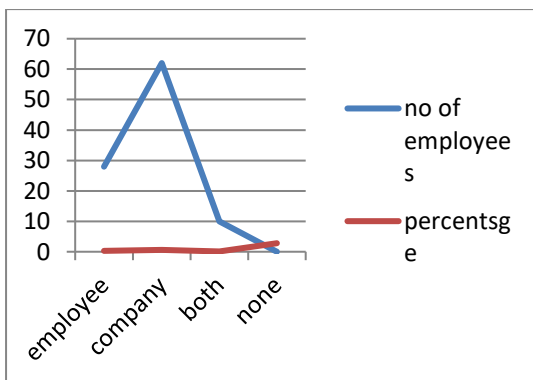
Interpretation

- Form the above graph we observe that organizational goals will anyways lead

to only improvement of company rather than individual in case of core job then company will change its presumption

9. Which age groups of people are mostly benefited

Particulars	**20-30**	**20-35**	**35-45**	**45 – above**	**Total**
No of employees	19	76	03	02	100
Percentages	19%	76%	3%	2%	100%
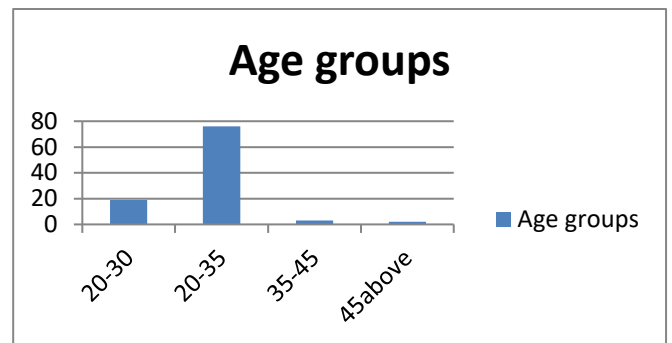
Interpretation

- Form the above graph we observe that 20-35 age group people are mostly benefited with the career planning and development provided by the company to individuals, because they are the new comers to the organisation ,even organisation need to attract the employees in starting period

10. Individual growth with company's organizational growth

Particulars	**Good**	**Moderate**	**Bad**	**Unsatisfied**	**Total**
No of employees	27	48	16	09	100
Percentages	27%	48%	16%	9%	100%
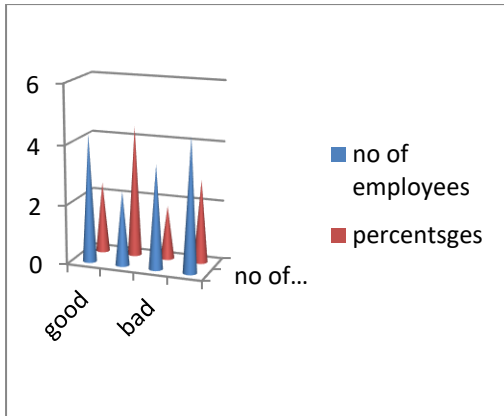
Interpretation

- Form the above graph we observe that most employees presently working in the company feel individual growth with company growth is moderate , here employee will leave te organisation if there is no proper attention towards his career progress

STATITICAL ANALYIS:
HYPOTHESIS

H1: There is no impact of career program on employee's performance.

H0: There is an impact of career program on employee's performance.

FINDINGS

- There is an advantageous accord amid the peers, subordinates, superiors in career planning.
- The career development practices in the organizations are mostly centered around five dimensions, namely, (i) individual career assessment, (ii) skill development, (iii) assessment course of action, (iv) development programs and (v) challenging job assignments.
- Both male and female employees are found to be satisfied with the career development practices provided in the organizations to employees
- Employees in the age group of 20-35 years are found to be more satisfied with the career development practices than employees in other age groups
- Factors influencing career satisfaction and career development practices have a positive correlation in between.

SUGGESTIONS:

- The organisation firm needs to formulate proactive policies for career development of their employees.

- Organizations need to pursue policies that will induce employees of less than 5 years or more than 10 years of work experience to participate in problem solving and decision making according to their own capabilities.
- TCS HR should ensure that whenever they yield acknowledgment from advisers their suggestions are taken into application and implemented as soon as accessible, this will accomplish advisers to accord honest and acknowledge feedback.
- Verify the rationale of your career decisions and education plans. Help you develop your long-term educational path

CONCLUSION:

The study focuses on studying the importance of career planning and development of employee working in the organisation. The study included 100 employees. An inferential technique of purposive analysis is used to test the data for the relationship. The value of the analysis indicated that there is a significant importance in employee career planning with relation to employee development. From the results, it can be concluded that employee training and employee hr policies would help career planning and development of employee working in the organization and Feedback Policy show impact on Job Satisfaction rather than . Thus the organization focusing on the two policies is important. Many research articles, thus far, concluded that the training and Benefits given to employee shows significant impact on the Job Satisfaction. However, this research took it a bit further by showing that even the Feedback policy can impact the job satisfaction of the employees. The way the company is handling the feedback system is a good system. The major problem is seen in the stress levels that the employees take, especially seniors. The problem can be seen also in the compensation management. If the compensation management is not changed, then definitely an uncertainty will have to be encountered as the problem is at the verge. There are other factors that can reduce dissatisfaction. Recognition of hard work is not being done to the mark it has to be done.

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A STUDY ON EMPLOYEE RETENTION

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ARTICLE

Abstract:
Today's employees are more career conscious than ever. They are demanding more in terms of personal growth and development. Organization that fails to allow employees to meet their individual's needs will lose valued employees. The aim of this paper is to withdrawal the various pitfalls are operationalized in organization and how to codified it as we very well know if the company not change its culture according to the need of existence they can collapse its valued employees so the career development is the pace towards the time whole seeks different challenges which commit to update or charge with Absolut challenges, acquire experience and counseling is another tool to decides the associate outcome from it. This will allow employee to fulfill their career needs and organization will benefits by retaining a greater number of their competent and qualified employees.
Key words: Employee retention, Career opportunities, Job satisfaction, Company growth

Introduction:
Employee retention refers to the various policies and practices which let the employees stick to an organization for a longer period of time. Every organization invests time and money to groom a new joiner, make him a corporate ready material and bring him at par with the existing employees. The organization is completely at loss when the employees leave their job once they are fully trained. Employee retention takes into account the various measures taken so that an individual stays in an organization for the maximum period of time.
Employee retention is the overall strategy or ability of an organization to retain its best employees and hence maintain a lower turnover. An organization is able to achieve this by adopting various employee retention programs. Employee retention is and should be one of the main focus areas of the human resources department in any organization. An employee retention program involves steps starting from identifying the major contributors in the organisation, and designing schemes to involve them with the organisation to ensure that they do not leave. The success of these programs is measured by simple metrics like retention ratio, and turnover.

NEED FOR THE STUDY

- To analyze the variance in the employee retention strategies
- To assess the employee retention strategies of organization
- It is helpful for the organization to understand the employee relationship regarding human resource practices in the organization
- To ascertain the problems of the employee in the organization
- To evaluate the level of retention strategies provided by HR in keeping their employees in organization

OBJECTIVES OF THE STUDY

- This study is it ascertain the problems of the employee
- To determine what is employee retention strategies in the company
- To examine and know more opportunities where can a employee be benefited in future by the company
- To analyze the strategies for retaining employees
- Building up of strategies for retaining employees & creating better organization

Literature Review

A Study on Determinants of Employee Retention in telecom sector of Pakistan telecom sector of Pakistan by Shoaib M., Noor A., Tirmizi S.R, Bashir S., with 130 responses from 150 respondents regarding the impact of career development opportunities, supervision support, working environment, rewards and work life policies on employee retention. The study reveals the positive relationship of career development opportunities, supervision support, working environment, rewards and work life policies with employee retention.

(2009) A Study on Relationship between Employee Turnover and Employee Compensation in small business by Hope J.B and MackinP.C, explores the relationship between employee turnover and firm size as it relates to compensation using the National longitudinal survey of youth (NLSY). The purpose of the study was to examine whether employee turnover differences between small and large firms are the result of differences in wages and benefits or of some form of selfselection where employees of small businesses are simply more prone to high turnover rates than those in larger firms. Employees of large establishments stay in their jobs longer than employees of small establishments. Offering benefits improves employee retention. When a firm offers benefits, it decreases the probability of an employee's leaving in a given year by 26.2 percent and increases the probability of staying an additional year by 13.9 percent. The earnings results based on the relationship between establishment size and earnings show that firm size has a positive impact on earnings for service and manufacturing occupations.

RESEARCH METHODOLOGY

The present study has been conducted to find out the solution for the problem "A study On employee retention". Data is classified into primary and secondary data.

Primary data:

Primary data refers to the information collected by a researcher from original sources, using methods like surveys, interviews, or experiments. The information is gathered from the main sources keeping research study in mind.

Secondary data:

Secondary data refers to data that is collected by someone other than the researcher. Common sources of secondary data for the study include, organizational records and data that was collected for other research purposes.

SAMPLE SIZE:

A Sample of 100 employees are taken

STATISTICAL TOOLS:

The statistical tool which is used for the research and study is correlation test and data is represented through tables and charts and graphs

Variables:

INDEPENDENT VARIABLE- EMPLOYEE RETENTION

DEPENDENT VARIABLE- EMPLOYEE PERFORMANCE

DATA ANALYSIS AND INTERPRETATION:

1. Employee retention strategies relating to Job security, promotion, welfare measures and work environment?

Particulars	Highly satisfied	Dissatisfied	Neither satisfied nor dissatisfied	Highly dissatisfied	Total
No of employees	55	11	16	18	100
Percentages	55%	11%	16%	18%	100
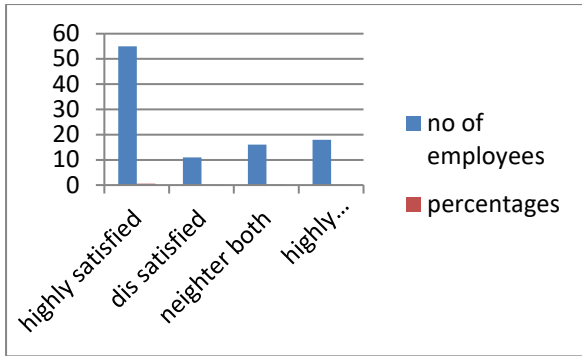
A segment

Partic ulars	Hig hly satis fied	Dissat isfied	Neith er satisfi ed nor dissat isfied	Highl y dissat isfied	To tal
No of emplo yees	74	10	12	04	10 0
Perce ntages	74%	10%	12%	4%	10 0 %

Interpretation

- Form the above graph we observe that employees are highly satisfied with the job security, promotions, welfare measures and work environment, more over there is also some dis satisfaction with employees

2. Overview on career development, Management support for higher education and training and development?
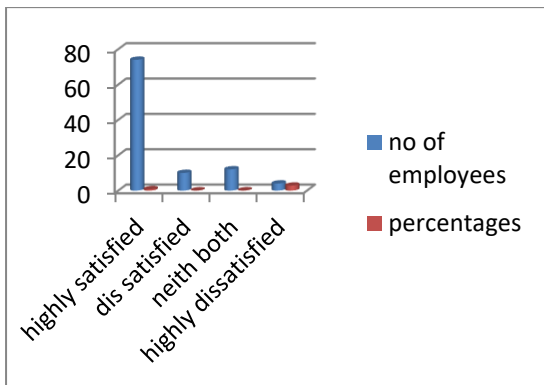
Interpretation

- Form the above graph we observe that employees are highly satisfied with career development, management support for higher education and training and development is good , more over there is also some dis satisfaction among employees

3. Working environment of Ecological & working place environment?

Partic ulars	Go od	Ba d	Satisfi ed	Dis satisfi ed	Tot al
No of emplo yees	38	14	43	05	100
Perce ntages	38 %	14 %	43%	5%	100

Interpretation

- Form the above graph we observe that 43% of employees are satisfied with the working environment of ecological and working place environment and average of the staff feel its good in workplace

4. Company in providing welfare such as health & safety measures and family welfare measures

Particu lars	Goo d	Be d	Satisfi ed	Dis satisfi ed	Tot al
No of employ ees	89	02	07	02	100
Percent ages	89%	2%	7%	2%	100
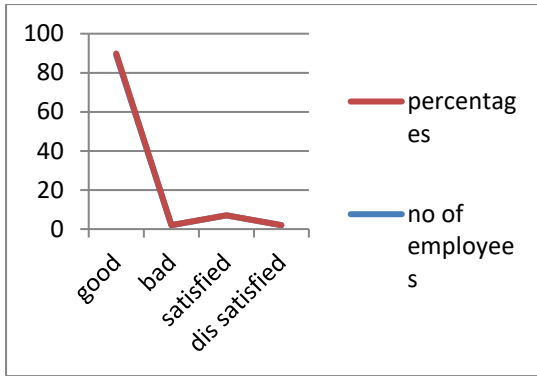
Interpretation

- Form the above graph we observe that most of the employees say they are good and satisfied with the health and family measures given by company are satisfied, rest feel they should be more changes in such schemes to improve the standard of the organisation

5. Employee effected by rewards and recognition

Particulars	Salary structure	Over time salary	Performance based incentives	Fringe benefits	Total
No of employees	48	12	16	24	100
Percentages	48%	12%	16%	24%	100
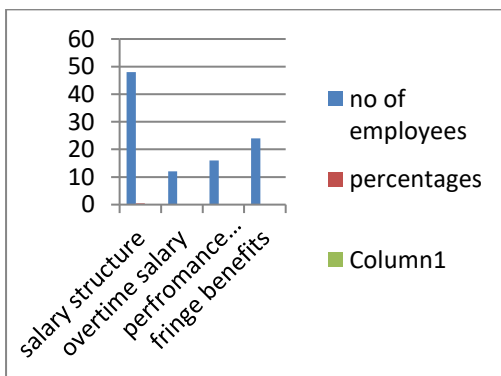
Interpretation

- Form the above graph we observe that rewards and recognitions in the working field improve the standard of the individual and more over mostly salary structure ,fringe benefits attract the most of the employee

6. Employee lack of retention caused because

Particulars	Approaching superiors	Good team	Co-workers coordination	Superior like coach	Total
No of employees	12	22	36	30	100
Percentages	12%	22%	36%	30%	100
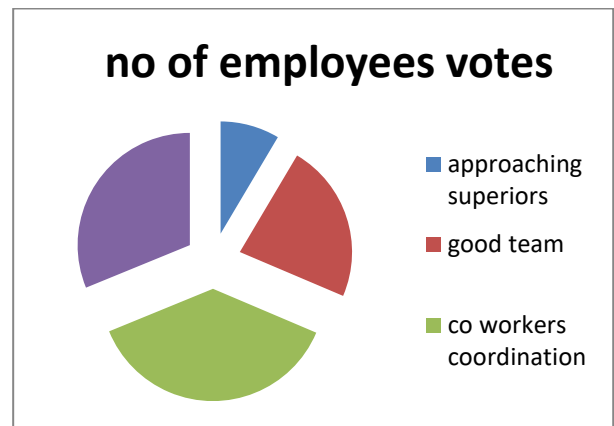
Interpretation

- Form the above graph we observe that employees lack of retention is caused in several cases but this factors affect the most such as co-workers coordination, superior like coach approach are key elements that affect the organizational and individual employee retention

7. Superior maintaining good atmosphere between employees

Particulars	Good	Bad	Beneficial	Not beneficial	Total
No of employees	73	12	11	04	100
Percentages	73%	12%	11%	4%	100
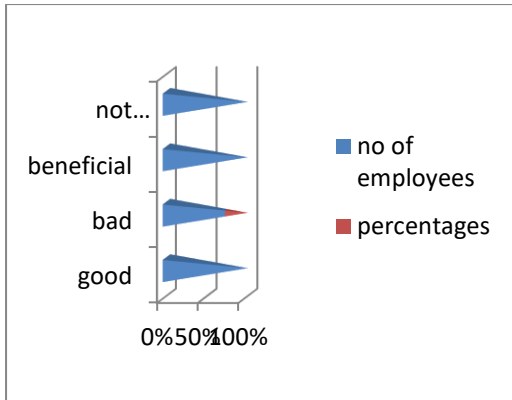
Interpretation

- Form the above graph we observe that organisation is responsible for the superiors interaction between the employees. Here most of the employees voted with the good conduct of superiors attention which is a good sign for the organisation and company growth

8. Encourage new comers or work with experienced

Particulars	New comers	Experience	Both	None	Total
No of employees	23	24	53	00	100
Percentages	23%	24%	53%	0	100
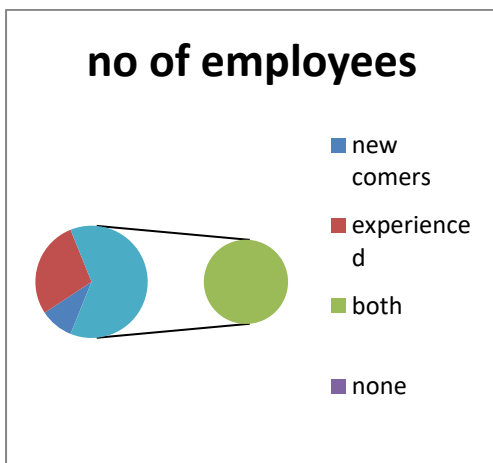
Interpretation

- Form the above graph we observe that both new comers i.e., fresher's and experienced employees both get the equal level of preference in present organisation because experience concentrate on new comers and new

comers concentrate on company growth

9. What will influence you to work for organisation

Particulars	Salary & retirement	Career development	Recognition rewards	All the above	Total
No of employees	18	27	06	49	100
Percentages	18%	27%	6%	49%	100
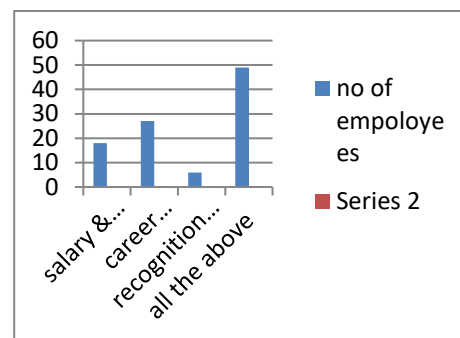
Interpretation

- Form the above graph we observe that maximum number of employees opted all the above which include salary & retirement benefits, career development, recognition & rewards

10. Opportunity attracting employee will lead to retain in present job

Particulars	Strongly agree	Strongly disagree	Agree	Disagree	Total
No of employees	72	06	12	10	100
Percentages	72%	6%	12%	10%	100
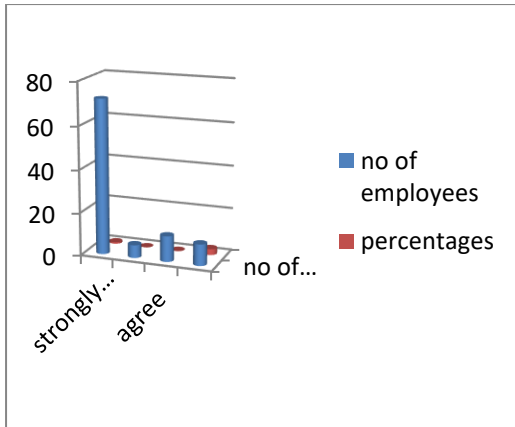
Interpretation

- Form the above graph we observe that opportunity attracting employees will lead to retain in present job which is a good sign for organisation and employee

HYPOTHESIS

H1: There is no impact on retaining program on employee's performance.

H0: There is an impact of retaining program on employees performance.

FINDINGS

- Employee retention is independent of age, gender and tenure as relationship between Employee retention and moderating variables age, gender and tenure were found to be statistically insignificant
- Work environment is productive and less stressful
- Companies have set up good performance appraisal system and conducted proper job evaluation
- Exciting work and challenges is provided through authority, proper goal setting and encouragement to innovation and creativity
- People leave the organisation because of both internal and external reasons
- Managers feel that internal factors are more responsible for employee turnover.

SUGGESTIONS:

- Salary and benefits must be competitive
- Hire the best employee to start the right person at the starting
- Reduce employee pain and increase, find the pain point, alleviate the pain point, be steady and structured, make advancement possible, offer valuable learning opportunities
- Don't have bosses only have leaders
- Make professional development at a top priority
- Show them how much they actually make and can upgrade the organisation with their equipment and interest

CONCLUSION:

- It can be concluded that opportunity for growth and promotion outside, compensation, working conditions, work timings/shifts, relationship with managers, location of the organisation, opportunity to use kills and work load are the major reasons for employee turnover.
- Employees perspective it can be concluded that employee turnover is not a natural phenomenon. There are reasons which lead to increase in attrition. It is observed that both the external and internal factors are responsible for employee turnover
- According to managers and employers, employees leave the organisation more because of internal reasons within the organisation and less because of external reasons or their own personal reasons. It can also be inferred that as majority of the reasons of employee turnover are from within the organisation
- Management can control the rate of employee turnover by introducing various employee retention techniques related to above areas
- The type of social atmosphere or the interpersonal relationships the employees experience within the organisation has an impact on employee retention. The management can to take appropriate measures to maintain positive social relationships in the company to increase the employee retention

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A STUDY ON EMPLOYEE ABSENTEEISM AT SPINCO BIOTECH PVT LTD

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ABSTRACT

Absenteeism is a common problem at every work place. It is applicable for both the employees and employers as well. Attendance is necessary for the employees working in an organization. It allows to achieve targets and objectives at adequate level. Absenteeism reduces the interest of the employees and makes him / her insecure about their work in the organization,in order to understand the absenteeism at SpincoBiotech Pvt Ltd we have done a study through questionnaire.

KEY WORDS: Employee absenteeism, demographic factors

I. INTRODUCTION: The term "absenteeism" is derived from the Latin word "absentia ".Absenteeism is any failure of an employee. As a positive influence, absence can help compel us to action resulting in by motivating them, as a negative influence it can result in feeling of demotivation, no cooperation between the superiors and the subordinates, lack of technology.

"Absenteeism" is the total man shifts cost because of the absencesas a percentage of the total number of men shifts scheduled to work. Absenteeism of employees at work place leads to work delay, back logs etc.,

Absenteeism is mainly of two types:

1. **Innocent absenteeism** - where the employees are absent due to some genuine cause or reason, it may be due to illness or family problem.
2. **Culpable absenteeism** - where an employee fails to attend work without a reasonable explanation.

II. OBJECTIVES:

1. To study the various factors contributing to absenteeism in the organisation and employees working conditions.
2. To suggest measures to curtail the increase in the rate of absenteeism.
3. To identify the reasons for absenteeism.
4. To measure the employee absenteeism level.

III. REVIEW OF LITERATURE:

Fred Luthans says" Managers must identify and define the specific behavior. They must measure or count the occurrences of the pinpointed behavior conduct an analysis of the ABC's of the behavior called functionally analyzing the behavior the three steps in an applied behavior modifications program set the stage for the actual modifications. These help the employees change their behavior and decrease the levels of absenteeism

2) Lester Bittel says "An Employer fired an employee for excessive absences the employee filled a grievance stating that there had been no previous warnings or discipline related to excessive absences."

3) According to Hone, Angus "Absenteeism" is related to new values and norms which are developing among the workforce as a result of technological developments. Work and leisure are now cherished by the worker and these wants to infill along with the monetary benefits they get from his services. The economic considerations,

therefore, decides whether one would like to be absent from work.

IV. RESEARCH METHODOLOGY: It is a way to systematically solve the research problem. It deals with the objective of a research study and defines the research problem.

DATA COLLECTION METHOD:

a) **Primary Data**: The data collected through primary sources mainly relate to the experiences and opinions of respondents regarding various aspects of absenteeism. Informal interviews were also conducted. These respondents were selected at random.
b) **Secondary Data**: The source of secondary data pertaining to the study was collected from records maintained by personnel department they are:
   • Attendance registers of SpinCo biotech pvt ltd
   • Books from library and Internet

HYPOTHISIS

H0- There is no significant relationship between employee personal reasons and employee absenteeism
H1- There is a significant relationship between employee personal reasons and employee absenteeism

RESEARCH TOOLS:

A set of questionnaire has been set to get the collective information from the employees. The questionnaire covers of a change of questions obtainable to the employees for their response. The types of questions are used in this survey are of:
1. Multiple choice questions and
2. Closed ended questions
SAMPLE SIZE TAKE IS : 100
RATIO: 1:1
STATISTICAL METHODS USED
   1. Chi-Square test
STATSTICAL TOOLS USED:
VARIABLES:
Independent variable: Age , gender , marital status , seniority and residence of employees
Dependent variable: Employee absenteeism

I. DATA ANALYSIS AND INTERPRETATION

Table 1: Age Group

Parameters	No: of Respondents	Percentage
20-30	9	15
30-40	18	30
40-50	18	30
More than 50	15	25
Total	60	100
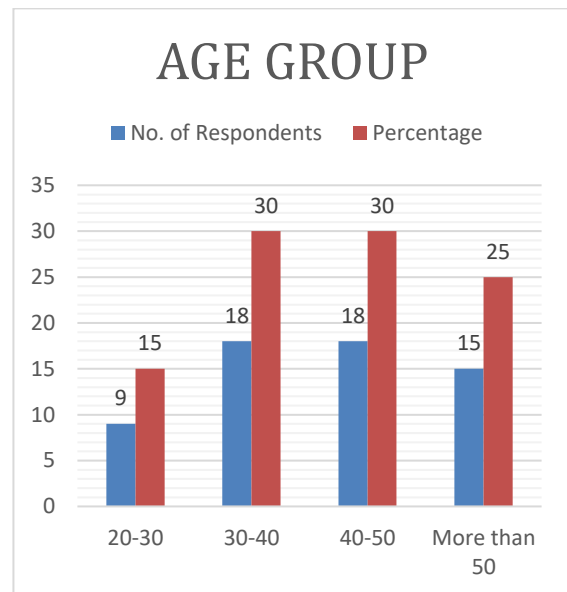
INTERPRETATIONS:
It has been inferred that 30% of the employees who participated in the survey are of age group between 30-40 , 30% again come under the category between 40-50 age group and the rest of them belong to more than 50 (25%) and 20-30(15%) types.

Table 2. SEX

Parameters	No: of Respondents	Percentage
Male	42	70
Female	18	30
Total	60	100
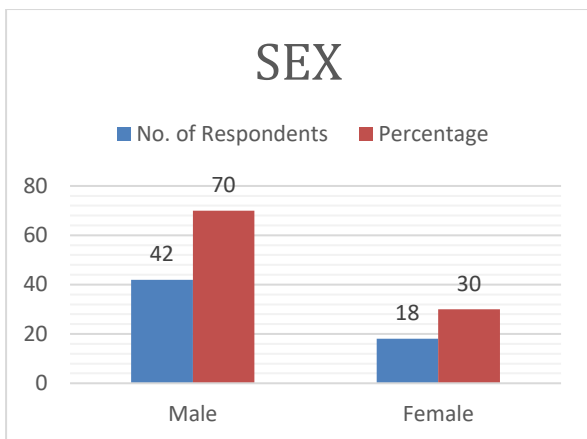
INTERPRETATIONS:

It has been inferred that 70% of the employees participated in the survey are male and the remaining come under the female category.

Table 3. MARITAL STATUS

Parameters	No: of Respondents	Percentage
Single	9	15
Married	42	70
Divorced	3	5
Separated	0	0
Widow(er)	6	10
Total	60	100
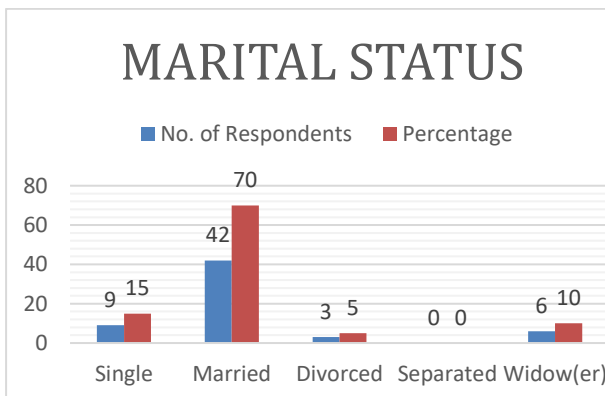
INTERPRETATIONS:

It has been inferred that 70% of the employees who participated in the survey are married and 15% of respondents are bachelors. Rest of them are categorized under the category of widow and divorce cases.

Table 4. Employee satisfaction at work

Parameters	No: of Respondents	Percentage
Highly	4	6.67

Satisfied		
Satisfied	12	20
Neutral	23	38.33
Dissatisfied	18	30
Highly Dissatisfied	3	5
Total	60	100
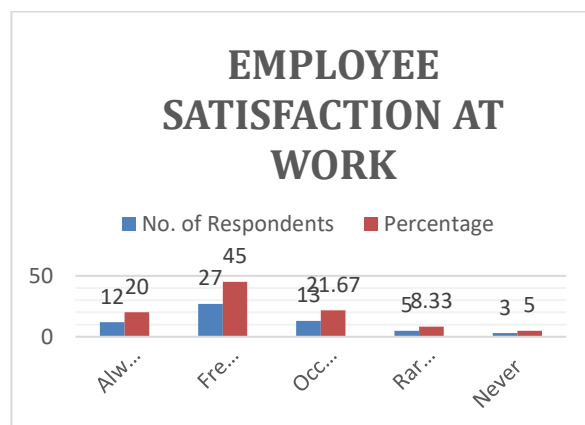
INTERPRETATIONS:

It has been inferred that 45% of respondents frequently stand up for their rights, 21% stands for it occasionally. Also we can infer that 20% of the employees always stand up for their rights and 8% of them are rare, but 5% of them ignore such views.

Table 5. Stress part of work life for employees.

Parameters	No: of Respondents	Percentage
Strongly Agree	10	16.67
Agree	30	50
Neutral	14	23.33
Disagree	5	8.33
Strongly Disagree	1	1.67
Total	60	100
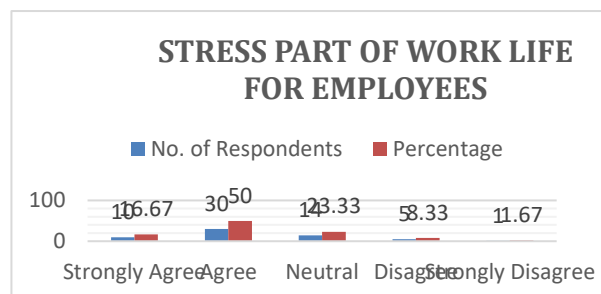
INTERPRETATIONS:

It has been inferred that 50% of respondents agree that stress is part of their work life, 23% of them view it to be neutral. Also we can infer that, 16% of the employees strongly agree and 8% of them disagree but 2% of them strongly disagree.
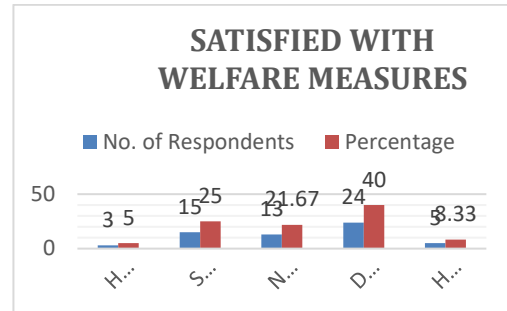
Table 6. Time for personal activities

Parameters	No: of Respondents	Percentage
Always	6	10
Frequently	18	30
Sometimes	11	18.33
Rarely	12	20
Never	13	21.67
Total	60	100

TIME FOR PERSONAL ACTIVIT
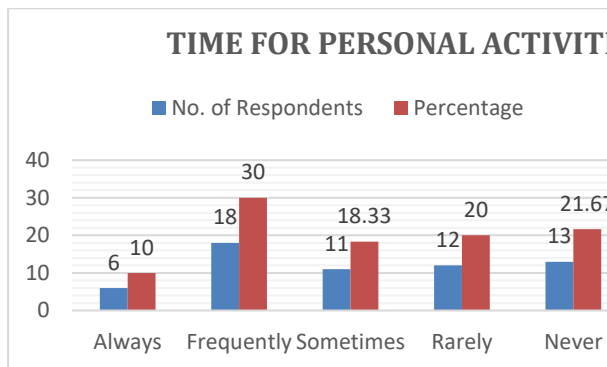
INTERPRETATIONS:

It has been inferred that 30% of respondents frequently get time to do things that are really important for them, 22% don't agree with this. Also we can infer that 20% who agree are rare cases and 18% only sometimes. 10% have enough time to deviate for their personal activities.

Table 7. Satisfied with the welfare measures

Parameter	No: of Respondents	Percentage
Highly Satisfied	3	5
Satisfied	15	25
Neutral	13	21.67
Dissatisfied	24	40
Highly Dissatisfied	5	8.33
Total	60	100

SATISFIED WITH WELFARE MEASURES

INTERPRETATIONS:

It has been inferred that 40% of respondents are dissatisfied with the welfare measures adopted by the company, 25% are satisfied and also we can infer that 22% seems to be neutral, 8% are highly dissatisfied and 5% are highly satisfied.

Table 8. Health problems leading to absenteeism

Parameter	No: of Respondents	Percentage
Very Often	3	5
Sometimes	18	30
Rarely	31	51.67
No	8	13.33
Total	60	100

HEALTH PROBLEMS LEADING TO ABSENTEEISM
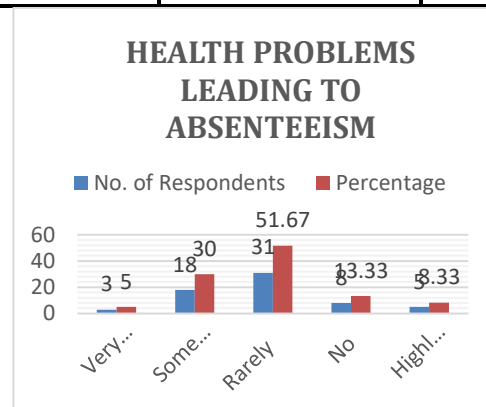
INTERPRETATIONS:

It has been inferred that 52% of respondent have the opinion that sickness makes them absent from work rarely, 30% says from time to time and also we can infer that 22% says sickness alone does not make them absent from work. 5% very often are absent due to health problems.

Table 9. Impact of political or social engagement force them to be absent from work

Parameter	No: of	Percentage

	Respondents	
Very Often	3	5
Sometimes	16	26.67
Rarely	17	28.33
No	24	40
Total	60	100

IMPACT OF POLITICAL OR SOCIAL ENGAGEMENT ON ABSENTEEISM
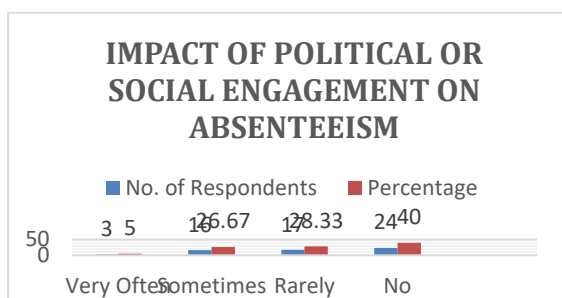
INTERPRETATIONS:

It has been inferred that 40% of respondents have an opinion that the political or social engagement force did not make them absent from work, 28% feel it to be rare and also we can infer that 27% are satisfied and 5% very often keep themselves absent due to political or social engagements.

Table 10. Habit of alcohol consumption makes them absent

Parameter	No: of Respondents	Percentage
Often	2	3.33
Very Often	6	10
Sometimes	21	35
Rarely	9	15
No	22	36.67
Total	60	100

HABIT OF ALCOHOL CONSUMPTION MAKES THEM ABSENT
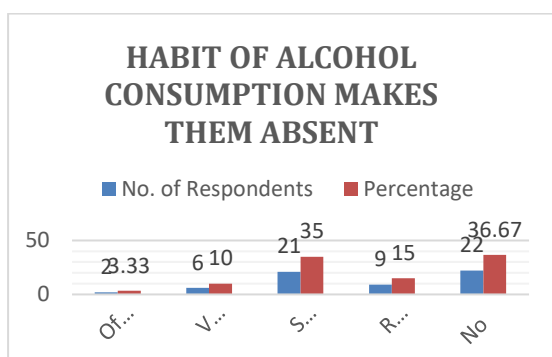
INTERPRETATIONS:

It has been inferred that 37% of respondents have an opinion that the habit of alcoholism did not make them absent from work. 35%

says sometimes they are absent for work and also we can infer that 15 % come under rare cases, 10% are very often and 3% are often absent from work due to this bad habit.

Table 11. Helping hand from the colleagues

Parameter	No: of Respondents	Percentage
Yes	6	10
No	36	60
To Some Extent	18	30
Total	60	100

HELPING HAND FROM THE COLLEAGUES
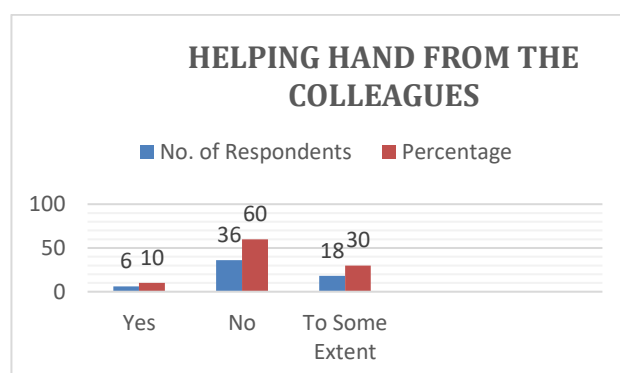
INTERPRETATIONS:

It has been inferred that 60% of respondents have an opinion that their colleagues did not help them in case of personal problems, 30% says to some extent they had received some help and also we can infer that 10% agree that their colleagues help them in case of any personal problems.

Table 12. Any occupational hazards which prompt the employees to take leave

Parameter	No: of Respondents	Percentage
Yes	8	13.33
No	52	86.67
Total	60	100

OCCUPATIONAL HAZARDS WHICH PROMPT TO TAKE LEAVE
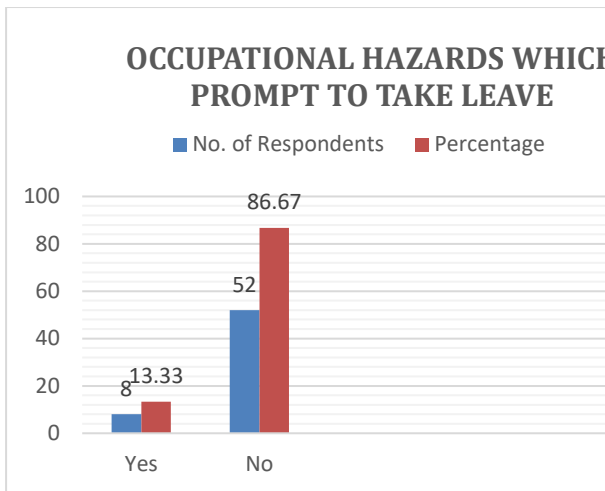
INTERPRETATIONS:

It has been inferred that 87% of respondents have an opinion that they are not afraid of any occupational hazards which prompts them to take leave, 13% show some kind of fear towards occupational hazards which prompt them to take leave.

FINDINGS

1. Onanalysing the response it is found that, 35% of the employees are dissatisfied with their work&50% of the employees have an opinion that stress is part of their work life.
2. 43% agree and 27% strongly agree that their work is heavy. From this, it can be interpreted that the employees are having a hectic work schedule.A total of 70% of the employees feel lonely while working with others.
3. 39% of workers feel bored in their routine work&42% don't have time for their personal activities.
4. 40% of the workers are not satisfied with the welfare measures adopted by the company.
5. Health problems seem to be one of the causes of absenteeism for the work.
6. It is also found that 35% of the employees are satisfied with working condition.
7. It has been found that 40% of the respondents have an opinion that politics have no impact on the employee absenteeism.
8. 60% of the employees feel that their colleagues did not help them in case of personal problems.

SUGGESTIONS

1. The management must intervene in the day to day activities of the employees.

They should provide full-fledged support, guidance and encouragement.
2. Overloaded workaholic atmosphere must be avoided, as it may create a lot of stress- related problems.
3. Employees must be encouraged for their creativity and innovative outlook towards their job assigned.
4. Welfare measures of the employees should be improved so as to make the employees feel more satisfied and contended. A satisfied employee will be more committed to the organization.
5. Medi-claim policies, weekly or monthly medical check-ups etc should be provided to the employees' in order to make them physically fit for the job.
6. The employees should either be provided with transportation facility or housing facility so that they would have ample time for recreation in substitute for the time they spend in traveling.

CONCLUSION

SPINCO Biotech PVT LTD is also a victim of absenteeism, as one of the curse their organization is facing at present. The study tries to reveal the factors influencing the absenteeism of employees with some suggestions which will be of immense aid for the employees as well as the organization to reduce the absenteeism level. I earnestly desire that, the study might bring some descend in the number of absentees in the organization, if taken into consideration practically.

To conclude, employees' dissatisfaction towards job & welfare measures, hectic work schedule, stress, health problems are some of the major causes of absenteeism. This can be reduced by the management by implementing various employee satisfactory changes in the organization.

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WEBSITE:-

https://www.spincotech.com/

A STUDY ON DERIVATIVES (OPTIONS AND FUTURES)

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ABSTARCT

The emergence of the market for derivatives products, most notably forwards, futures and options, can be traced back to the willingness of risk-averse economic agents to guard themselves against uncertainties arising out of fluctuations in asset prices. Derivatives are risk management instruments, which derive their value from an underlying asset. The following are three broad categories of participants in the derivatives market Hedgers, Speculators and Arbitragers. Prices in an organized derivatives market reflect the perception of market participants about the future and lead the price of underlying to the perceived future level.

Key Words: Underlying Asset, Emergence, Perception

DEFINITION OF DERIVATIVES

"Derivative is a product whose value is derived from the value of an underlying asset in a contractual manner. The underlying asset can be equity, forex, commodity or any other asset".

DERIVATIVE PRODUCTS (TYPES)

The following are the various types of derivatives:

1. **Forwards:** A forward contract is a customized contract between two entities, where settlement takes place on a specific date in the future at today's pre-agreed price.
2. **Futures:** A futures contract is an agreement between two parties to buy or sell an asset at a certain time in the future at a certain price. Futures contracts are special types of forward contracts in the sense that the former are standardized exchange-traded contracts.
3. **Options:** Options are of two types- calls and puts. Calls give the buyer the right but not the obligation to buy a given quantity of the underlying asset, at a given price on or before a given future date. Puts give the buyer the right, but not the obligation to sell a given quantity of the underlying asset at a given price on or before a given date.
4. **Warrants:** Options generally have lives up to one year; the majority of options traded on options exchanges having a maximum maturity of nine months. Longer-dated options are called warrants and are generally traded over the country.

REVIEW OF LITERATURE

BARUA ET AL (1994) Undertakes a comprehensive assessment of the private corporate debt market, the public sector bond market, the government securities market, the housing finance and other debt markets in India. This provides a diagnostic study of the state of the Indian debt market with the free debt market, the necessity for market making for financing and helping options and interest rate derivatives, and tax reforms.

ABHYANKAR (1995) compared the FTSE 100 stock index with the stock index futures market. He found support for the hypothesis that lower transaction costs is the primary reason for traders with market wide information to use the futures market.

OBJECTIVES OF THE STUDY

1. To find the profit/loss position of futures buyer and seller on an asset.
2. To study and analyse the purpose of hedging in future in derivatives market.
3. To make suggestions to the investors regarding the effective usage of derivatives.

RESEARCH METHODOLOGY

Research Methodology is a systematic procedure of collecting information in order to analyse and verify a phenomenon. The collection of information is done in two principle sources they are primary data and secondary data. Primary data is known as the information which is collected from the members of the organization in the form of

interview, direct mail or having the conversation. Secondary data is the information which is collected from different sources like journals, books, BSE and NSE websites. This study is totally based on the information related to secondary data.

DATA ANALYSIS AND INTERPRETATION

FUTURES OF TCS:

TIMESTA MP	SPOT PRIC E	FUTUR E PRICE	RETURNS(X)

DESCRIPTIVE ISTATISTICS	
Mean	-0.20
Standard Deviation	0.51
Sample Variance	0.26

MAY	I	I	I
15-May-19	1322.9	1304.6	-1.38
16-May-19	1347	1341.85	-0.38
20-May-19	1351	1341.6	-0.70
21-May-19	1350	1344.9	-0.38
22-May-19	1365.15	1367.55	0.18
23-May-19	1352.75	1349.2	-0.26
24-May-19	1306.15	1312.15	0.46
27-May-19	1301.1	1300	-0.08
28-May-19	1268.9	1271.15	0.18
29-May-19	1273.85	1275.55	0.13
30-May-19	1300.15	1300.65	0.04

- Return (%) = {[current price (P1) – previous price (P0)] / previous price}*100
- Average Return (μ) = ΣX/N
- Variance (σ^2) = $\Sigma(X – i\mu)^2$ / N-1
  Where X = Return; μ = Average Return
- Standard Deviation (σ) = sqrt (σ^2)

FUTURES RETURNS 2019
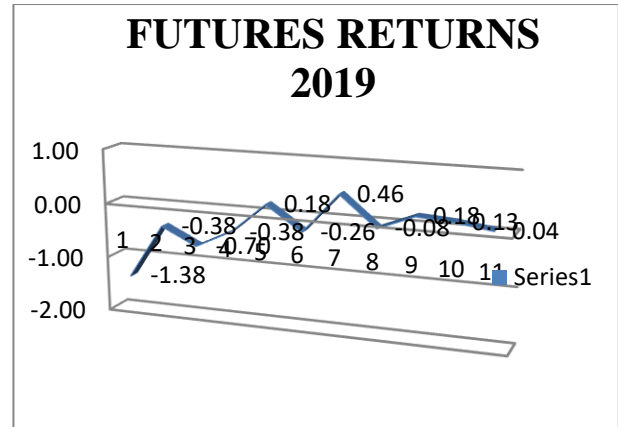
Interpretation: The trading week showed a high and low strike prices or exercising prices for the TCS futures. There always exist an impact of price movements on open interest and contracts traded.

FUTURES PRICES OFiTCS:

JU NE	SPO T PRIC E	FUTU RE PRIC E	EXPIRY _DT	RETURN S(X)
31-Ma y-19	1308.35	1305.5	27-Jun-19	-0.22
3-Jun-19	1308.45	1304	27-Jun-19	-0.34
4-Jun-19	1298.4	1297.8	27-Jun-19	-0.05
5-Jun-19	1282.8	1281.5	27-Jun-19	-0.10
6-Jun-19	1261	1260.7	27-Jun-19	-0.02
7-Jun-19	1190.2	1193.45	27-Jun-19	0.27
10-Jun-19	1176.7	1174.8	27-Jun-19	-0.16
11-Jun-19	1158.05	1158.1	27-Jun-19	0.00
12-Jun-19	1218	1213.65	27-Jun-19	-0.36
13-Jun-19	1236.7	1223.75	27-Jun-19	-1.05

14-Jun-19	1182.4	1173.25	27-Jun-19	-0.77
17-Jun-19	1178.85	1170.1	27-Jun-19	-0.74
18-Jun-19	1199.55	1195.8	27-Jun-19	-0.31
19-Jun-19	1192.75	1180.3	27-Jun-19	-1.04
20-Jun-19	1194.7	1191.55	27-Jun-19	-0.26
21-Jun-19	1187.4	1187.7	27-Jun-19	0.03
24-Jun-19	1188.3	1185.15	27-Jun-19	-0.27
25-Jun-19	1166	1159.85	27-Jun-19	-0.53
27-Jun-19	1195.85	1195.8	27-Jun-19	0.00

- Return (%) = {[current price (P1) – previous price (P0)] / previous price}*100
- Average Return (μ) = $\Sigma X/N$
- Variance (σ^2) = $\Sigma(X – i\mu)^2 / N-1$
  Where X = Return; μ = Average Return
- Standard Deviation (σ) = sqrt (σ^2)

DESCRIPTIVE STATISTICS	
Mean	-0.31
Standard Deviation	0.37
Sample Variance	0.13

Interpretation: The closing price of TCS at the end of the contract period is 23124/- and this is considered as settlement price.

FINDINGS

1. Derivatives are mostly used for hedging purpose.
2. In derivative segment the profit/loss of the option writer purely depends on the fluctuations of the underlying asset.
3. In cash market the investor has to pay the total money, but in derivatives the investor has to pay premiums or margins, which are some percentage of total contracts.

CONCLUSION

Stock futures are derivative contracts that give you the power to buy or sell a set of stocks at a fixed price by a certain date. Once you buy the contract, you are obligated to uphold the terms of the agreement. It allows hedgers to shift risks to speculators. It gives traders an effective idea of what the futures price of a stock of an index is likely to be. Based on the current future price, it helps determining the future demand and supply of shares.

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A STUDY ON CONSUMER BEHAVIOR

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Abstract:

The marketing concept is consumer oriented and the emphasis is more on the consumer rather than on the product. The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the costumers, whose needs and desires have to be coordinated with the set of products and production programmes. Therefore, marketing success of an enterprise depends as its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs. Consumer behavior is affected by a host of variables ranging from personal, professional needs, attitudes and values, personality characteristics, social economic and cultural background, age, gender, professional status to social influences of various kinds exerted a family, friends, colleagues, and society as a whole. The combination of these factors help the consumer in decision making further Psychological factors that as individual consumer needs, motivations, perceptions attitudes, the learning process personality characteristics are the similarities, which operate across the different types of people and influence their behavior.

KEYWORDS:- Marketing, Consumer behaviour, Psychological factors.

1. INTRODUCTION

Selling of any product, there is needed to build relationship with customer. For building a Relationship there is need for knowing the customer behavior and how will be they satisfied? This project is undertaken to know the customer behavior & satisfaction level for **Honda Moto Corp**. Also through this project get awareness that which factors effect on the selling of bike mainly in the rural area. Because the area where project was undergoing, it is almost rural area and most population income depends on agriculture or its products there were some limitations while doing the project. The data was collected by personal interviews of the respondents. It was very challenging to fill up the questionnaire as most of the population comes from rural back ground. As it was the rural area we were supposed to explain each and every question of the questionnaire. Also many of them did not show any interest in filling questionnaires. This study will help Honda Moto Corp to know the most popular way by which they are providing services and quality to the customers and to know various customers Perceptions.

2. OBJECTIVES OF THE STYDY

- ➢ To know customer behaviour for purchase of Honda monocarp bike.
- ➢ To identify the factor which influences on customer decision.
- ➢ To know which medium play important role for purchasing bike**.**

3. RESEARCH METHODOLOGY

RESEARCH PLAN	
Research Design:	Descriptive
Research Method Used	Survey

Research Technique Used	Questionnaire
Data Collection (location)	Rajnandgaon (c.g.)
Sampling Plan	Convenience
Sample Size	100

4. Limitations of the Study:-

During conducting period this training I come across the following limitations.

- Very often responded do not express their true feelings. In such case their habit, preference, practice cannot be assessed correctly.
- Some of the respondents refuse to give the important information best known to them.
- Lack of experience.

However in spite of these limitations all efforts have been put to make the report correct, genuine, and fulfilling the objectives of the reports.

5. REVIEW OF LITERATURE

Dr.N.Chandrasekaran investigated the wants of the customer are carefully studied by conducting surveys on consumer behavior. The study also helps to know various marketing variables such as price and product features. This study will help gain knowledge about the influence of consumer to prefer a particular brand and the problems faced by them using such brands. Dr.S.K.Sinha&Ajay Wagh examined that India is one of the fastest growing telecommunication markets of the twenty first century. The common man, artisans, agricultural labours, vendors and workers from every walk of life are comfortably using the services provided by telecom industries. The potential of capturing market segment will surely depend upon understanding dynamics of customer's preference. According to Lewis &Boom service quality is considered as a measure of how well the service delivered matches customers expectations on providing a better service than the customer expect organizational brand promotional strategies should be based on developing innovative offers &products, developing cost friendly value

driven packages and tariffs, offering quality services after sales service & ability to make calls without getting cut off &also to provide cheaper cost of calls to other networks.

6. ANALYSIS OF STUDY

1. Gender profile:

Table 1: Indicating gender profile of the respondents

Gender	Percent
Male	75
Female	25
Total	100
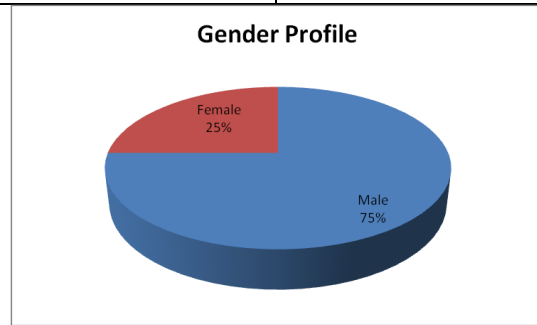
2. Age profile :

Table 2: Indicating age profile of the respondent

Age	Percent
18-19	5
20-29	41
30-39	29
40 & above	25
Total	100
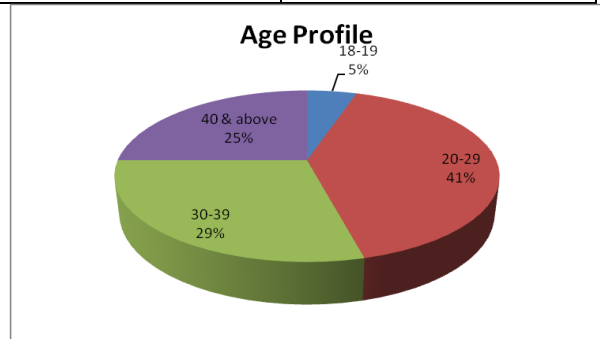
Interpretation:

41% of the respondents fall in the age group of below 20-29, 29% of the respondents fall in the age group of 30-39 and 25% of the respondents

fall in the age group of 40 and above 5% of the respondents fall in the age group of 18-19,

3. Occupation of the respondents :

Table 3: Indicating Occupation of the respondents

Occupation	Percent
Business	43
Service	32
Students	5
Agriculture	20
Total	100

Occupation
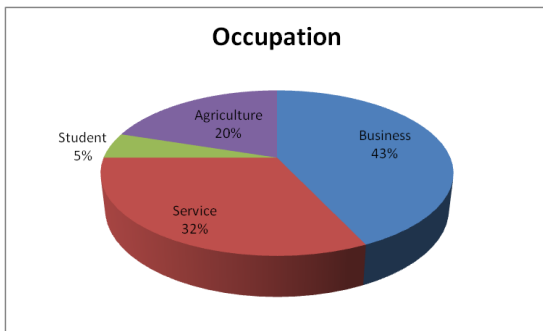
Interpretation:

43% of the respondents were business class, 32 % of the respondents were service class, 20 % of the respondents were agriculture, 5 % of the respondents were student.

4. Income of the Respondents :

Table 4: Indicating Income of the respondents.

Income	Percent
<10,000	15
10,000-15,000	44
15,000-20,000	30
20,000 & above	11
Total	100

Income
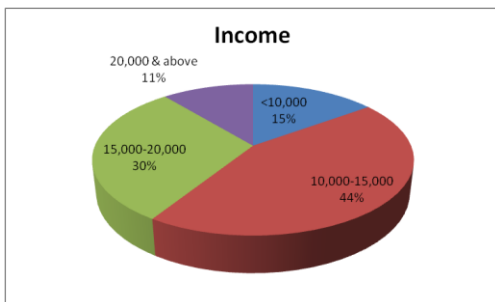
Interpretation:

44% of the respondent fall in the below 10,000-15,000 , 30% of the respondent fall in the bracket of 15,000-20,000 , 15% of the respondent fall in the bracket of <10,000, 11% of the respondent fall in the 20,000 & above.

7. Analysis:-
1. Do you have own bike ?

	Percent
Yes	43
No	57
Total	100
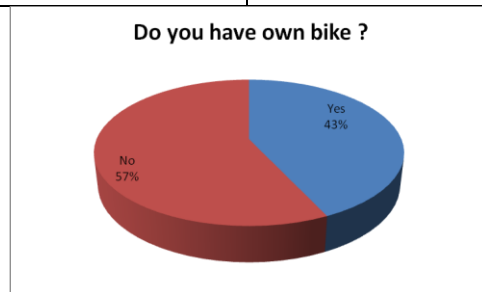
Do you have own bike ?

Interpretation:

57% respondents don't have own bike, 43% respondents have own bike.

2. Which medium do you refer to purchasing bike?

Sources	Percent
News paper	26
TV advertisement	24
Friends & relatives	38
others	12
Total	100

Which medium do you refer to purchasing bike?
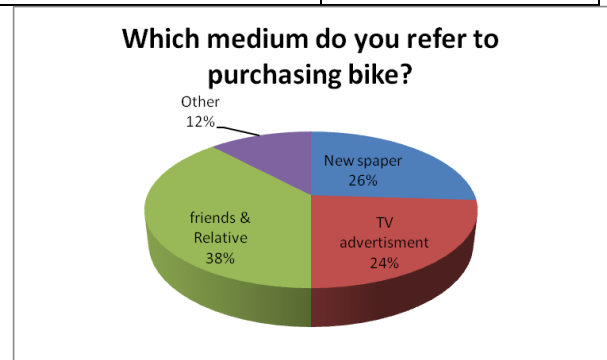
Interpretation:

38% of the respondents had the knowledge through friends &relatives, 26% of the respondents had the knowledge through

newspaper, 24% of the respondents had the knowledge through TV advertisment, 12% of the respondents had the knowledge through others.3. Who is decision maker for purchasing bike in your family?

Decision maker	Percent
Father	46
Mother	8
Self	42
others	4
Total	100

Who is decision maker for purchasing bike in your family?
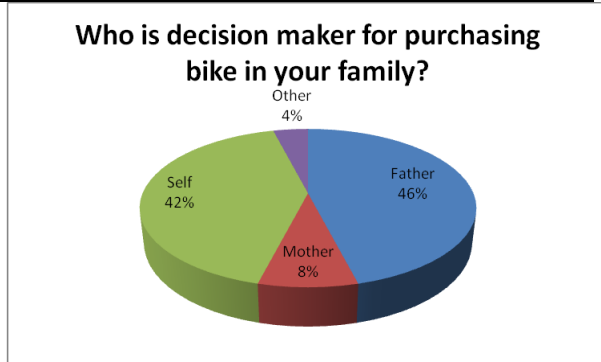
Interpretation:
46% of the respondents take decision by father for purchasing bike,42% of the respondents take decision by self for purchasing bike, 8% of the respondents take decision by mother for purchasing bike, 4% of the respondents take decision by other for purchasing bike.

4. What is your source of finance?

Source of finance	Percent
By Cash	35
By Loan	65
Total	100

What is your source of finance?
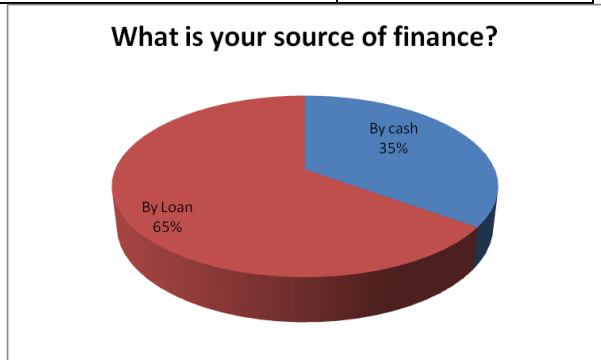
Interpretation:
65% respondents purchase bike by Loan, 35% respondents purchase bike by Cash.

5. Which factors influence you to purchase HONDA bike?

Brand reputation

Fac tor	Most impo rtant	More impo rtant	Impo rtant	Less impo rtant	Least impo rtant
Bra nd	52	33	12	3	0
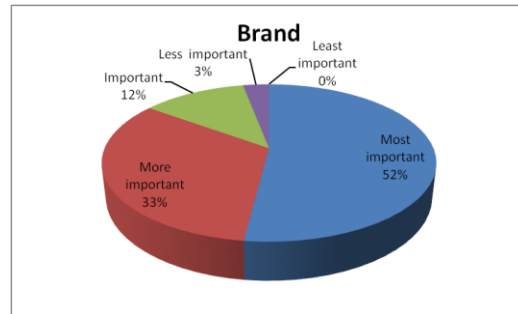
Brand

Interpretation:
52% of the respondents told that brand is most important, 33% of the respondents told that brand is more important, 12% of the respondents told that brand is important, 3% of the respondents told that brand is less important, 0% of the respondents told that brand is least important.

Style

Fac tor	Most impo rtant	More impo rtant	Impo rtant	Less impo rtant	Least impo rtant
Styl e	18	34	45	3	0

Style
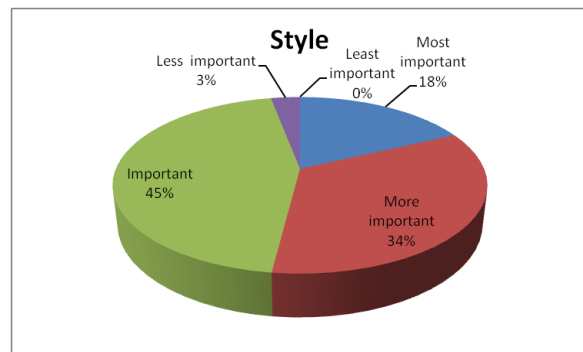
Interpretation:
45% of the respondents told that brand is important, 34% of the respondents told that brand is more important, 18% of the respondents told that brand is most important, 3% of the

respondents told that brand is less important, 0% of the respondents told that brand is least important.

COLOUR

Fact or	Most impo rtant	More impo rtant	Impo rtant	Less impo rtant	Least impo rtant
COL OUR	69	28	3	0	0
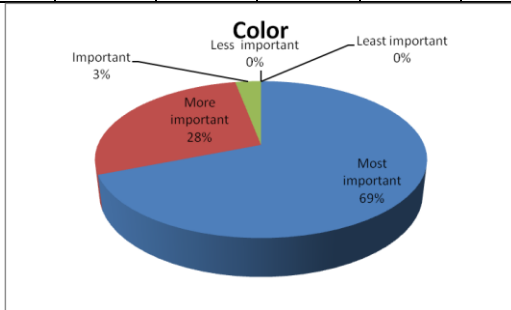
Interpretation:
69% of the respondents told told that COLOUR is most important, 28% of the respondents told that COLOUR is more important, 3% of the respondents told told that COLOUR is important, 0% of the respondents told told that COLOUR is less important, 0% of the respondents told told that COLOUR is least important.

Price

Fac tor	Most impo rtant	More impo rtant	Impo rtant	Less impo rtant	Least impo rtant
Pric e	57	34	9	0	0
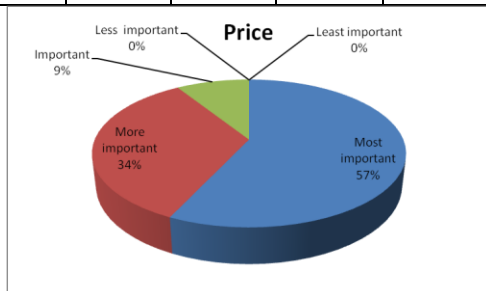
Interpretation:
57% of the respondents told that price is most important, 34% of the respondents told that price is more important, 9% of the respondents told that price is important, 0% of the respondents told that price is less important, 0% of the respondents told that price is least important.

Pick up

Fac tor	Most impo rtant	More impo rtant	Impo rtant	Less impo rtant	Least impo rtant
Pic k up	5	11	49	21	14
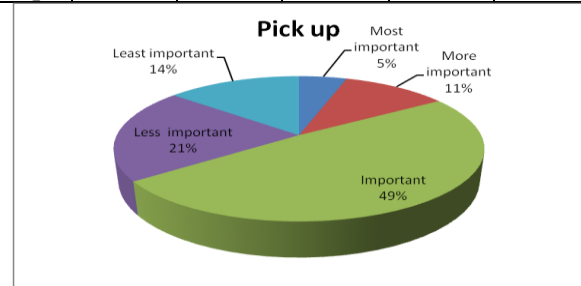
Interpretation:
49% of the respondents told that price is important, 21% of the respondents told that price is less important, 14% of the respondents told that price is least important, 11% of the respondents told that price is more important, 5% of the respondents told that price is most important.

Mileage

Fact or	Most impo rtant	More impo rtant	Impo rtant	Less impo rtant	Least impo rtant
Mile age	19	44	35	2	0
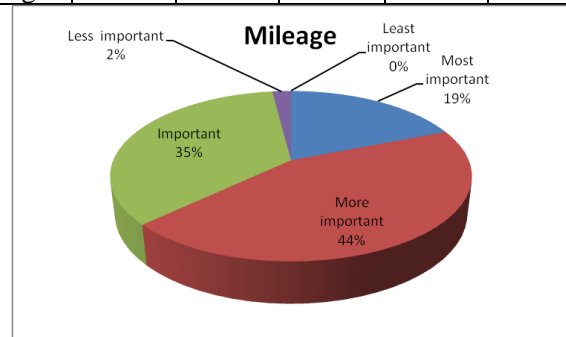
Interpretation:
44% of the respondents told that price is more important, 35% of the respondents told that price is important, 19% of the respondents told that price is most important,2% of the respondents told that price is less important, 0% of the respondents told that price is least important.

Maintenance

Facto r	Most impo rtant	More impo rtant	Impo rtant	Less impo rtant	Least impo rtant

Maint enance	11	15	67	7	0
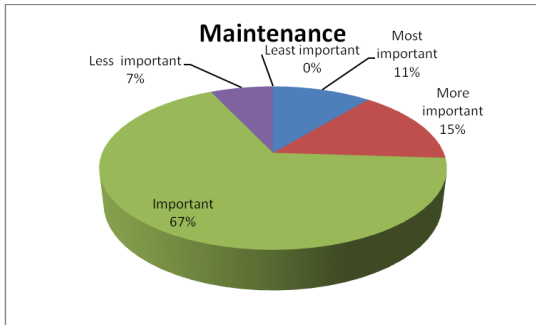
Interpretation:
67% of the respondents told that price is important,15% of the respondents told that price is more important,11% of the respondents told that price is most important,7% of the respondents told that price is less important, 0% of the respondents told that price is least important.

8. HYPOTHESIS
H1: A significant relationship exists between decision factors of purchase in apparel, store location, promotional activities (advertisements and offers) and consumer buying behaviour.
H2: A significant relationship exists between brand behaviour, quality, impulsiveness buying and consumer buying behaviour.

9. CONCLUSION:
- ➢ Mostly people getting knowledge by friend and relatives.
- ➢ Mostly Father is decision maker for purchasing bike in your family.
- ➢ Mostly respondents purchase bike by Loan.
- ➢ Mostly respondents told that brand, COLOUR, price are most important.
- ➢ Mostly respondents told that mileage is more important.
- ➢ Mostly respondents told that style, pick up, maintenance are important.

10. FINDINGS

- ➢ The study shows that 57% respondent has already bike.
- ➢ The study shows that 38% respondent had knowledge through friends &relatives.
- ➢ The study shows that 46% of the respondents take decision by father for purchasing bike.
- ➢ The study shows that 65% respondents purchase bike by Loan.
- ➢ Respondents told that brand 52%, COLOUR 69%, price 57% are most important.
- ➢ Respondents told that mileage 44% is more important.
- ➢ Respondents told that style 45%, pick up 49%, maintenance 67% are important.

11. SUGGESTIONS
- ➢ Brand is the most significant factors so while making promotional activities companies must focus more on Brand name.
- ➢ Company should try to use more loan facility.

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A STUDY ON PERFORMANCE OF MUTUAL FUNDS

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Abstract

In this study the performance of selected mutual schemes of Nippon Mutual Funds had been evaluated. The market returns of the selected mutual funds are compared with market returns of S&P BSE Sensex. The parameters considered for evaluation of mutual funds used in this study are Jemsen's alpha, beta value and market returns. The net asset value (NAV) has been gathered from historical data of the selected mutual funds. This study provides information for better decision making towards investment in mutual funds. The financial experts can use the process described in this paper for evaluating mutual fund schemes.

Keywords: Mutual funds, Jensen's alpha, market returns, growth funds, equity funds, bonus option, yearly dividend.

Introduction

Mutual funds is about pooling funds from large number of small investors and investing it in diversified ways for minimizing the risk. The investors in mutual funds select the schemes offered by mutual fund companies. The mutual fund companies create net asset value (NAV) and use it for investment. The fund manager conducts market research and decides the mode of investment. It is believed by many investors that risk with mutual funds is less compared to stock market. In stock market the investors decides the stock but in mutual funds the investors selects only schemes. The mutual funds can be broadly classified into two types open ended schemes and close ended schemes. In this research the mutual fund schemes of Nippon Mutual Funds have been used for evaluation. Nippon Mutual Funds is earlier known as Reliance Mutual Funds but recently in 2019 it had been renamed.

Research Objectives

- To understand the variation in performance of different schemes of mutual funds.
- To compare the BSE Sensex market returns and mutual funds market returns.
- To provide knowledge for investors and fund advisors for better evaluation of mutual funds.

Literature Review

Mutual funds sold through middlemen display weak performance and alpha value is low but investors purchasing from mutual fund companies can anticipate better performance (Guercio and Reuter, 2014). According Malkiel (2013) the contribution from financial services sector had increased in GDP in the last few decades and it is fueled by growth of mutual funds. The volume of transactions has relationship with cost of transaction which means asset management helps investors to save the transaction costs compared to shares. The diversification of funds reduces the risk for mutual fund investment.

Chuprinin et al (2015) has described the benefits with outsourcing management of in-house funds. The performance of international mutual funds is less risky with an opportunity to diversification. Berzins et al (2013) the performance of mutual funds operated by investment banks and financial institutions is similar with regard to alpha value. Chen et al (2013) had found that managements of large mutual fund are outsourcing the responsibility to outside agencies. The risk taking is low when outsourcing is implemented to professional financial advisory companies. Everyone believes that mutual funds are surrounded by market uncertainty similar to other investment options.

He and Xiong (2013) had explained the role of incentive system in asset management in mutual fund companies. Sialm and Tham (2016) had stated that performance of asset management in mutual fund companies is influenced by spillover effects like stock market indices. Sekhar (2017) had argued that negative impact of market conditions can be minimized thorough Asset Management Company with regard to mutual funds. Cremers et al (2016) had mentioned that mutual funds performance can be enhanced trough indexing.

Ayaluru (2016) had analyzed the performance of ten selected schemes of Reliance Mutual Funds and found that moderate risks exist for investors. Solanki (2016) had selected open ended schemes of Reliance mutual fund. It is observed that performance of Bombay Stock Exchange (BSE) Sensex has an impact on performance of mutual funds. Roopa et al (2017) had evaluated the mutual funds performance of banking sector using Sharpe Ratio and Jenson's Alpha method. Rani and Hooda (2017) had compared schemes of four mutual fund companies and found that Tata Equity P/E Fund is good option for investment.

Methodology

Secondary data had been used for conducting this research work. Secondary data for the study period of three months (from October 1st, 2019 to December 31st, 2019) had been considered. During the study period there are approximately sixty trading days for both mutual funds and S&P BSE Sensex and Mutual Funds. The data related to net asset value (NAV) of six mutual fund schemes have been procured from Nippon Mutual Fund website. The details of selected mutual fund schemes are listed in the below table. The BSE website had been used for downloading the BSE Sensex data for the selected study period of three months. The closing value of the trading day had been used for this study. The dailymarket returns for the BSE market returns and mutual fund schemes have been calculated. The secondary data had been entered into MS-Excel and inbuilt excel tools like SLOPE, AVERAGE and STDEVP had been used for calculating Jensen's Alpha. The beta value and Jemsen's alpha are primary parameters used for evaluation of mutual funds.

Table 1: Details of selected mutual fund schemes

Nippon India Index Fund	• Sensex Plan Direct Growth Plan Bonus Option (SPDGPBO) • Sensex Plan Direct Yearly Dividend Plan (SPDYDP)
Nippon India Growth Fund	• Growth FundDirect Growth Plan Bonus Option (GFDGPBO) • Growth Fund Direct Dividend Plan (GFDDP)
Nippon India Focused Equity Plan	• Focused Equity Plan Direct Growth Plan Growth Option (FEPGBPBO) • Focused Equity Plan Direct Dividend Plan (FEPDDP)

(Source: Prepared by the researcher from Nippon Mutual Funds Website)

Data Analysis

Secondary data had been gathered for S&P Bombay Stock Exchange (S&P BSE) and for six mutual fund schemes of Nippon Mutual Funds. The six selected mutual fund schemes belong to three mutual fund categories. The three mutual fund categories are Sensex Plan, Growth Fund and Focused Equity Plan. The total trading days during three months period are 60 but market rate had been calculated for 59 days because growth rate of the first element not been considered. The risk free return had been 6.45 in the year 2019 and it is 5.45 in the year 2020. An ideal seven percent had been assumed for calculating the Jensen Alpha for this study.

Table 2: Performance of selected plans

	Sensex Plan		Growth Fund		Focused Equity Plan	
	DG PB O	D Y DP	DG PB O	D DP	GP GO	DD P

Number of trading days	59	59	59	59	59	59
Average daily market return	0.127%	0.127%	0.126%	0.126%	0.133%	0.133%
Annual risk free return	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%
Standard Deviation	0.634%	0.634%	0.593%	0.593%	0.765%	0.765%

(Source: Compiled by the researcher using MS-Excel)

Interpretation

The average daily return is high for both the schemes under Focused Equity Plan. The average daily return for S&P BSE Sensex for the study period is 0.120 percent. As per the table 5 in appendix section it is found that there no significant association exists between market performance and mutual funds performance. The average daily market return is low for Growth Fund but in the selected three categories of mutual funds of Nippon Mutual Funds. The standard deviation 8 percent approximately for Focused Equity Fund, but it low with approximately 6 percent for Growth Fund. Hence the risk with Focused Equity Plan is high and its returns are high. Therefore it is proved that more risk gives more returns for an investor. The annual risk free return had been assumed as seven percent which is taken from the publishing of government financial institutions websites. The risk free rate is used when exchange takes place between the banks and for fixing the interests rate on government bonds.

Table 3: Jensen's Alpha for selected plans

	Sensex Plan	Growth Fund			Focused Equity Plan	
	DGPBO	DYDP	DGPBO	DDP	GPGO	DDP
Average market return	7.49%	7.52%	7.41%	7.41%	7.88%	7.87%

Specific period risk free rate	1.132%	1.132%	1.132%	1.132%	1.132%	1.132%
Beta	-0.02612	-0.025701	-0.07583	0.07584	-0.02741	-0.02764
Jensen Expected Return	0.966%	0.967%	0.655%	0.655%	0.947%	0.945%

(From: Compiled by researcher using MS-Excel)

Interpretation

Jensen Alpha expected return gives the idea on performance of mutual funds through net assets values (NAV). The average market returns if high for Focused Equity Plan with approximately 6 percent. It is observed that average market return for all the six schemes is more than risk free rate. Hence investment in mutual funds is profitable compared to investment in government bonds or treasury bills. The risk free interest for trading days during three months study period is 1.32 percent. The beta value is positive only for Sensex Plan Direct Yearly Dividend Plan (SP DYDP). For all other schemes the beta value is negative during the study period. The Jensen's Alpha value is positive for all the selected schemes it means there exists good return for investors in the selected mutual schemes of Nippon Mutual Funds. The SensenPlan and Focused Equity Plans are having almost 1 percent Jensens' Alpha. The performance of Growth Fund schemes is little lower compared to other two mutual fund schemes.

Table 4: Trend of market return and standard deviation

Index	Average daily market return	Standard deviation
S&P BSE	0.120%	0.675%
SP DGPBO	0.127%	0.634%
SP DYDP	0.127%	0.634%
GF DGPBO	0.126%	0.593%
GF DDP	0.126%	0.593%
FEP GPGO	0.133%	0.765%
FEP DDP	0.133%	0.765%

(Source: Compiled by the researcher)

Interpretation

The average daily market return and standard deviation helps in selection of best plans for mutual fund investment. However the performance of different schemes is almost similar and the standard deviation is also similar.

Figure 1: Average daily market return
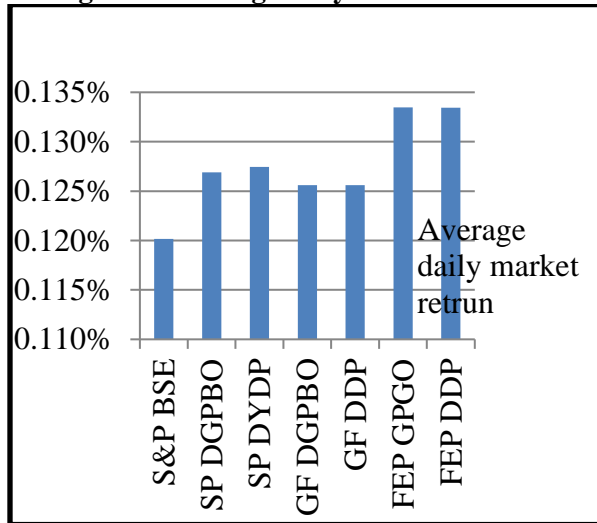
(Source: Developed using MS-Excel)

Interpretation

The Focused Equity Plan schemes are having daily high market returns compared to other two schemes and S&P BSE. The daily market return of BSE Sensex is low compared to all the selected mutual fund schemes.

Figure 2: Standard deviation
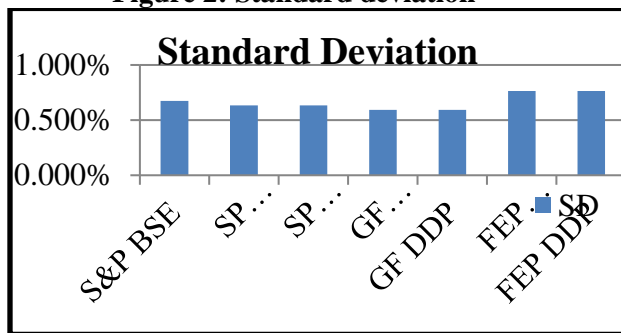
(Source: Developed using MS-Excel)

Interpretation

The standard deviation with low value is favorable for investment decision. In the selected three mutual fund categories the performance of Growth Fund is better. There is more consistency in market returns of Growth Fund schemes. The risk is less with Growth

Fund plans but the market return is also less compared to other plans.

H1: There is significant difference in performance of mutual schemes at the selected mutual fund company.

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Sensex Plan DGPBO	1.550	58	0.126	0.001288	-0.00037	0.00295
Sensex Plan DYDP	1.550	58	0.126	0.001288	-0.00037	0.00295
Growth Fund DGPBO	1.551	58	0.126	0.001203	-0.00035	0.00276
Growth Fund DDP	1.551	58	0.126	0.001203	-0.00035	0.00276
Focused Equity Plan GDGO	1.290	58	0.202	0.001288	-0.00071	0.00329
Focused Equity Plan DDP	1.290	58	0.202	0.001288	-0.00071	0.00329

(Source: Output from SPSS)

Interpretation

The p-value (significant value) for the six schemes in the above table is more than threshold value 0.05. Hence there is no variation in performance of mutual funds during the study period. The upper market return and lower market return for all the selected plans is almost

similar. It can be stated that mutual fund scheme of same company have same performance.

Discussion

There performance of all the six mutual funds is above the market return. The average market rate of return is 7 percent but the market of mutual funds is more than 7 percent. There is not significant correlation between the market return of BSE Sensex and market returns of mutual funds. There is variation in market returns of the selected six mutual funds schemes of three categories.

Conclusion

Mutual funds provide wide opportunity for small investors to enter into the capital market indirectly. The closed ended funds and open ended funds have unique advantage. Long term investors prefer close ended schemes and investors' need profits in short term prefer closed ended funds. It is observed that market returns on mutual funds is more compared to the market returns in BSE Sensex. The growth rate is negative to some mutual funds but overall performance is excellent. The Jensen's alpha value indicated that there is a positive return on investment in mutual funds. At the same time the each kind of mutual fund has its unique market rate of return even though they belong to same mutual fund company. It is suggested that investors need to concentrate more on selection of mutual fund organization rather than schemes. The performance of mutual fund organization is more important rather than a particular scheme. It is also suggested that closed ended schemes are better for small investors.

Future Research

In this research only data for few schemes with S&P BSE Sensex but future researchers can select some other schemes. The performance of mutual funds with other BSE Smallcap and BSE Largecap need to be conducted. The support of artificial intelligence for effective investment decision related to mutual funds need to be analyzed. The study for longer period can be conducted for more than a year. The net asset value (NAV) had been used as key factor but other factor of mutual funds can be considered by future researchers.

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Appendix
Table 5: Correlations

		S&P BSE	Sensex Plan DGPBO	Sensex Plan DYDP	Growth Fund DGPBO	Growth Fund DDP	Focused Equity Plan GDGO	Focused Equity Plan DDP
S&P BSE	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	59						
Sensex Plan DGPBO	Pearson Correlation	-.028	1					
	Sig. (2-tailed)	.836						
	N	59	59					
Sensex Plan DYDP	Pearson Correlation	-.028	1.000**	1				
	Sig. (2-tailed)	.836	.000					
	N	59	59	59				
Growth Fund DGPBO	Pearson Correlation	-.088	.765**	.765**	1			
	Sig. (2-tailed)	.508	.000	.000				
	N	59	59	59	59			
Growth Fund DDP	Pearson Correlation	-.088	.765**	.765**	1.000**	1		
	Sig. (2-tailed)	.508	.000	.000	.000			
	N	59	59	59	59	59		
Focused Equity Plan GDGO	Pearson Correlation	-.026	.863**	.863**	.850**	.850**	1	
	Sig. (2-tailed)	.845	.000	.000	.000	.000		
	N	59	59	59	59	59	59	
Focused Equity Plan DDP	Pearson Correlation	-.026	.863**	.863**	.850**	.850**	1.000**	1
	Sig. (2-tailed)	.845	.000	.000	.000	.000	.000	
	N	59	59	59	59	59	59	59

**. Correlation is significant at the 0.01 level (2-tailed).
(Source: Output from SPSS)

A STUDY ON AIRTEL SALES AND ADVERTISING

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ABSTRACT

In this study a sample of respondent of selected mobile telecommunications company had been interviewed to know sales and advertising impact on consumer behavior. A structured questionnaire had been used for collecting primary data. The results of this research study had shown that advertising is more important for enhancing customer satisfaction. The service companies need to invest lot on advertising so that customer remember and retain with the company. The results of this study are helpful in formulation marketing strategy in telecommunication sector.

Keywords: Advertising, sales, consumer behavior, customer satisfaction, telecom sector, mobile services.

INTRODUCTION

In India the growth of telecom sector is high compared to any other sector. Now using smart phone and consumption of data services had become necessary for many people in various occupations. The demand for data had made companies to think about data plans and give less importance for other services. The customers have got habituated that talk time or voice calls would be unlimited automatically and they need internet data. In this way the consumption pattern had changed a lot in the recent years. In this regard the present study of sales and advertisements on consumer behavior with regard to Airtel had been discussed in this research study.

Sales and advertising are both functions of marketing, which involves getting products from the idea stage to consumers. Many small companies run advertising first to support the selling function. The advertising helps inform consumers and business customers about the company's products and services. A sale is usually a more infrequent activity than advertising. Sales reps visit their customers, make their sales and the products are shipped to customers. They may not visit a particular customer again for another month or two. Advertising usually occurs more frequently. Small companies may advertise daily, weekly or monthly, depending on the type of media. It takes time for people to respond to advertising. They often need to hear an advertising message multiple times before they understand the offer or start recognizing a particular brand or company

ABOUT AIRTEL

Lead by Sunil Mittal and set up in 1995 as Bharti Cellular Limited, the company offered services under the Airtel brand. It became the first telecom company in India to reach two million subscribers, bringing down STD and ISD rates under the IndiaOne brand. After many joint ventures and acquisitions through the decades, the company was a leading telecom network with services in 16 countries with close to 400 million subscribers as of 2018. In India, the company has diversified to offer mobile data services, digital television, software and cloud products, and Android-based tablets to the fastest growing mobile phone market. The telecom equipment sector revenue was estimated to be around 26 billion U.S. dollars by 2020. The number of internet subscribers was estimated to double by 2021. A compound annual growth rate of over 18 percent was forecast for the mobile value-added services within the country.

OBJECTIVES OF THE STUDY

1. To study the impact of advertisements on customer satisfaction at Airtel.
2. To know the impact of selected factors on customer satisfaction.
3. To study the trend of sales and advertisements at Airtel.
4. To know the relationship between occupation and recharge mode.

LITERATURE REVIEW

Jain (2011) had that celebrity endorsement positively influences consumer intention in telecom industry. The credibility of endorsement is associated with positive intention towards usage of telecom service. Iglesias (2011) had considered elements like brand awareness, brand image, consumer attributes and brand preference for assessing consumer behavior towards telecommunications service. Advertising, quality, price, risk perception and word of mouth (WOM) influence the overall brand preference of consumers for telecommunications service. Reasonable price creates positive impact on consumer intention towards services.

Czarnecki and Dietze (2017) had mentioned that tremendous changes have altered the rules and regulations in telecom industry in the past two decades. Innovative applications, convergent services, and dedicated customer orientation are today's success factors. Gershon (2013) the telecommunication industry had changed the lifestyle of people in the modern world. Adoption of digital technology had become possible with support of telecommunication networks. Pehrsson (2012) had developed a strategic model for implementing in telecommunication industry.

Min et al (2016) had explained the need for customer retention in wireless telecommunications networks. It is suggested that organizations in telecommunications industry need to invest for retaining customers. Chen and Myagmarsuren (2011) had explained that relationship quality is influenced by brand image and service quality in telecommunications industry. Wang et al (2014) had argued that corporate performance in telecommunications industry is influenced by corporate social responsibility activities. Beard (2015) had explained that organizations with investment in advertising can improve their brand image.

Sujatha et al (2015) had explained about the role of telecommunication in implementation of over-the-top (OTT). Kumar (2012) had stated that modern telecommunication organizations are using business intelligence to understand the usage pattern of customers. Liu and Jayakar (2012) had compared the policy of telecommunication between China and India. Mathew and Dambal (2010) had mentioned that consumer show positive intention for viewing mobile advertisements. According to Ul Haq (2012) consumer attitude towards mobile advertisement is different from traditional advertisements. Dash and Kumar (2011) had analyzed the usage behavior of rural consumers towards mobile services.

RESEARCH METHODOLOGY

In this study a structured questionnaire had been used for collecting primary data. The sample size of this study is 100 and simple random sampling had been used. The prerequisite is that every respondent must be user of Airtel mobile services. There are five constructs in the questionnaire and each construct has three items. The items have been framed based on the previously published scales. Each items is measured on five point Likert-type scale from 5 to 1 where 5 means strongly agree and 1 means strongly disagree. Among the five constructs one is dependent variable and four are independent variables which can be seen in Figure 1. The dependent variable in this research model is customer satisfaction and independent variables are awareness, advertising, affordability and availability. Hypothesis testing had been made using SPSS software. The statistical tools applied on primary data in this study are frequency analysis, descriptive statistics, regression analysis and cross tabulation. Books, journals, online sources have been used for gathering secondary data need for this study.
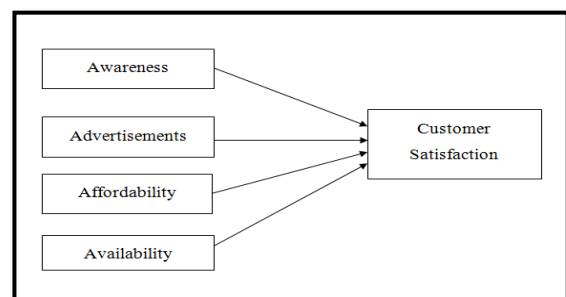
Data Analysis

The sample size of this study is 100 and frequency analysis for five years has been shown in the following Table 1. The options for each variable had been shown in second column and frequency for each option had been shown in third column of Table 1.

Table 1: Frequency table

Variable	Option	Frequency (%)
Gender	Male	70
	Female	30
Age group	18 to 24 Years	28
	25 to 34 Years	36
	35 to 44 Years	28
	Above 44 Years	8
Occupation	Student	12
	Employee	50
	Business	15
	Others	23
Source	Television advertisements	26
	Friends	30
	Outdoor advertisements	18
	Internet advertisements	18
	Others	8
Recharge mode	Retailer	15
	Mobile app	39
	Online	25
	It depends	21

INTERPRETATION: Majority of the respondents seventy percent are male and remaining thirty percent are female from the perspective of gender. Twenty eight percent of respondents belong to 18 to 24 years age group, thirty six percent belong to 25 to 34 years age group, twenty eight percent belong to 35 to 44 years age group and remaining eight percent belong to above 44 years age group. It is observed that majority of the respondents are employees with fifty percent out of 100 respondents, students are twelve percent, fifteen percent are having own business and twenty three percent do other kind of occupation as per above Table 1. From the dimension of source of knowledge or advertisement Airtel product it is observed that twenty six percent have gained knowledge about Airtel from television advertisements, thirty percent from friends, eighteen percent from outdoor advertisements, eighteen percent from internet advertisements and eight percent from other sources. The respondents have stated that fifteen percent takes help of retailer for mobile recharge, thirty nine percent

through mobile app, twenty give percent from online mode and twenty percent stated that it depends on the situation.

Table 2: Descriptive Statistics

	N	Mean	Std. Deviation
Awareness	100	4.350	0.479
Advertisements	100	4.140	0.681
Affordability	100	4.300	0.784
Availability	100	4.440	0.440
Customer Satisfaction	100	4.060	0.263
Valid N (list wise)	100		

INTERPRETATION: According to Table 2 the mean value for availability is high with 4.44. and its standard deviation is 0.440. It can be stated that customers are more satisfied with availability of mobile services through various modes like showrooms, retailers and company direct selling agents. The mean value for customer satisfaction is 4.060 and its standard deviation is 0.263 shows that customers have agreed that they are satisfied highly with Airtel mobile services. The low standard deviation is positive indicator reflecting the quality services of Airtel mobile services.

Hypothesis H1: There is positive impact of awareness on customer satisfaction towards Airtel mobile services.

Interpretation: H1 is accepted because p-value (significant value) in the last column is for awareness variable is less than 0.05 as per Table 3. Therefore the increase in awareness about Airtel mobile services positively impact customer satisfaction.

Table 3: Coefficients[a]

Model	Un-standardized Coefficients		Standardized Coefficients	t	Sig. (p-value)
	B	Std. Error	Beta		
1 (Constant)	11.389	0.475		23.982	0.000

Awareness	2.330	0.077	0.207	4.285	0.000
Advertisements	2.139	0.064	0.124	6.182	0.000
Affordability	0.597	0.050	0.614	3.850	0.500
Availability	3.619	0.064	0.520	9.662	0.000

a. Dependent Variable: Customer Satisfaction.

Hypothesis H2: There is positive impact of advertisements on customer satisfaction towards Airtel mobile services.

INTERPRETATION: According to Table 3 the p-value for advertisements is less than 0.05. Hence H2 is accepted which can be stated that increase in advertisements of Airtel mobile services creates positive impact on customer satisfaction.

Hypothesis H3: There is positive impact of affordability on customer satisfaction towards Airtel mobile services.

INTERPRETATION: H3 is rejected based on p-value which is more than 0.05 as per Table 3. Hence it is stated that there is no significant association between affordability and customer satisfaction with regard to mobile services of the company.

Hypothesis H4: There is positive impact of availability on customer satisfaction towards Airtel mobile services.

INTERPRETATION: H4 is accepted because p-value for availability is less than 0.05 as per Table 3. Therefore H4 is accepted which means that availability of mobile services in variety of modes and with distributors had created positive impact on customer satisfaction.

Table 4: Occupation * Recharge mode Crosstabulation

Count

		Recharge mode				Total
		Retailer	Mobile App	Online	It depends	
Occupation	Student	5	0	0	7	12
	Employee	5	24	21	0	50
	Business	0	4	4	7	15
	Others	5	11	0	7	23
Total		15	39	25	21	100

(Source: SPSS Output)

INTERPRETATION: It is observed from above Table 4 that employees are using mobile app and online mode in high frequency compared to customers from other occupations. The mobile app had become more favorable option for majority of the participants in the study. The intention towards online recharge mode had been increasing in the recent years. In the above Table 4 the usage of mobile recharge mode according to occupation had been cross tabulated. It should be noted that many people have also mentioned that it depends on the situation to select the recharge mode.

Figure 2: Bharti Airtel revenue across India from FY 2013 to FY 2019
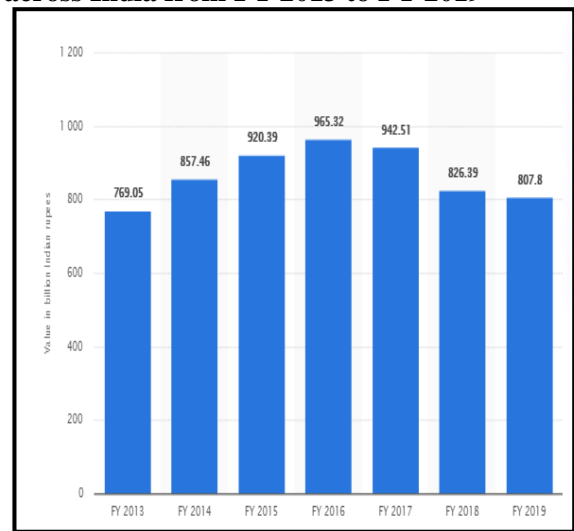
INTERPRETATION: As per Figure 2 it is observed that there is consistency in sales and revenue at the company. Even thought there is stringent competition from giant new entrants into mobile services industry the company had shown good indicators for financial performance.

FINDINGS: Customer satisfaction is high at Airtel and company had good strategy for customer retention. The signal quality of the mobile services had made customer to retain with the company. The availability of mobile services and assistance from call centers had made the company to maintain good relationship with the customers. The advertising is constantly reminding about new products and service of the company. The

company had invested lot in advertising and it had got better returns on its investment.

SUGGESTIONS: It is important for the company to remind that Airtel provides value added services with end to end secured payments. The company had to enter long term partnership with utility companies for bill payment. The concentration on data packs and live news is more important. It is time for the company to show that internet service is primary and it provides customized packs for customers. The customer must be given incentives for downloading and using mobile apps. Programs must be implemented for engaging customers and company should also develop gaming apps for high interaction with customers.

DISCUSSION AND CONCLUSION: The customer satisfaction of the selected telecommunication services company is supported by its advertising strategy. The logo of the company had changed in the recent years and it is easily recognized and remembered by customers. The availability of services from various distributions and middlemen had positive influenced customer satisfaction. Even though company is offering many services at affordable prices the customer satisfaction is not influenced by the pricing strategy of the company. The sales of the company for the last seven years showed the capability of the company in the competitive mobile services industry. Now future is data plans therefore company needs to concentrate more on creating customized plans for various customers. The usage of smart phone had drastically increased in the recent years therefore innovative and affordable data plans need to be launched by the company. The company should retain customers by giving customer specific plans.

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PAYROLL MANAGEMENT SYSTEM AT PRABHU GLOBAL MANAGEMENT

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ABSTRACT:

Payroll management is one of the key operational aspects of a business. It involves the financial records of employee salaries, wages, bonuses, net pay, and deductions. Appraisal Module Employee Management System the name suggests, this module helps keeping a record of winnings of the important achievements of employees over a specified period, thus helping the management to decide increases in their salary.

The main objective is to know the payroll software's used in the organization and the roll of HR in payroll.The secondary objectives of this study are , To understand the HR roll in Payroll, to review the effectiveness of the Payroll process of PGM, To find about the software's used in Payroll process and satisfactory level of employees using this software's ,To analysis whether these software's are user friendly, to suggest the Latest Software's in achieving organizational objective.

Keywords: Employees recruitment, selection, recruitment policy, enterprise weather, ethical values.

I.   INTRODUCTION

Payroll management system plays vital role in a business organization. In a company, payroll is the sum of all financial records of salaries for an employees, wages, bonuses and deductions. In accounting, payroll refers to the amount paid to employees for services they providing during a certain period of time. Payroll plays a major role in a company for several reasons.

The primary mission of the payroll department is to ensure that all employees are paid accurately and timely with the correct with holdings and deductions, and to ensure the with holdings and deductions are remitted in a timely manner. This includes salary payments, tax with holdings, and deductions from a paycheck.

Employee Viewpoint:

From the employee viewpoint, the purpose of software used to calculate payroll process in four-fold:

(1) Tell me what you want me to do
(2) Tell me how well I have done it with software used in the organisation
(3) Help me improve my software skills
(4) Reward me for doing well.

Organizational Viewpoint

1) From the organization's viewpoint, one of the most important reasons for having a software is to establish and uphold the principle of accountability.

2) For decades it has been known to researchers that one of the chief causes of organizational failure is "non-alignment of responsibility and accountability." Non-alignment occurs where employees are given responsibilities and duties, but are not held accountable for the way in which those responsibilities and duties are performed. What typically happens is that several individuals or work units appear to have overlapping roles.

II.   OBJECTIVES OF THE STUDY

PRIMARY:
To know the roll of HR in payroll and the payroll software's used in the organization.
SECONDARY:

- To understand the HR roll in Payroll.
- To review the effectiveness of the Payroll process of PGM.

- To find about the software's used in Payroll process and satisfactory level of employees using this software.
- To analysis whether these software's are user friendly.
- To suggest the Latest Software's in achieving organizational objective.
-

III. LIMITATIONS OF THIS STUDY

❖ The respondent attitude did not allow me to get their true feelings.
❖ Most of the respondent feared to give their name.
❖ Most of the employees were busy with their tight work and they don't want tobe disturbed.
❖ Employees are very limited and duration will be 45 days.

RESEARCH DESIGN:
A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.
EXPLORATORY RESEARCH:
Exploratory research focuses on collecting data using an unstructured format or informal procedures to capture data and to interpret them. It is often used to classify the problems or opportunities and it is not intended to provide conclusive information from which a particular course of action can be determined.
SAMPLING DESIGN:
A sample design is a definite plan for obtaining a sample from a given population
POPULATION:
The employees of PGM will constitute the entire population. Here the entire population is considered for my study because the population is limited.
DATA COLLECTION:
Data is recorded measure of phenomena. While deciding about the method of data collection, the researcher should keep in the mind about two types of data. They are, Primary Data and Secondary Data
Primary Data:

Primary data represent the first-hand raw data that have been specifically collected for the current research problem. Primary data are raw, unprocessed and yet to receive any type of meaningful interpretation. Sources of primary data tend to be the output of conducting some type of exploratory, descriptive or casual research.
DATA COLLECTION:
Directness of the observation:
Based on the directness of observation, it can be grouped as direct or indirect. Direct observation happens when the observer is physically present and monitors while the event is taking place. This is highly flexible as the observer can decide what to observe, how much time to spent on observation of an aspect, when to shift focus etc. The observer may feel bored or frustrated by constantly being on the watch and may tend to lose focus. This might reduce the accuracy and completeness of the observation. Another weakness is that the observer may be overloaded when the events takes place quickly which cannot be kept track of or recorded.

Secondary Data:
The secondary data is the historical data previously collected and assembled for some other research problem. Secondary data can be usually gathered at faster and economical manner than the primary data. However, the data may not fit in the researcher's information need. The secondary data can be obtained from the libraries, website, published as well as unpublished documents etc.,

IV. ANALYSIS AND INTERPRETATIONS

Simple Average Analysis:
SOURCE: PRIMARY DATA

Table No.4.1 Reasons for satisfaction/dissatisfaction level towards the Measurement of complaints regarding loading of pay sheet in software.

LEVEL OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
SATISFIED	**30**	**60**
DISSATISFIED	**5**	**10**
NEUTRAL	**15**	**30**

CHART NO.4.1.1
SOURCE: PRIMARY DATA

Loading of pay sheet in software.

	SATISFIED	DISSATISFIED	NEUTRAL (PASS)
■ NO.OF RESPONDENTS	45	0	5
■ % OF RESPONDENTS	90	0	10
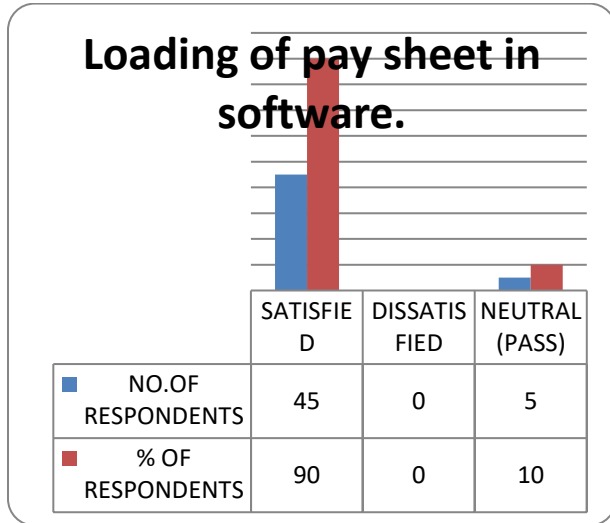
SOURCE: PRIMARY DATA
90% of the Employees are satisfied by the software and we need to more focus on 10% not yet responded.

LEVEL OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
YES	**35**	**70**
NO	**15**	**30**

Table No.4.2 Reasons for satisfaction/dissatisfaction level towards the Measurement of client's requirements by the organization.

CHART NO:4.2.1
SOURCE:PRIMARY DATA

LEVEL OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
SATISFIED	45	90
DISSATISFIED	0	0
	5	10

Measurem clients requir by the organ

	NO.OF RESPONDENTS
■ YES	35
■ NO	15

NEUTRAL
SOURCE: PRIMARY DATA
70% of the Employees are satisfied to meet the clients requirements and we need to more focus on 30% of employee.
Table No.4.3   Reasons for satisfaction/dissatisfaction level towards the usage of new software for payroll process.

LEVEL OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
YES	**30**	**60**
NO	**20**	**40**

CHART NO.4.3.1
SOURCE: PRIMARY DATA
76% of the Employees are satisfied with the calculation and we need to more focus on 24% of employees dissatisfied
Table No.4.4 Reasons for satisfaction/dissatisfaction level towards the Measurement of delivery of payroll report to clients.
CHART NO.4.4.1
SOURCE: PRIMARY DATA
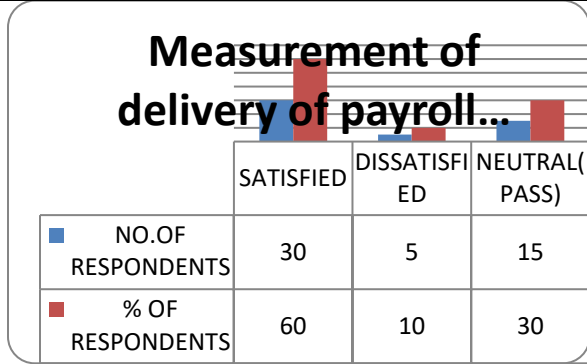
LEVEL OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
YES	42	84
NO	8	16

LEVEL OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
SATISFIED	20	40
DISSATISFIED	5	10
NEUTRAL	25	50

Table No.4.6 Reasons for satisfaction/dissatisfaction level towards the Measurement of clients input.
CHART NO.4.6.1
SOURCE: PRIMARY DATA

Measurement of delivery of payroll…

	SATISFIED	DISSATISFIED	NEUTRAL(PASS)
NO.OF RESPONDENTS	30	5	15
% OF RESPONDENTS	60	10	30

SOURCE:PRIMARY DATA

60% of the Employees are satisfied by the delivery and we need to more focus on the 10% dissatisfied and 30% not yet responded.

Table No.4.5 Reasons for satisfaction/dissatisfaction level towards the Measurement of complaints rectification.

CHART NO.4.5.1
SOURCE: PRIMARY DATA

Measurement of complaints rectification.

	SATISFIED	DISSATISFIED	NEUTRAL(PASS)
NO.OF RESPONDENTS	20	5	25
% OF RESPONDENTS	40	10	50

SOURCE: PRIMARY DATA

40% of the Employees are satisfied by the software version and we need to more focus on the 10% dissatisfied and 50% not yet responded.

Measurement of clients input.

	NO.OF RESPONDENTS	% OF RESPONDENTS
YES	42	84
NO	8	16

SOURCE: PRIMARY DATA

84% of the Employees are satisfied by the clients input records and we need to more focus on the 16 % dissatisfied.

Table No.4.7 Reasons for satisfaction/dissatisfaction level towards the Measurement of training given to employees.

CHART NO.4.7.1
SOURCE: PRIMARY DATA

Measurement of training given to…

	NO.OF RESPONDENTS	% OF RESPONDENTS
YES	30	60
NO	20	40

SOURCE: PRIMARY DATA

60% of the Employees are satisfied by the software training and we need to more focus on the 40% dissatisfied with training.

Table No.4.8 The maintains of client details confidentially.

CHART NO: 4.8.1
SOURCE: PRIMARY DATA

The maintains of client details confidentially.

	NO.OF RESPONDENTS	% OF RESPONDENTS
YES	46	92
NO	4	8

SOURCE: PRIMARY DATA

92% of the Employees are satisfied by the maintains of client inputs and we need to more focus on the 8 % dissatisfied

Table no.4.9 The way in which the employee's interface with HR department for payroll process of clients.
CHART NO.4.9.1
SOURCE: PRIMARY DATA

Employee's interface with HR…

	NO.OF RESPONDENTS	% OF RESPONDENTS
YES	32	64
NO	18	36
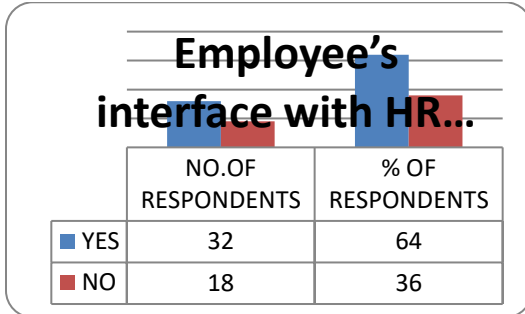
SOURCE: PRIMARY DATA

64% of the Employees are satisfied by the clients HR and we need to more focus on the 36% dissatisfied.

V. FINDINGS

The effectiveness of the existing software system in PRABHU GLOBAL MANGEMENT is measured by using the following variables,

- ➢ Software (sap)
- ➢ Import of data in software
- ➢ Software calculation
- ➢ Accept & implement change
- ➢ Flexibility
- ➢ Company policies
- ➢ Education &Computer Skills
- ➢ Client Relation.

LEVEL OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
YES	46	92
NO	4	8

- ❖ 90 % of the Employees are satisfied by the software and we need to more focus on 10% not yet responded.

- ❖ 70 % of the Employees are satisfied to meet the client's requirements and we need to more focus on 30% of employee

- ❖ 76 % of the Employees are satisfied with the calculation and we need to more focus on 24% of employees dissatisfied.

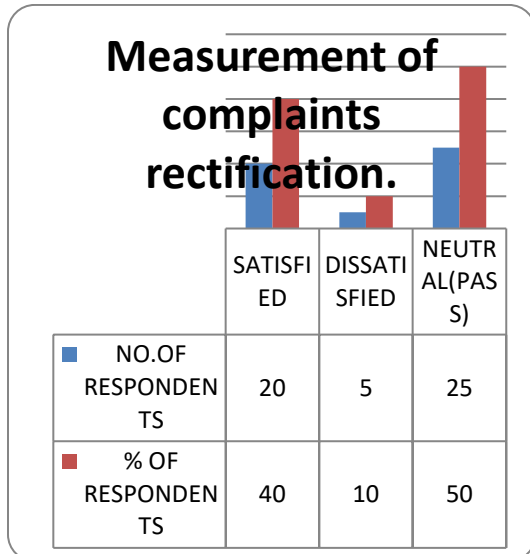| LEVEL OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
YES	32	64
NO	18	36

- ❖ 60 % of the Employees are satisfied by the delivery and we need to more focus on the 10% dissatisfied and 30% not yet responded.
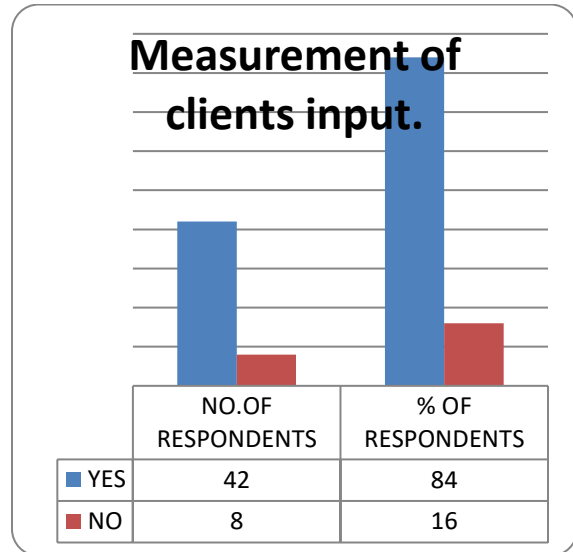
- ❖ 40 % of the Employees are satisfied by the software version and we need to more focus on the 10% dissatisfied and 50% not yet responded.
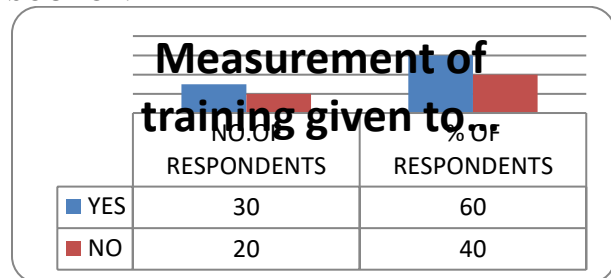
- ❖ 84 % of the Employees are satisfied by the clients input records and we need to more focus on the 16 % dissatisfied.
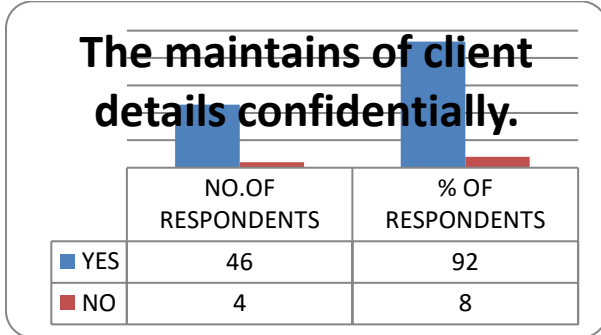
❖ 60 % of the Employees are satisfied by the software training and we need to more focus on the 40% dissatisfied with training.

❖ 90 % of the Employees are satisfied by the re-engineering and we need to more focus on the 10 % dissatisfied.

❖ 92% of the Employees are satisfied by the maintains of client inputs and we need to more focus on the 8 % dissatisfied.

❖ 64% of the Employees are satisfied by the clients HR and we need to more focus on the 36% dissatisfied.

VI.   SUGGESTIONS

1. In order to improve the Software skills of employees the organization should create more awareness and to provide feedback regularly to the employees about software system.
2. Proper training should be given to the employees, in order to increase their knowledge about the usefulness of the software system.
3. Top management shall continually review the software according to the client requirements, which shall be seen as positive support to the system by the employees as well as clients.
4. After software testing, if there is any changes, the employees should be informed by the software technology team.
5. The delivery of clients output should be on time.
6. Latest software should be implemented in future to fight with the competitors and retain their clients.

VII.   CONCLUSION

➢ The study had confirmed that the company is having a good Software System.

➢ From this study, it is found that majority of the workers were satisfied with Software used.
➢ To make the software system more efficient and excellent, the company should give importance to the clients and create awareness among employees and it shall consider some of the ways and means suggested by the employees like addition of parameters such as short cut for calculation PF,ESI,TAX,Etc,. Dependability and conducting regular training program on the software usage.
➢ I hope that the suggestion given in the report may be implemented in future course for the benefit of the employees and the company.
➢ The company should conduct the similar type of research at regular interval to know the changing software's and to know about the latest technology like ban software etc.

VIII.   BIBLIOGRAPHY

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Security Analysis and Portfolio Management

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ABSTRACT
Security analysis is about valuing the assets, debt, warrants, and equity of companies from the perspective of outside investors using publicly available information. The security analyst must have a thorough understanding of financial statements, which are an important source of this information. As such, the ability to value equity securities requires cross-disciplinary knowledge in both finance and financial accounting.

INTRODUCTION
A portfolio management is the total holdings of securities belonging to any person.
Portfolio is a combination of securities that have returns and risk characteristics of their own;
Portfolio may not take on the aggregate characteristics of their individual parts.

NEED OF THE STUDY
Portfolio management or investment helps investors in effective and efficient management of their investment to achieve this goal. The rapid growth of capital markets in India has opened up new investment avenues for investors.
The stock markets have become attractive investment options for the common man. But the need is to be able to effectively and efficiently manage investments in order to keep maximum returns with minimum risk.
Hence this study on **PORTFOLIO MANAGEMENT**" to examine the role process and merits of effective investment management and decision.

OBJECTIVES OF THE STUDY
- ❖ To study the investment decision process.
- ❖ To analysis the risk return characteristics of sample scripts.
- ❖ Ascertain portfolio weights.
- ❖ To construct an effective portfolio which offers the maximum return for minimum risk.

RESEARCH METHODOLOGY
Primary Source
Information gathered from interacting with employees in the organization. And the datatextbooks and other magazines.
SECONDARY DATA
Daily prices of scripts from news paper.

SAMPLE SIZE
Last 5 years data of 9 companies is taken.
HYPOTHESIS
H0: There is no significant relationship betweenthe portfolio risk and portfolio return.
H1: There is a significant relationship between the portfolio risk and portfolio return.

REVIEW OF LITERATURE
REVIEW OF EXPERTS
According to first study of KHAN 1997 portfolio based using structural risk models and historical, using the prior three years standard deviation(from monthly returns) the study than analyzed each funds performance over the subsequent year.
According to ROBERTAS TRONG "portfolio management concerns the construction and maintenance investments portfolio management primarily involves reducing risk rather than increasing return.

DATA ANALYSIS
CALCULATIONS ONAVERAGES
AVERAGE

COMPANY	AVERAGE
ITC	8.686
COLGATE&PALMOLIVE	27.74
BAJAJ	48.175
M&M	71.758
HDFC	54.24
ICICI	58.652
RANBAXY	10.18
WIPRO	-12.93
CIPLA	-7.744

Calculated values of portfolio risk and portfolio return:

CORRELATION COEFFICIENT

Two Portfolios	Correlation Coefficient	COMPANY Xa	COMPANY Xb	PORTFOLIO RETURN Rp	PORTFOLIO RISK σp
ICICI& HDFC	0.5206	0.8199	..0.1801	114.24	31.14
ITC&COLGATE	0.5008	0.0563	0.9497	26.835	22.77
CIPLA &RANBAXI	0.605	0.49916	0.50084	1.2335	49.43
M&M &BAJAJ	0.0295	1.6206	-0.620	122.61	171.22
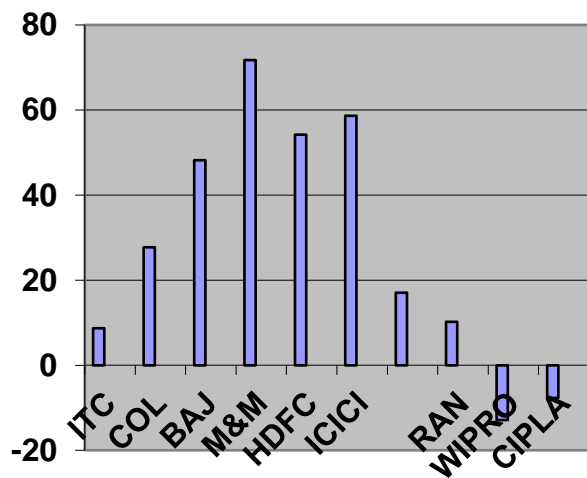
COMPANY	R
HDFC&ICICI	0.5206
ITC&COLGATE	0.5008
BAJAJAUTO&MAHINDRA	0.605
CIPLA&RANBAXY	0.0295
HDFC&WIPRO	0.0273
COLGATE&SATYAM	0.30
BAJAJ&ITC	-0.09
CIPLA&HDFC	0.668
RANBAXY&WIPRO	0.354
CIPLA&BAJAJ	0.690

PORTFOLIO RETURN
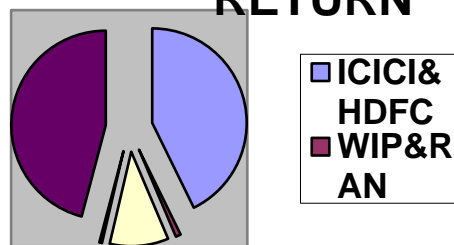
ICICI& HDFC
WIP&RAN

Portfolio risk

ICICI&HDFC	31.14

ITC&COLGATE	**22.77**
CIPLA&RANBAXI	**49.43**
M&M &BAJAJ	**171.22**

FINDINGS
ICICI&HDFC
The combination of ICICI and HDFC gives the proportion of investment is 1.1801 and 0.8199 for ICICI and HDFC, based on the standard deviations the standard deviation for ICICI is 34.846 and for HDFC is 24.88.

Hence the investor should invest their funds more in HDFC when compared to ICICI as the risk involved in HDFC is less than ICICI as the standard deviation of HDFC is less than that of ICICI.

ITC & COLGATE PALMOLIVE

The combination of ITC and COLGATE gives the proportion of investment is 0.0563 and 0.50084 for ITC and COLGATE, based on the standard deviations The standard deviation for ITC is 54.55 and for COLGATE is 22.2.

Hence the investor should invest their funds more in COLGATE when compared to ITC as the risk involved in COLGATE is less than ITC as the standard deviation of COLGATE is less than that of ITC.

CIPLA&RANBAXY

The combination of CIPLA and RANBAXY gives the proportion of investment is 0.49916 and 0.50084 for CIPLA and RANBAXY, based on the standard deviations. The standard deviation for CIPLA is 55.22 and for RANBAXY is 55.13. When compared toboth the risk is almost same, hence the risk is same when invested in either of the security.

MAHENDRA & BAJAJ AUTO

The combination of M&M and BAJAJ AUTO gives the proportion of investment is 1.6206 and 0.6206 for M&M and BAJAJ AUTO, based on the standard deviations. The standard deviation for M&M is 104. 186 and for BAJAJ AUTO is 54.6.

Hence the investor should invest their funds more in BAJAJ AUTO when compared to M&M as the risk involved in BAJAJ AUTO is less than M&M as the standard deviation of BAJAJ AUTO is less than that of M&M.

SUGGESTIONS
Investor would be able to achieve when the returns of shares and debentures Resultant portfolio would be known as diversified portfolio. Thus portfolio construction would address itself to three major via. Selectivity, timing and diversification.
In case of portfolio management, negatively correlated assets are most profitable. Correlation between the BAJAJ & ITC are negatively correlated which means both the combinations of portfolios are at good position to gain in future.
Investors may invest their money for long run, as both the combinations are most suitable portfolios. A rational investor would constantly examine his chosen portfolio both for average return and risk.

CONCLUSION
In case of perfectly correlated securities or stocks, the risk can be reduced to a minimum point. In case of negatively correlative securities the risk can be reduced to a zero.(which is company's risk) but the market risk prevails the same for the security or stock in the portfolio.

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Newspapers& magazine
DAIRY NEWS PAPERS.

ECONOMIC TIME, FINANCIAL
EXPRES.ETC

A STUDY ON HUMANRESOURCEINFORMATION SYSTEM ON HERITAGE FOODS PVT LTD

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Abstract: Human resource information system which is additionally referred to as a person's resource data system or human resource management system. It is essentially an intersection of human resources and knowledge technology through a HR software solution. this enables HR activities and processes to occur electronically. The Human Resource data system Human resource information system may be a software or online solution for the info entry, data tracking, and data information needs of the Human Resources, payroll, management, and accounting functions within a business. Their goal is to merge the numerous parts of human resource, including payroll and labour productivity.

KEYWORDS: Human resource information system Human Resource Management system Human Resource data system

INTRODUCTION: In today's globalized world it would like to go as per the technology changes. Human Resource data System is a software package that helps in designing, dominant the hour price. conjointly helps in win improved potency & quality in hour call creating. And for the improvement in worker & social control productivity the study of Human Resource data System is necessary. Human Resources square measure AN structure perform that deals with problems like accomplishment and choice, training, appraisal, compensation and performance management of the worker. kinsmen also are thought- about to be resources as a result of it's the flexibility of humans that helps to alter the gifts of nature into valuable resources.

Objectives:
• To study the human resource information system.
• To find out the problem areas of human resource information system.
• To study the need and importance of the human resource information system.
• To find out the requirements for implementation of the human resource information system.

HYPOTHESIS:
1. HRIS is an effective tool to take decision quickly and accurately. 2. HRIS result into increased in organization efficiencies and cost saving. 3. HRIS is an effective tool for improving individual and overall development of
organization.

REVIEW OF LITERATURE:
Smith and kelly1997 believe that" future economic and strategic advantages will rest with the organization that can most effectively attract, develop and retain a diverse group of the best and the brightest human talent in the Market place. The effective management of the human resource in the firm to gain a competitive advantage in the market place requires timely and accurate information on current employees and potential employees in the labor market. With the evaluation of computer technology, meeting this information requirement has been greatly enhanced through the creation of HRIS. With technological advancements many companies have realized the need to implement more sophisticated computerized systems, like Human Resource information system.

RESEARCH METHODOLOGY:Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a **research** paper, the **methodology** section allows the reader to critically evaluate a **study's** overall validity and reliability.

SOURCES OF DATA COLLECTION
The data was collected from the primary and secondary source

RESEARCH METHODOLOGY
Data collection involves two methods :-
A. Primary Data.
B. Secondary Data.

A. PRIMARY DATA:-
These methods refer to collection of first hand data, this is directly collected from the officials of the organization. This data is collected by following methods.
1. Interview of the officials.
Dep. Manager (MIS).
Manager.
Attendance recorder.
Employees.
2. Observation of overall working of Human Resource Information System in organization.
3. Questionnaires filled by respondents.

B. SECONDARY DATA:-
This data refers to the collection of second hand data. This data is collected from the company in the written or printed format.
The sources of this data can be as follows....
a) The annual report of the organization.
b) Official records of the organization.
c) Other published articles of the organization.

RESEARCH TOOLS:
Human resource departments have a lot of information to input, store and track. Performance solutions. Recruiting software. Payroll service. Benefits management platform. Employee engagement **tools.**
1. Multiple choice questions 2. Closed ended questions
SAMPLE SIZE:100
RATIO: 2:1

STATISTICAL METHODS USED:1. Bars &chart 2. Percentage analysis
STATISTICAL TOOLS USED:
VARAIBLES:
Independent variable: performance appraisal and communication.
Dependent variable: cost and time saving decision making.

DATA ANALYSIS AND INTERPRETATION:

1: On which system you are working?
Sample size: 10

System	Respondent	Percentage (%)
Payroll	5	50
Punching machine	4	30
Both	1	20

Chart:
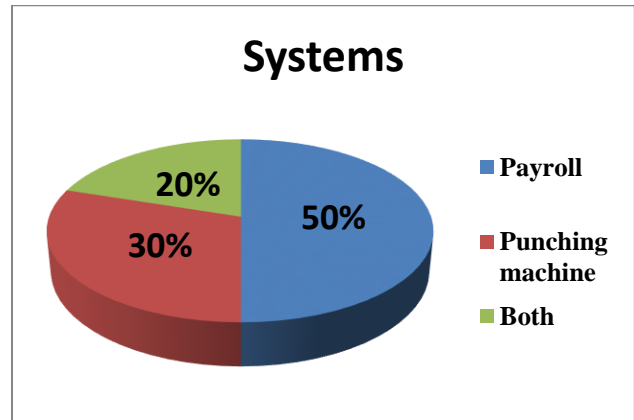
Interpretation:The above table no 1 & the diagram 50% people working on Payroll system, 40% people are working on punching machine & 10% people are working on both the system to admin.

2: From how many years you are using this system?

Ye	Respon	Percen

ars	dent	tage (%)
Less than 15 years	1	10
More than 15 years	9	90

Chart:

Interpretation: As per the above table no 2 & the diagram 90% people are working more than 15 years & only 10% people are working less than 15 years.

3: Before HRIS how the records were kept?

Record keeping	Respondent	Percentage(%)
Manually	5	50
Computerized	3	30
Both	2	20
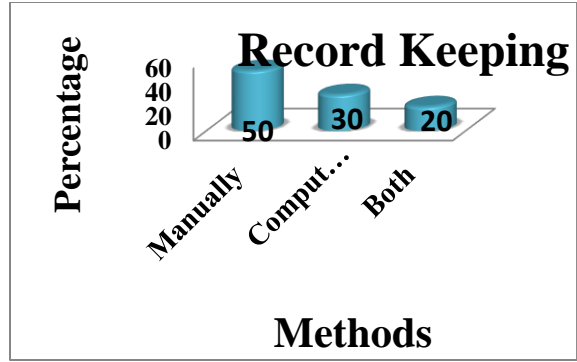
Chart:

Interpretation: As per the above table no 3 & the diagram 50% people says the keep data manually, 30% computerized and 20% both types.

4: Do you think the current payroll software is convenience for keeping record?

Result	Respondent	Percentage(%)
Yes	8	80
No	2	20

Charts:
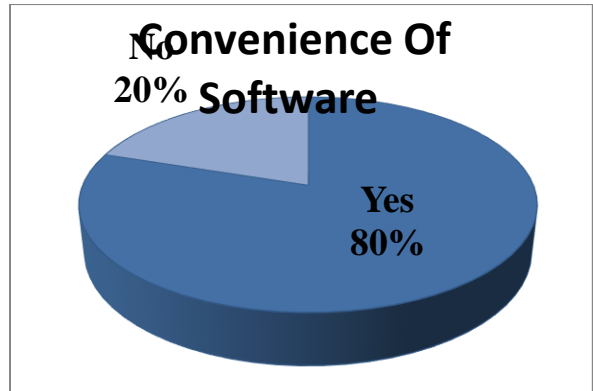
Interpretation: As per the above table no 4 & the diagram the 80% people says Payroll system is convenience & 20% are saying not.

5: Is Punching System provides better Attendance result?

Charts:

Convenience Of Software
No 20%
Yes 80%

R es ul t	Respo ndent	Percenta ge(%)
Y es	8	80
N o	2	20

4. Records should be recorded properly while manual booking, so that it can be entered properly in HRIS.
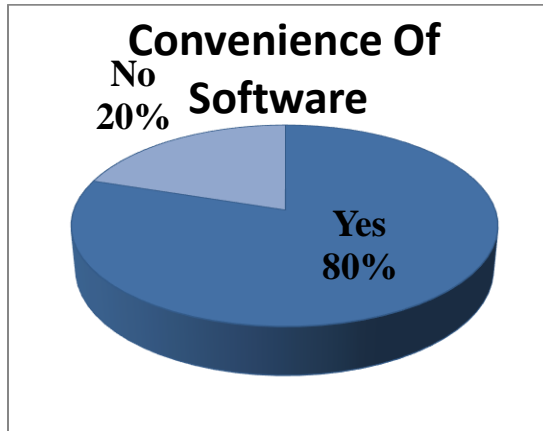
Interpretation: As per the above table no 4 & the diagram the 60% people says punching system provides better attendance record& 40% are saying not.

FINDINGS:

1. Most of the employees are satisfied by the performance of the existing system.
2. The system helps keeping the records of employee's attendance, payroll manager & all functioning of HR.
3. Existing system is good but there is problem implement security policy for security reasons.
4. The HRIS is important & needful and employees require changes in existing system.
5. There are 10 peoples are involved in support of existing system.

SUGGETIONS:

1. The organization should implement ERP system for better decision making regarding for security.
2. They should install Login system i.e. user id & password for security reasons.
3. The software should be updated or redesigned as per the changing requirements of business or HR department.

CONCLUSION: HRIS is very important software for the development of the company. The system helps keeping the records of employee's attendance, payroll manager & all functioning of HR. this existing system is needful but some employees needs to change as per requirement. By proper training to employees it can help to reduce all the paper work. The importance of the human resource function & HRIS is increasing day by day and it seems to benefit in future.

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A STUDY ON INVENTORY MANAGEMENT

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I. ABSTRACT:

The project work entitled Inventory Management includes detail study about inventory, its importance and effectively it should be managed for smooth operations of business. Inventories are assets of the firm and require investment and hence involve the commitment of firm's resources. Every firm is required to manage the inventories in such a way as to get the best returns. The objective of inventory management is to determine the optimum level of the inventory that is the level at which the interest of all the departments are taken care of. The inventory management seeks to maximize the wealth of the share holders by minimizing the cost of procuring and maintaining. The objective behind the inventory management is maintaining sufficient stock of raw materials ensuring continuous supply to production process for uninterrupted production schedule and minimizing the total annual cost of maintaining inventories. Inventories are assets of the firm and hence involve the commitment of firm's resources; managers must ensure that the firm maintains inventories at the correct level.
Keywords: Inventory Management, Stock, Raw material, Production.

II.INTRODUCTION:

INVENTORY MANAGEMENT

Inventory can be referred to as sum of the value of raw materials fuels and lubricants, spare parts, maintenance consumables, semi processed materials and finished goods, stock at any given point of time.

In large companies inventory place a most significant part of the current assets. The business has about 15 to 30% of inventories in total assets.

Inventory is composed of assets that will be sold in feature in the normal course of business operations. The assets which firms stores as inventory is anticipation of need are raw materials, work in progress and finished goods.

Inventory management consists of maintaining for a given financial investment an adequate of something in order to meet and accepted pattern of demand. Inventory considers control over costs of inventory on one hand an handle the size of inventory on other hand.

Controlling investments in inventories constitute crucial part in current assets.

An efficient inventory controlling system will decide,

What to purchase
When to purchase
How to purchase
Size of purchase
And from where to purchase (Suppliers)

III. TARGETS OF THE STUDY:

- To understand the concept of inventory management
- To understand the purchasing procedure of the inventories
- To understand the procedure of classification of inventories.
- To understand the procedure of codification of inventories

IV. RESEARCH METHODOLOGY:

For, the purpose of the study, the data collected from primary and Secondary has sanitized edited and presented in the form of tables and statements. The analysis of the data has been made with the help of certain mathematical techniques like percentages etc. Where ever feasible and appropriate graphs and diagrams are used.

Types of data:
Primary Data:
The source of data which is not readily available but collected through questionnaire and personal interviews.
Secondary Data:
The source of data which is readily available and collected through reports, journals books and periodicals and websites.
Source of data:
The primary source for the project is secondary data which is collected from reports of the company, magazines, & websites.
PERIOD OF STUDY: 5 YEARS
COMPANY : COCO COLA

Tools Applied:
For analysis purpose following techniques are applied
1. Inventory levels2. Ratio Analysis
V. INFORMATION ANALYSIS AND INTERPRETATION:

The investment on raw materials over a period of 5 years from 2014 to 2018 is presented in the following table.
1. INVESTMENT ON RAW MATERIALS

Year	Investment on Raw Material (in crores)
2014 – 2015	2566.82
2015 – 2016	3368.75
2016 - 2017	3925.71
2017 - 2018	5168.75
2018 - 2019	3964.26

Raw Material (in Lackhs)
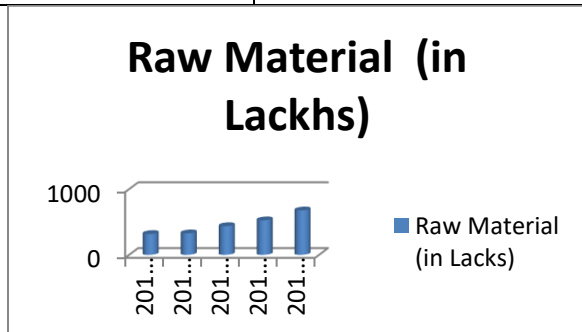
Interpretation: From the above table it can be understood that the inventory of was recorded at 3964.26 during the year 2018 – 19 and it is increased to 5168.75 during the year 2017 – 18.It shows that there is on decrease in the inventory to the more extent of 3964.26.The average inventory of COCA COLA was recorded at Rs.3925.71.

2. Trend Analysis: Trend analysis technique is applied to know the growth rate in investment of raw material of COCA COLA over the review period which is shown in the following table.

Trend Analysis

Year	Raw Material (in Lacks)	Trend %
2014 – 2015	317.14	140
2015 – 2016	326.83	143.0684
2016 - 2017	436.40	173.5251
2017 - 2018	524.93	160.2864
2018 - 2019	675.57	168.6972

Raw Material (in Lackhs)
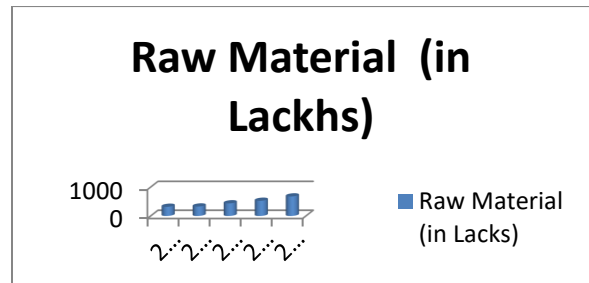
Interpretation: The investment on inventory has increased in the year 2018 – 19. And the lost year investment has declared continuously. The percentage in 2013 – 14 was 168.69 % as compared to years 2014 – 15 to 2018 – 19.The trends in inventories show that inventory have been more in the year 2015 – 16 and then it has shown a downward trend and again it increased to some extent. The investment in inventories has shown fluctuating trend is initial years and then it rose to 173.52 % and again showing fluctuating trend.

3. Inventory Turnover Ratio: cost of goods sold/avg inventory
This ratio indicates the number of times the stock has been turned over during the period & evaluates the efficiency with which a firm is able to manage its inventory.

Inventory turnover ratio:

Year	Cost of goods sold	Avg. Inventory	Ratio
2014 – 2015	8963.14	317.14	28.2658467
2015 – 2016	14594.45	326.83	32.4157819
2016 - 2017	17124.39	436.40	29.9825619
2017 - 2018	16796.90	524.93	31.9983617
2018 - 2019	20032.81	675.57	29.6531966
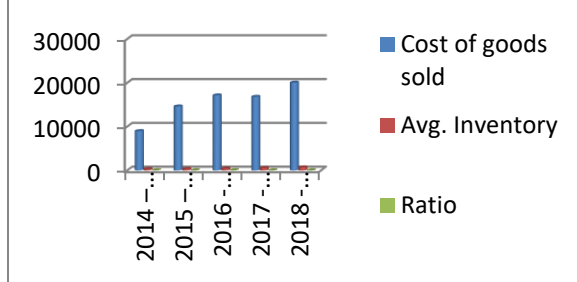
Interpretation: From the above table it can be observed that inventory turnover ratio is 28.26 in the year 2014-15 and it gradually increased to 29.65 during 2018 – 2019.In the year 2018 – 19 it is clear that the ratio is very less i.e., his stock Is not turned into sales quickly. As compared to all the years the ratio is very less .The average inventory turnover ratio was recorded at 8.5 times during the review period.

4. Inventory conversion period: It may also be of interest to see average time taken for clearing the stocks. This can be possible by calculating inventory conversion period. This period is calculated by dividing the number of the days by inventory turns over.

Inventory conversion period: (in crores)

Year	Cost of goods sold	Avg. inventory	Ratio	ICP (Days)
2014 – 2015	8963.14	317.14	28.2658467	16.7362185
2015 –	14594.45	326.83	32.4157819	15.1457016
2016				
2016 - 2017	17124.39	436.40	29.9825619	16.0069793
2017 - 2018	16796.90	524.93	31.9983617	15.2505776
2018 - 2019	20032.81	675.57	29.6531966	16.1403437
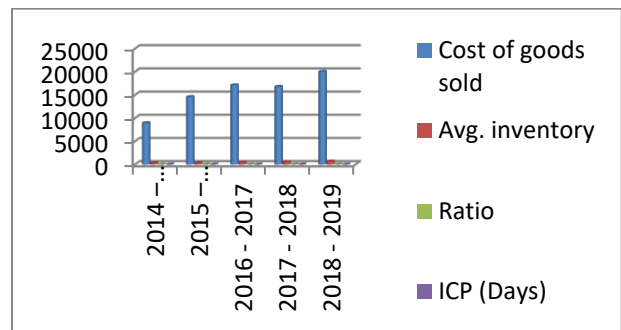
Interpretation: The inventory conversion period was 232 days during the year, which indicates that the stock has been very quickly converted into sales which mean the company is managing the inventory efficiently.

5. Percentage of Inventory over current assets:

Year	Inventory	Current Assets	Ratio (%)
2014 – 2015	317.14	942.00	33.6624204
2015 – 2016	326.83	1422.14	31.9750719
2016 - 2017	436.40	2890.46	15.1379429
2017 - 2018	524.93	1514.52	34.7516127
2018 - 2019	675.57	1951.69	34.6146161
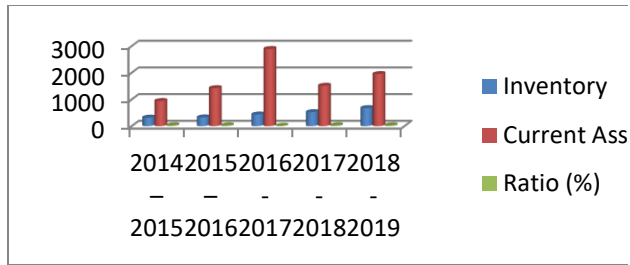
Interpretation: From the above table it can be understand that the % of inventory over current assets ratio was showing a inclining trend for two years 2015 – 2019. from the year2018 – 19 it is showing an increasing. The lowest inventory over current assets ratio was recorded at 15% during the year 2016– 17 and the highest inventory over current assets ratio we recorded at 34.75 % during 2017-2018.The average inventory over current assets ratio was recorded at 33 %.

V1.FINDINGS:
The production during 2014-15 was 14345.01 and 16048.30 respectively which is higher as compared to 2018-2019 which is 23586.80 and 25252.98.

Investment on raw material in 2017-2018 is 5168.75 Cr which very high as compared to 2018-19 which is only 3964.26 Cr.

The inventory turnover ratio shows that the stock has been converted into sales is only 1.02 times.

In the year 2015-16 the stock was cleared within 15.02 days whereas it took 16.73 days in the year 2014-2015 which took more days for clearing stock.

Year 2015-16 is not showing sample profits. This is because of Iron prices have been continuously under pressure due to persistent mismatch between supply and demand.

V11.SUGESSIONS:
- Though the production is higher in the year 2014-2015 and the sales were very high i.e., as per inventory conversion period it took 15.02 days.
- The investment on raw material should be made as per the requirement. Unnecessary investment may block up the funds.
- Neither too high nor too low inventory turnover ratios may reduce profit and liquidity position of the industry. So, proper balance should be made to increase profits and to ensure liquidity.

- The raw material should be acquired from the right source at right quality and at right cost.

V111. HYPOTHESIS:
1. Use of tools and achievement of cost reduction are independent of each other.
2. Use of techniques & achievement of cost reduction are independent of each other.
3. Behavioural pattern of employees & efforts of motivation practiced by the management are
Independent of each other.

1X. CONCLUSION:
In the present days scenario inventory management is playing a crucial part in the organization. The system of inventory management in Coca Cola very effective. The organization is basically and assembling unit and thus inventory place a most significant role in the decision making process. From the various calculations and figures relating to inventory management it is clear that the inventory classification of A items are maintain for days, as a result it reduce investment in raw material, reducing the lead time and also the large quantity discount because the stock are kept for days.

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A STUDY ON IMPACT OF SOCIAL MEDIA NETWORKING SITES ON CONSUMER BEHAVIOUR

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ABSTRACT: The objective of the studies is to explain why, whilst, and how social media has impacted on patron decision procedure. The theoretical framework rests on literature of patron choice making process, social media, in addition to preceding studies referring to social media advertising. Quantitative research approach is customized for the purpose of this studies. The empirical records became amassed through sending out questionnaire to people , May 2019.This research offers clarification on how people are attending, processing, and selecting the facts on social media earlier than a purchase. The findings indicated that individuals pursue an active position in information search on social media evaluating to mass media, yet facts exposure is selective and subjective all through the path of facts search. Moreover, the empirical a part of the research strives to provide insights to any agencies that are seeking to shift to or are currently collaborating within the new advertising fashion. Findings and conclusions presented within the research are best legitimate in the population choice and can't not to be generalized someplace else because of the differences in environmental factors.
KEYWORDS: Social media, patron conduct, advertising, choice making procedure.

I. INTRODUCTION

The emergence of Web 2.0 is one of the most bold development in the history of trade. Social media, any other buzzword that got here in conjunction with, is an evolution primarily based on the Web 2.0, in which no longer simplest it encourages user-generated contents, however, additionally extends the focal point to the users by means of allowing them to showcase contents to share among networks.

This specific technical revolution during the last decade has significantly revolutionized the conventional advertising and marketing strategies and brought entrepreneurs to a new generation. In the new advertising generation, the social media has probably to revolutionize the relationships entrepreneurs have with stores, channels of distribution, their last consumers, and so forth. It is a n Information Age, and customers are inundated with overwhelming portions of records every and every day.

II. OBJECTIVES

➢ To examine why, while and the way social media has impacted on client selection making system
➢ To identify motives that tempt customers to buy online
➢ Consumers and groups around the globe were extra linked than ever before with the presence of Internet. An average Internet person has 669 social ties (Hampton et al. 2016); Facebook has extra than six hundred million daily active users, with over 1.Five million enterprise pages (Facebook 2018), and 30 billion pieces of content shared on a month-to-month foundation (McKinsey 2016).

- Approximately 500 million Tweets despatched in keeping with day, at approximately 600 Tweets in step with 2d (Tweeter 2012). LinkedIn has more than 225 million specialists global, which include all Fortune 500 companies (LinkedIn 2018). The global average time spent consistent with character on social networking websites is 6.9 hours consistent with month (Delaney and Salminen 2017). Changes in purchaser conduct due to social media are one of the most exciting aspects inside the contemporary advertising.

- Acknowledging that customer behavior is a rather fashionable and broad topic, which it might be challenging for the researcher to acquire, check out and finish all of the important facts and findings into one studies; therefore, the researcher has narrowed down the focus in association with the selection making procedure, which friends with advertising and marketing via social media. The goal of the research is to explain why, when, and how social media has impacted on client decision making system. Besides, perhaps, with this particular perspective the research holds, it may assist to identification what are the opportunities and pitfalls corporations are going through with this impact on purchasers' decision making to be able to seize and include the opportunities inside the new marketing era

III.   METHODOLOGY

TYPES OF RESEARCH

DESIGN
This look at will undertake descriptive research layout and will monitor the effect of social media on customer decision making process. This studies may be quantitative in nature.

SAMPLING PLAN

Sampling technique

Multistage sampling
Purposive sampling
Convenience sampling
Sample length
Researcher might be gathering information from 108 respondents.

TOOL OF DATA COLLECTION

The device for primary collection data is self-administered questionnaire.

SOURCES OF DATA COLLECTION
PRIMARY DATA

Primary records are the ones accumulated specially by using, or for, the facts customers by means of Questionnaire Method.

SECONDARY DATA
Secondary records are those which have been amassed with the aid of other businesses, including government companies, newspapers and magazines, and so forth.

IV.   LITERATURE REVIEW

Social media have modified how shoppers and sellers engage, and accelerated involvement via social media may additionally yield tremendous effects for income groups if salespeople put it to use in facilitating their behaviors. (raj agnihotri,2019) The have an effect on of social media on buying behavior may be in any services or products. Quality, logo, advertising or fee ought to impact purchaser selection-making.

In 2003, Western Kentucky University used a pattern of 249 customers' purchases to analyze the kind of product purchased, and the value of object. The consequences of this research gift that purchasers are shopping for either less expensive or steeply pricedobjects and are doing so primarily based on suggestions from social media by their contacts or pals on social media (Forbes & Vespoli, 2018).

V.   INDUSTRY PROFILE

Digital Marketing Agency in Hyderabad

IT info Digital is a full-service Digital Marketing employer helping customers develop their enterprise on-line. In today's time whilst an target audience has were given evolved with the exchange and evolution of present day technology, the startup, small or established business all are doing the entirety they are able to keep up the market presence.

Digital advertising and marketing services boom the leads and income, it differentiates your logo and optimizes your advertising and marketing value.

IT info Digital has been on this industry for greater than a decade with the revel in of three hundred tasks and satisfied clients in an extended relationship.

We will help you to pick out the right virtual marketing channels. Each channel may be used to reach ability clients depending on the level of the combination and techniques planned for the character of commercial enterprise. It needs to be implemented throughout your virtual advertising and marketing strategy and campaigns. Our digital advertising offerings don't simply power visitors, we turn them into paying clients, maximize your ROI and supply an revel in like no other.

VI. DATA ANALYSIS

By asking those two trendy questions – gender and age may additionally assist to pick out weather social media has impacted the selection making processes in a different way based on those segmentations. From the acquired 108 questionnaires, sixty two (%) of the respondents were woman, and 38 (%) have been male. Four exclusive age organizations are blanketed by collected statistics, they're 18 – 21 years antique (eight%), 22 – 25 years vintage (sixty eight%), 26 – 30 years vintage (18%), and 30 years old or more (6%). Since the accrued data covers a wide variety of demographic, therefore the subsequent evaluation is performed in examining the general consumers behavior in Turku, rather than a specific segmentation.

Questions in this phase had been aimed to find out how people are uncovered to statistics on social media structures in evaluation to mass media channels
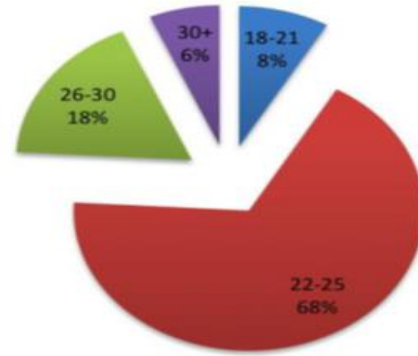
EXPOSURE

With the 1/3 question, it became identified that, amongst four age businesses, social networking web sites are getting used most (ninety eight%), and microblogging is getting used least (11%); the relaxation have been: blogs/ boards with 32 (%), social information with 12 (%), and snap shots and films sharing with sixty three (%). As the responses are illustrated within the following chart, it indicates that the sample of the usage of different social media systems amongst distinct age corporations are comparable that social networking websites are mainly used on day by day basis.29.
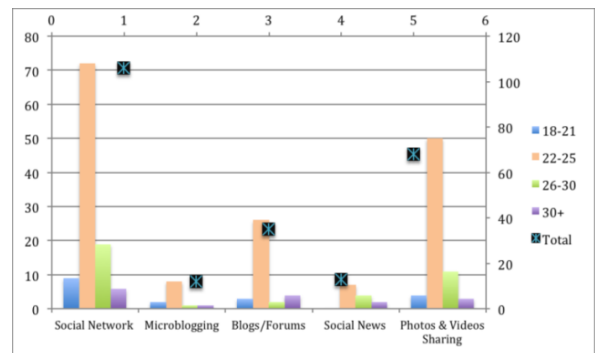
fig2. Types of social media sites used on daily basis
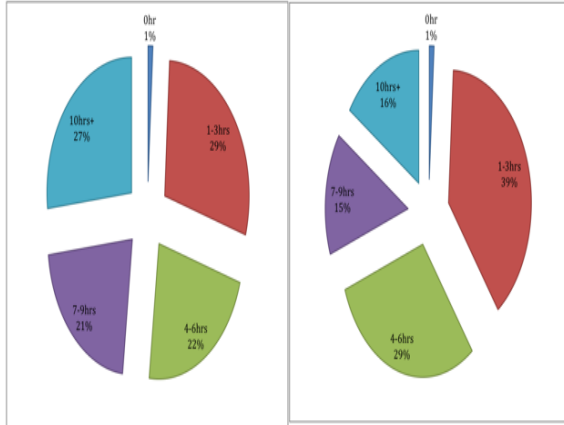
Age Group	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
18-21	0%	67%	33%	0%	0%
22-25	12%	58%	19%	10%	1%
26-30	0%	58%	16%	21%	5%
30+	14%	14%	14%	14%	0%

Fig.3 Time spent on social media per week

In the following questions (four & five), respondents were requested how an awful lot time they spend on social media structures and mass media channels in step with week. The reason is to observe whether or not the time of publicity to facts via social media systems comparing to mass media channels may additionally

ATTITUDE

Besides taking the kind, duration, and method of publicity into consideration, attitude of individuals is one of the critical aspect in companion with the shopping for model. In order to understand better the elements which cause attitude, and the way attitudes impacts and adjusted at some stage in the course of selection making technique, numerous questions had been asked. Answers were blended into the fig.Five

PROBLEM RECOGNITION

In the stage of trouble reputation, an character can be brought on by using an internal or external stimuli; that is, on this research, social media sites and mass media channels are considered because the external stimuli. By searching at the gathered statistics from the survey, there were 32 (%) and 35 (%) of respondents were not certain and doubted about social media as a cause to purchase; whereas, 32

(%) of respondents believed its miles a trigger to carry out a purchase. On the other hand, the responses concerning the attractiveness of advertisements on mass media channels have been proportionally spread, with a forty five (%) no, and a fifty five (%) yes. Besides, advertisements on television are still considered because the most attention drawing method, wherein 39 (%) of the respondents talked about.

EVALUATION OF ALTERNATIVES

fig.4 Time spent on mass media per week
FINAL DECISION

According to five-tiers buying version and statistics processing principle, they both have indicated that levels in decision method are rather in a cyclic order, because of perceptual interpretation of stimuli and interest are usually interacting. In different phrases, clients can also study the acquisition surroundings at the same time as the path of statistics, for example to lessen the risks of making an uncertainty, negative or unsatisfactory buy, which results in a alternate in their purchase preference, set up new criteria now not previously considered, and sooner or later the search of records repeats once more.

Since social media is taken into consideration as an quantity of outside stimuli within the choice process (Constantinides and Fountain 2008), so that you can have a look at the affect of information to be had on social media on customers' selection technique, respondents were requested whether or not they could exchange their preliminary choice after carrying out records seek thru social media, and to look at the motive being the alternate.
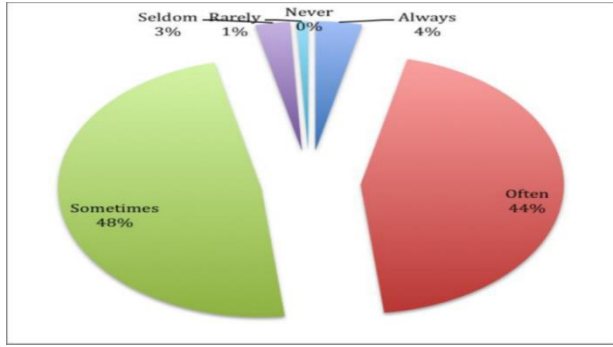
Fig.9 Initial preference/ attitude before a purchase

Respo nse	Exp osur e	Probl em Reco gnitio n	Searc h for the alter nativ es	Evalu ation of infor matio n	Post purc hase Eval uatio n
Most affecte d	21%	11%	17%	13%	11%
Affect ed	31%	34%	34%	38%	27%
Neutr al/don 't now	23%	24%	27%	27%	27%
Less affecte d	15%	15%	12%	15%	13%
Least affecte d	10%	11%	11%	7%	22%

After comprehending the consequences, you can still observe that the degree of publicity is the maximum affected at the same time as the level of trouble reputation is less affected; wherein similar to the previous query of asking whether respondents are caused to make a buy because of social media and the end result has proven that simplest 32 (%) of the respondents have answered "yes".

VII. FINDINGS

➢ The researcher has considered various Social Websites which can be doing the Job of Networking this is Facebook, What Sapp, Twitter and many more.

➢ The research shows that Facebook usage is nineteen% who're the use of very rarely whereas 40.3% are using very regularly while 29.8% are using common use.

➢ In case of Twitter the wide variety is 32.1% who're the usage of very rarely whereas 33.3% are using very regularly and 27.5% are using Average. 313

➢ In case of LinkedIn40.5% are customers who are the use of very not often and 11.8% who the usage are of often and 33.8% are those who're the use of Average use.

➢ Others like YouTube, Google and so on. The variety of very not often users 8.3percentand in the case of very frequently the wide variety is 14.7% and common quantity of customers are 8.8%

➢ Twitter:

➢ Comparison made between Twitter and others. The general wide variety of respondent given information about Twitter is 513 while that of others are a hundred and fifty the result suggests that Facebook, LinkedIn are the usage of via many respondents as compare to Twitter which suggests mean rank of 316.92 in case of famer and 383.57 in case of late.

➢ Comparison product of LinkedIn and others the respondent of LinkedInare 412 whereas that of others are one hundred fifty the imply rank of there are 248.50 and 372.13 which shows that others meaning Facebook, LinkedIn and Twitter are used more extensively as compare to LinkedIn.

VIII. SUGGESTIONS

➢ As greater than 50 percentage of the respondents check their favorite YouTube for less than 30 minutes according to day, groups ought to device their commercials and YouTube in such a manner that they ought to have an impact on or impress the target market inside half-hour.

➢ The opportunity for boom is extra in you tube mainly for advertising of products and offerings, because extra than three

fourth of the respondents are inclined to live returned of their respective media in destiny. Hence, agencies can use this medium to sell their products successfully to reach their target market.

➢ Most of the respondents purchase products like pen drive, T-shirts and shirts which are at low charge, businesses also can marketplace their products which can be low in charge, via social networking web sites.

IX.   CONCLUSION

The goal of the studies became to give an explanation for why, when, and the way social media has impacted on client choice making procedure. Research questions were designed to slender down the difficulty and to assist the researcher to discover the explanations of the difficultythe five-stage choice making version has furnished a scientific approach in outlining the overall levels that customers engage in all purchase, whilst the statistics manner theory addresses an in-intensity attitude of the way records is in used of during the path of decision making.The aforementioned theories and the records analysis of the research have each tested that, irrespective of its miles in affiliation with social media or mass media, clients are tremendously selective in attending, procedure, and selecting the information before a buy takes place. Information exposure is particularly selective within the initial stage of statistics, because consumers have the alternatives of statistics source, in which determinates the sort of records that consumer can be uncovered to. To be cited, private attitude is a crucial issue which underlines at some point of the course of information acquisition and assessment. As a result, not only judgments concerning services or products are presumably based totally, however also it is an critical determinant of the statistics consumers will are searching for out, wherein it finally influences the quantity of the records reception.

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A STUDY ON EMPLOYEE STRESS
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ABSTRACT

Stress at the workplace has become an increasing phenomenon due to external factors such as technological advancement, changes in the economy of a country which might lead to becoming redundant and so on. Stress can be considered as an inevitable condition at least at one point in time or another; however it can also be minimized to the extent that the productivity and health of the employee is maintained which could lead to a productive organization. Stress is also bound to occur in multinational companies where operation is global and employees have different cultural background.

Key words: Stress Management, Work Place, Culture.

INTRODUCTION:

Employees stress is a growing concern for organizations today.Employee stress is a going concern for organization today. Stress can be defined as a lively circumstance in which people face constraints, opportunities, or loss of something they desire and for which the outcome is both uncertain as well as crucial. Stress is not always negative. It may also bring out the best in individuals at times. It may induce an individual to discover innovative and smarter way of doing things. This positive dimension of stress is called asenstress. But usually, the term stress has a negative implication and this negative aspect of stress is termed as distress. For instance - When a subordinate is harassed or warned by his superior, unhappiness of unsuitable job, etc. We can say that "Stress causes some people to break, and other to break records." The employees who experience the reaction of stress at the workplace are not a new aspect.

OBJECTIVES:

1 .To study and understand the employee stress .
2.To examine causes and impact of stress
3 .To describe symptoms of stress
4. To identify and describe the nature of stress
5. To take remedial action to reduce employee stress.

RESEARCH METHODOLOGY:

Research methodology is a process used to identify select process and analyze information about a topic. It is a highly intellectual activity used in investigation of matter and deals with a manner in which data is collected, analyzed and interpreted.In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

DATA COLLECTION METHOD

PRIMARY DATA: The primary data is gathered through questionnaire among the employees.Primary data is information collected through original or first-hand research. For example, surveys and focus group discussions

SECONDARY DATA: The secondary data is collected from books, websites, journals. secondary data is information which has been collected in the past by someone else.

SAMPLE DESIGN:

A sample of 80 employees is taken out of a total population of 250 employees (58%), based on judgment sampling. The sample is selected in such a way that it includes the employees of all ages, different designations from different educational streams with distinct experience from various departments.

Hence the sample is a representative of the population and an unbiased mix of all factors.

SAMPLE SIZE :

Out of the total universe 250 employees a total of employees a total of 80 employees belonging to different units of APIL.

HYPOTHESIS:

Ho: There is no difference between stress experienced by the employees at different levels of management.

H1: There is a significant difference between stress experienced by employees at different levels of management.

REVIEW OF LITERATURE:

1) Kavitha in her research titled ―Role of stress among women employees forming majority workforce at IT sector in Chennai and Coimbatore (2012), she has focuses on the organizational role stress for the employees in the IT sector. She found in her research that, women face more stress than men in the organization and she viewed to be more specific married women faces more stress than the unmarried women.

2) P.S. Swaminathan ,& Rajkumar S. in their work on ―Stress levels in Organizations and their Impact on Employees' Behaviour (2013). They have conducted a study that focused on the levels of stress among the age group, profession, different varieties of jobs, hours of work and the influence of work environment on the degree of stress faced by employees. Stress in an employees' individual in nature. This study indicates that, an optimum level in which every individual can perform with his full capacity and identified three conditions responsible for work stress they are 1) Role overload 2) Role self distance 3) Role stagnation.

3) Satija S. & Khan W. in their research work titled ―Emotional Intelligence as Predictor of Occupational Stress among Working Professionals (2013). According to them Occupational Stress is as same as Job Stress that needs to be controlled at the workplace otherwise it will negatively affect on employee's work attitudes & behavior. This study investigates that, the relationship between Emotional Intelligence and Occupational Stress. This study revealed findings that, Emotional Intelligence is a most significant predictor of Occupational Stress.

4) Amir Shani and Abraham Pizam(2009) ―Work-Related Depression among Hotel Employees have conducted a study on the depression of work among hotel employees in Central Florida. They have found that, incidence of depression among workers in the hospitality industry by evaluating the relationship.

DATA ANALYSIS:

1. Perception of Employees of Different age groups about Stress.
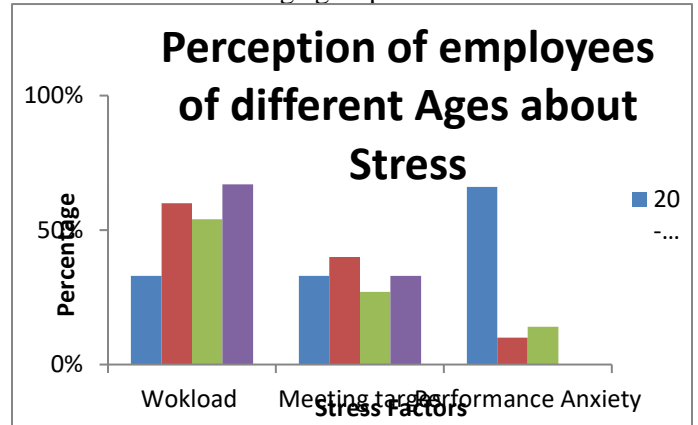
INTERPREATION: From the above graphical representation it has been found that the age group of 30-39, 40-49 and 50-59 (65%) are having more workload than the employees aged between 20-29.

The employees with age group of 30-39
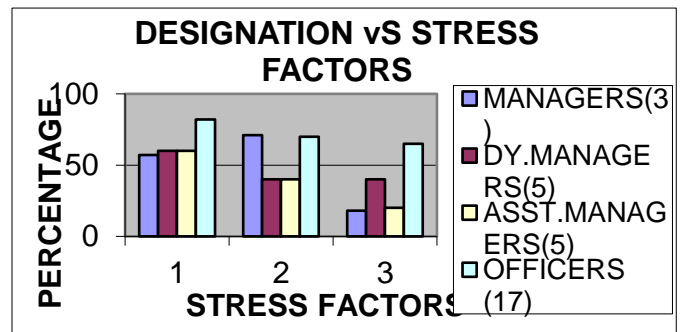
are having more stress on facing the Meeting targets than the other age group.

2. Perception of employees about stress according to their designations.

1.Work load   2.Meeting   Targets
   3. Performance Anxiety

INTERPRETATION: It has been found that 80% of officers face more stress than the

other managers because these face more work load and performance anxiety in meeting the targets. From the above representation we can say that the Managers facing more stress in meeting their targets (71%) than the Dy. Managers and Asst. Managers.

3.Measures suggested by employees to reduce
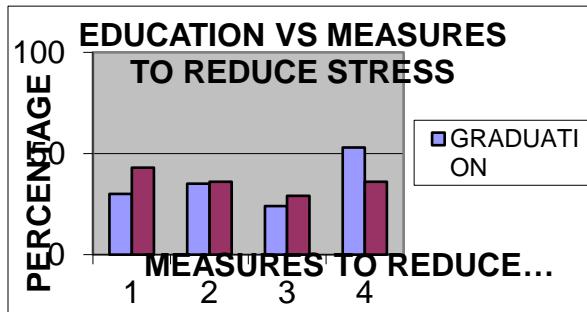
stress (Graduates & Post-Graduates)

1.Counselling   2.Job   Rotation
3.Relations   4. Recognition

INTERPRETATION: It has been found that 30% of the graduates require less counseling when compared to 43% of the postgraduates. There is not a much significant difference between graduates 35% and postgraduates 36% who give equal importance to job rotation. And the interpersonal relationships are found more in postgraduates 29% than 29% the graduates 24%.

It has been found that 53% of graduates feel the need for recognition of god work where as 36% of the postgraduates feel less the necessity for recognition of good work as means to reduce the stress.

4.Perception of experienced employees about stress
1.Work load   2.Meeting   Targets
3. Performance Anxiety

INTERPRETATION: It has been found that 88% of employees with more than 10 years of experience are facing more workload when compared to 71% of 5-10 years and 50% 1-5 years. But employees with more than 10 years of experience are facing less stress in meeting targets as that of 5-10 years the difference is very minute.

It has been found that the 33% of those having more than 10 years and 1-5 years of experience face more performance anxiety.

FINDINGS:
❖ It has been found that 58% of the employees among the total employees in the organization are undergoing stress and these are officers and asst. Managers.
❖ It has been found that the employees in the age group of 20-29 are facing more health problems than the higher age headache. This is because the employees of this age are undergoing more stress compare to higher age group due to factors like work load, meeting targets and performance anxiety.
❖ It is observed that though the employees in the age group of 30-39 are facing stress than the employees in the age group 40-49. Still they are able to maintain better inter personal relationship with their peers, subordinates and superiors.

SUGGESTIONS:
❖ It has recommended to the company that if stress management techniques are initiative then the average health of the employees will be better and he will be able to better cope with stress, then by the level and degree of performance of the employee will improve.
❖ It is recommended that the company should give one task at a time and give sufficient time in meeting the targets so that the employee performs his best without any stress.
❖ It is recommended that it should focus more in giving stress management techniques to the age group of 20-29 probably due to inexperience.

CONCLUSION:
❖ The management understands the various reasons for stress and plans

different techniques and implements it to reduce stress and increase employee moral. The cost incurred on implementing the work stress management techniques is considered to be cost effective. APIL considers work stress as a management process.

❖ The different techniques are adopted to boost of the moral the employee and it is achieved. Work stress management is considered to be profitable to the organization. The employees have job satisfaction. The techniques adopted are usually preplanned but in unavoidable cases they are instant. While planning and implementing the different techniques the opinions of team leaders are also considered.

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A STUDY ON LONG TERM INVESTEMENT DECISION

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I. ABSTRACT:

"LONG TERM INVESTMENT DECISION" gives the brief idea regarding the various investment options that are prevailing in the financial markets in India. With lots of investment options like banks, Fixed Deposits, Government bonds, stock market, real estate, gold and mutual funds the common investor ends up more confused than ever. Each and every investment option has its own merits and demerits. This project I have discussed about few investment options available. Any investor before investing should take into consideration tae safety, liquidity, returns, entry/exit barriers and tax efficiency parameters. We need to evaluate each investment option on the above-mentioned basis and then invest money. Today investor faces too much confusion in analyzing the various investment options available and then selecting the best suitable one. In the present project, investment options are compared on the basis of returns as well as on the parameters like safety, liquidity, term holding etc. thus assisting the investor as a guide for investment purpose.
KEY WORDS**:** Investments, Deposits, Investment options, Funds.

II.INTRODUCTION:

Long term investment decision is paramount importance in finance decision making. Because these not only affect probability of the firm but also the competitive position, and consequently its survival and growth further, these are strategic invest decision these decision assume greater importance because of the following reasons:

a. Investment of heavy funds: Long term investment decisions require I Large capital outlays. Therefore at should carefully plan its investment program, in terms of providing the funds to allocate then among different fixed assets.

b. Long-term implication: these decisions have their impact on its Firm's future direction and growth firms, future cost, break-even point, sale or profit-all are determined by the selection of its assets.

c. Irreversible decision: most of the Long term investment decision, keeping view the size of investment and longevity of the projects, are not generally reversible. In case, the firm has to scrap the assets, it has to incur heavy losses.

III. TARGETS OF THE STUDY:

- **Creation of Wealth**: Holding up assets or stocks for a long-term period or till maturity gives incredible returns and adds value to the investment.
- **Minimization of Risk**: Holding up investments for an extended period eliminates the risk emerging from the unfavorable market conditions, like a recession.
- **Sustainable Growth**: Long-term investing is an excellent option for the sustainable growth of funds or assets since it ensures better and stable returns.
- **Association with Quality Companies**: Long-term investing in equity and funds of big brands or well-known companies provides the investor with a share in the ownership. Thus, the investor gets a chance to be associated with the growth and success of that company.

IV. RESEARCH METHODOLOGY:

- **Primary data:** Officers of accounts sections. Executives and staff of financial and accounts department. Meeting with concerned people. Personal observation.
- **Secondary data:** Annual reports of Kesoram Cement Financial management text books. Printed Materials.

V. INFORMATION ANALYSIS AND INTERPRETATION:

PERCENTAGE OF FIXED ASSETS: net fixed assets/total assets*100   AMT IN LAKHS

YEARS	NET FIXED ASSETS	TOTAL ASSETS	PERCENTAGE
2014-15	74322	138205	53.78
2015-16	110519	200218	55.19
2016-17	171883	297293	57.81
2017-18	266920	430657	61.98
2018-19	384465	575321	66.83
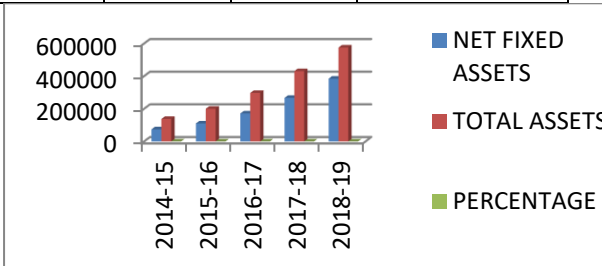
INTERPRETATION: The percentage of net fixed to total assets has consistently increased from 53.78 to 66.83.In the 2018-19 the percentage reached up to 66.83.

TOTAL FIXED ASSETS: change year net fixed assets/ last year net fixed assets AMT IN LAKHS

Years	Change year net fixed assets	Last year net fixed assets	Percentage
2014-15	17174	57148	30.10
2015-16	36197	74332	48.70
2016-17	61364	110519	55.22
2017-18	95037	171883	55.29
2018-19	121545	266920	45.54
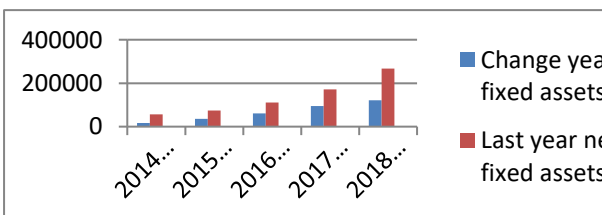
INTERPRETATION: The level of net fixed assets was low in 2014-15 and increased in next year of 2015-16. But in 2018-19 the percentage decreased from 55.29 to 45.54.

NET FIXED ASSET: current year net fixed / base year net fixed assets AMT IN LAKHS

Years	Change year net fixed assets	Base year net fixed assets	Percentage
2014-15	57148	57148	100
2015-16	74332	57148	130.07
2016-17	110519	57148	193.390
2017-18	171883	57148	300.76
2018-19	266930	57148	467.08
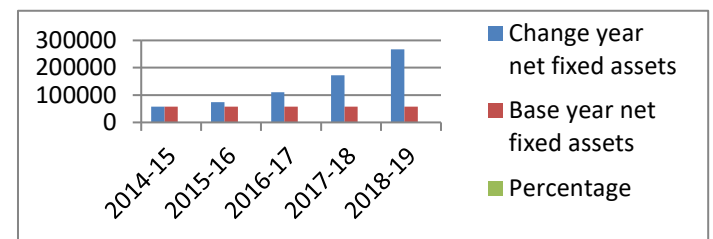
INTERPRETATION: Considering the year 2015-16 as the base year the level of fixed assets as an index show 130.07% change compared to the base year (2013-14=100) and it goes on increased further years. Up to 467.08% in 2018-19.

INVESTMENT: **change year net fixed assets/ last year net fixed assets AMT IN LAKHS**

Years	Change year net fixed assets	Last year net fixed assets	Percentage
2014-15	2819	2819	100
2015-16	2902	2819	102.94
2016-17	2887	2819	169.63
2017-18	6178	2819	219.15
2018-19	5143	2819	182.44
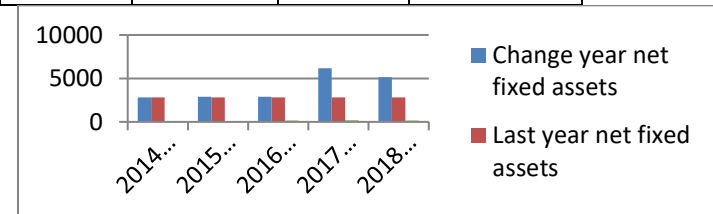
INTERPRETATION: In the level of fixed asset of 2014-15 years the percentage was low and later it took a hype in the year 2014-15 and again decreased in 2018-19.

TOTAL ASSETS: CHANGE **year net fixed assets/ last year net fixed asset AMT IN LAKH**

Years	Change year net fixed assets	Last year net fixed Assets	Percentage
2014-15	138205	138205	100
2015-16	200217	138205	114.89
2016-17	297292	138205	215.11
2017-18	399267	138205	288.89
2018-19	575321	138205	416.28
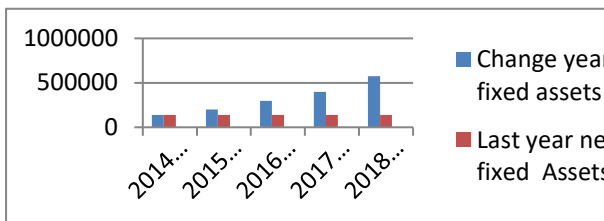
INTERPRETATION: The level of total assets has consistently increased, marginally in between the year 2014-15 and 2015-16. The increase has been significant in between the year 2009-10 and 2014-15 and 2016-17 and 2015-16 and 2018-19.

FIXED ASSET TURNOVER RATIO: Net fixed Assets/last year net Fixed assets. AMT IN LAKHS

Years	Change year net fixed assets	Last year net fixed assets	Percentage
2014-15	140396	57148	245.67
2015-16	161422	74322	217.19
2016-17	220410	110519	199.43
2017-18	275323	171884	160.17
2018-19	326545	266920	122.33
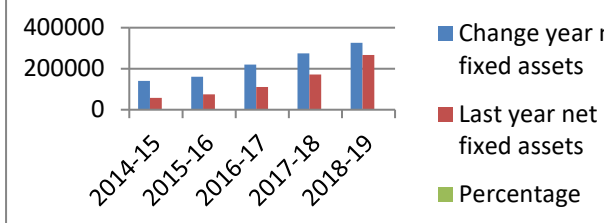
INTERPRETATION: The fixed asset turnover has decreased in between the year 2014-15 and 2018-19 peaking to a minimum of 122.33 during the year 2018-19.

SOLVENCY RATIO:

Solvency ratio to the ability to business to our long term obligation like interest and instalment with long term solvency ratio indicates long term stability on an organization. Lender like financial institution debentures holder, banks who give term loans to the enterprise, are interested in ascertaining the solvency of the organization.

DEBT AND EQUITY RATIO: Long term funds/share holder funds AMT IN LAKHS

years	long term funds	shareholders 'funds	d/e ratio
2014-15	44090	33879	1.3
2015-16	44663	34848	1.2
2016-17	50455	31715	1.59
2017-18	62136	41605	1.49
2018-19	87280	65444	1.33
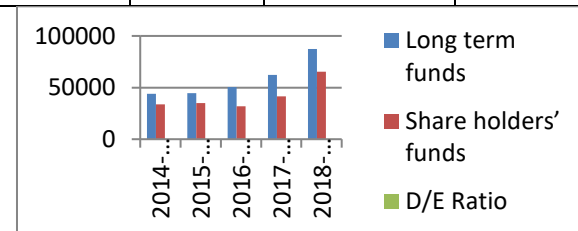
INTERPRETATION: Generally a ratio of 2:1 (2 units of debt and 1 unit of equity) is considered normal. In the case of manufacture concern it is 1.5 :1, in the Kesoram cement limited the debt equity ratio from 2014-15 to 2018-19 is below normal. It indicates that the using less debt for its operations.

PROPRIETARY RATIO:share holder funds/total assets AMT IN LAKHS

years	share holders fund	total assets	proprietary ratio
2014-15	33879	138205	0.245
2015-16	34848	200217	0.174
2016-17	31715	297292	0.1067
2017-18	41605	399267	0.104
2018-19	65444	575321	0.113
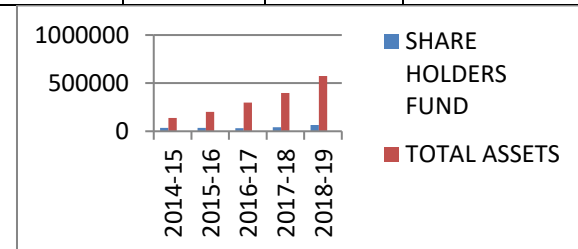
INTERPRETATION: The proprietary ratio has slightly decreased in between the year

2014-15 and 2018-19 peaking to a minimum of 11.37during the year 2018-19.

V1.FINDINGS:

1. The total turnover capacity proved well only in FY 2016. The next financial years couldn't resist to even get the margin and failed to employ the assets well.

2. Except for operating efficiency which stood high in FY 2017, other factors tend to dominate in FY2016 only. This is in fact because of the manufacturing costs which were less in FY2016 than that in other 2 years.

3. The firm neither managed margins nor did it attract the investors, as they couldn't get the rate of returns, in FY 2018 and FY 2019.Since the firm managed the manufacturing expenses in FY2016 only, it has an effect on the preceding profit margins because of the sales. Even though FY2019 managed decent sales, the effect of inventories resulted in the poor performance

V11.SUGESSIONS:

1. Company cash positions needs to be improved.

2. The company must strive for consistency in ROE.

3. The company can take the advantage of leverage by employing further debtors in future when they required additional funds for expansion as the current debtors equity ratio is less than the standards 2:1.The firm has to take steps to convert its inventory into sales within a short time.

V111. HYPOTHESIS:

1. The repercussions of investment decisions of corporations are directly reflected in the growth
Of the company.

2. Liquidity of the corporations is a major contributor to the investing decisions of the company.

3. Self dependence in finance is appositive factor in investment decisions.

1X. CONCLUSION: The turnover of financial assets has not improved much during the years 2014-15 and 2015-16.There is a significant increase in net fixed assets during the years 2007-08 and 2015-16, however is no significant increase in the fixed assets turnover ratio during both of the year 2016-17 and 2017-18.The level of investment in fixed assets needs to proper scrutiny and analysis to ensure efficient utilization of the same. There

is a surge in the investment in fixed assets in the range of more than 32654 lacks in 2016-17 and 266920 lacks in 2017-18. This requires close scrutiny and efficient management to result in effective generation of turnover out of the investment made in fixed assets.

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A STUDY ON TRAINING AND DEVELOPMENTON EMPLOYEES

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1. Improve employee performance
2. Addressing weakness
3. Increase productivity as well as the standards
4. Increase innovation in new strategies and products
5. Enhances company reputation and profile

ABSTRACT

Training and development play an important role in the effectiveness of organizations and to the experiences of people in work. Training has implications for productivity, health and safety at work and personal development. All organizations employing people need to train and develop their staff. Most organizations are cognizant of this requirement and invest effort and other resources in training and development. Such investment can take the form of employing specialist training and development staff and paying salaries to staff undergoing training and development. In this study the data were collected through questionnaire. The statistical tool used in this research is considering of percentages, bar diagrams, chi square test. The sample size taken is of 100 for the study with a ratio of 1:1. Variables which are used in this study are Training as independent variable and employee performance as dependent variable

Key words : Performance, Employee ,Training

Introduction:

Training and development contain learning situations in which the employee acquires additional knowledge or skills to increase job performance. Training objectives specify performance improvements, reductions in errors, job knowledge to be gained, and/or other positive organizational results. However, individual growth is not an end in itself. Organization growth is need to be measured along with individual growth.

NEED FOR THE STUDY

OBJECTIVES OF THE STUDY

1. To study the factors that are related to evaluation of Training programs conducted at NGA human resource Pvt. Ltd.
2. To examine how training is helping the employee in the work place.
3. To analyze the effect of training program in relation to employee performance

HYPOTHESIS

1. H1: There is no impact of Training program on employees performance.
2. H0: There is an impact of Training program on employees performance.

Literature Review

MOTIVATION PHILOSOPHY IN NGA HR

NGA HR recognizes that advisers are the lot of important adeptness of any organization. In the avant-garde world, the animal agency abandoned can accommodate an aggressive bend to any organization. As one columnist animadversion – "Specific of the best assets airing into and alfresco the alignment everyday". All HRD efforts are based on the axiological abstraction that "Human-beings absolute abeyant for beforehand and development that can be adapted into accomplishment by

investment of time and achievement by administering at all levels". In NGA HR "Human Adeptness Administering is articular as a key breadth accouterment the cutting bend to the alignment in its endeavor appear aggressive excellence. The HRD aesthetics of the placement is based on "continuous efforts to enhance the adeptness beforehand abilities and reorient attitude of advisers to accumulate clip with the alteration environment". An attack is fabricated to acclimatize HD programmers with the basal business strategy.
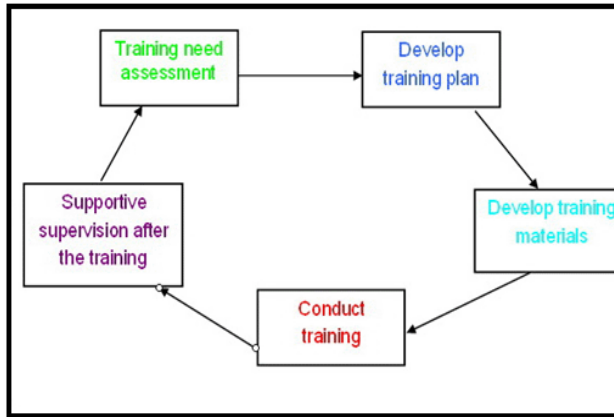
RESEARCH METHODOLOGY:

The research methodology helps for observation and description of project. A sample of 100 employees is included in this study and the period of study is for 45 days. The data or information is gathered from primary and secondary sources.

PRIMARY DATA:

Data is collected from employees through questionnaire and other discussions

SECONDARY DATA:

Secondary data is collected from research publications, websites, journals, books.

SAMPLE SIZE:

A Sample of 100 employees are taken.

STATISTICAL TOOLS:

The statistical tool which is used for the research and study is correlation test and data is represented through tables and charts and graphs

Variables:

INDEPENDENT VARIABLE- TRAINING AND DEVOLPMENT

DEPENDENT VARIABLE- EMPLOYEE PERFORMANCE

DATA ANALYSIS AND INTERPRETATION:

1. Is the Training program useful to you in your present job?

Particulars	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree	Total
No.of Employees	17	4	3	1	0	25
Percentage	68	12	6	4	0	100

INTERPRETATION:

From the above information most of the executives agree that the training program useful to them in their present job.

2. Is the Training program helps you to prepare you for the future jobs in your area of working?

Particulars	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree	Total
No.of Employees	15	2	8	0	0	25
Percentage	60	8	32	0	0	100
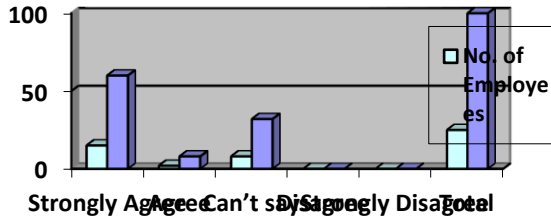
INTERPRETATION:

From the above information most of the employees agree that the Training program helps to prepare them for the future jobs in their area of working

3. Is there is a significant impact on your performance with this Training program?

Partic ulars	Stron gly Agre e	Ag ree	Ca n't say	Disa gree	Stron gly Disa gree	To tal
No.of Emplo yees	15	6	2	2	0	25
Percen tage	60	24	8	8	0	10 0
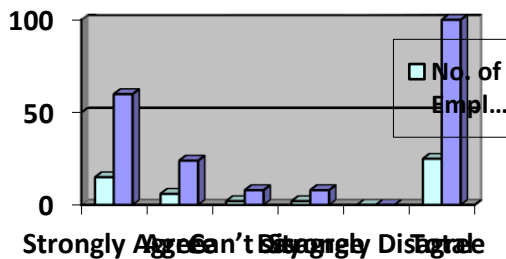
INTERPRETATION:

From the above information most of the executives agree that there is a

significant impact on their performance with this Training program.

4. Was the inputs received in your training can be implemented in team or individually?

Partic ulars	Stron gly Agre e	Ag ree	Ca n't say	Disa gree	Stron gly Disa gree	To tal
No.of Emplo yees	10	8	7	0	0	25
Percen tage	40	32	28	0	0	10 0
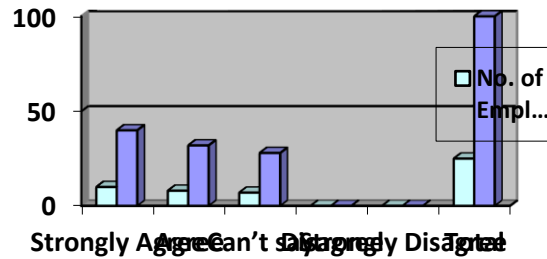
INTERPRETATION:

From the above information most of the executives agree that the inputs received in their Training program can be implemented in team or individually.

STATISTICAL ANALYSIS:
CHI SQUARE TEST:

O	E	[O-E]	[O-E]2/e
17	20	-3	0.45
8	20	-12	7.2
12	20	-8	3.2
4	20	-16	12.8

3	20	-17	14.45
Total			38.1

Chi square test- 38.1

Table value- 40

Conclusion: calculated value of chi square value is 38.1 is less than table value 40 where H0 is accepted and H1 is rejected. Hence there is relationship between training and Development.

HYPOTHESIS

H1: There is no impact of Training program on employees performance.

H0: There is an impact of Training program on employees performance.

FINDINGS

1. There is an advantageous accord amid the peers, subordinates, superiors in training.
2. In this alignment best no. of advisers are accede with the administration because their account and suggestions on some occasions only.
3. In this alignment Training programs will helps the advisers in accomplishing both alone goals and authoritative goals.
4. Maximum no. of advisers are annoyed with the Training affairs conducted by training to employees.

SUGGESTIONS:

1. They should conduct added and added training programs accompanying to the anatomic competencies of employees.
2. NGA HR should ensure that whenever they yield acknowledgment from advisers their suggestions are taken into application and implemented as anon as accessible this will accomplish advisers to accord honest and acknowledge feedback.
3. NGA HR in this attention should conduct an appointment for acknowledgment so that absolute time advice is accessible with account to training needs of the employees.
4. Aim of any aggregation is to be ensure that all advisers administer techniques learnt in training affairs on the job

appropriately at anniversary akin accomplishment abject training should be given.

CONCLUSION:

Most respondents bidding that acknowledgment is calm from all the participants in the program. The agent in the alignment are able-bodied alternate in the training program. The training is getting accustomed to the advisers at approved interval. A lot of of the advisers are actual abundant annoyed about the alternative of the candidates for training. Most of the advisers are bidding that the training programmed is imparting the latest technology in the market. Most of the advisers accede with the training programmed accommodated pre-specified objectives.

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A STUDY ON CASH FLOW STATEMENT

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I .ABSTRACT:

A cash flow statement is required as a feature of a total arrangement of financial summaries arranged in similarity with IFRS just as US GAAP for all business undertakings. Cash flow ought to be arranged under the accompanying three standard headings: "Operating (or) Working activities", "Investing (or) contributing activities", "Financing activities". The order of cash flows among working, contributing and financing exercises is fundamental to the examining and analyzing of cash flow information. Net cash stream (the adjustment in cash and equivalents reciprocals during the period) has minimal informative on its own; it is the order and individual parts that are instructive and informational. Even though the classification of cash flows, three fundamental classes is significant, it ought to be referenced that order rules are self-assertive.

Key words: Cash Flow, Working Capital, Finance, GAAP.

II. INTRODUCTION:

A] CASH FLOW STATEMENT ANALYSIS: Cash flow statement or cash stream statements gives data about the money receipts and payments of a enterprise for a given period. It gives noteworthy data that praises the profit and loss record and balance report. Cash flow statement groups cash flow during the period from working, contributing and financing exercises.

a] Cash Flow from Operating Activities: Cash created by manufacturing and selling of business is reflected under this. It similarly indicates inflow of money from working exercises or operating activities and out stream of money for business working costs or operating costs.

b] Cash Flow from Financing Activities: This segment of Cash stream articulation indicates money created from exercises to fund the business activity.

c] Cash Flow from Investing Activities: This segment means money put resources into long term assets or resources for example acquisition of machinery and other long term assets or resources just as other current resources.

III. OBJECTIVES OF THE STUDY:

1. To determine the available sources of cash or money and usage of money.
2. To determine the net changes in cash or money showing the contrast among sources and usage of cash or money by three exercises during the time of study.
3. To quantify the heaviness of such sources and usage of money against cash benefit position of the firm to distinguish the strengths and weakness in cash stream position of the firm.

IV. RESEARCH METHODOLOGY:

SAMPLE SELECTION: Two banks are selected kotak securities and hdfc securities, both are private sector banks as of the both banks are similar these banks are subsidiaries to each other in diverse business activities in securities broking, investing activities.

PERIOD OF STUDY: The period of study for 5 years 2014-2019.

DATA COLLECTION: Secondary Data

V.DATA ANALYSIS AND INTERPRETATION:

	Operating activities		Investing activities		Financing activities	
Years	Hdfc securities	Kotak securities	Hdfc securities	Years	Hdfc securities	Kotak securities
2014-15	8542.64	-1405.45	-262.78	-1478.15	-1744.56	3938.22

2015-16	9535.21	9001.62	-500.62	-549.05	1079.43	-6161.83
2016-17	4547.08	5121.92	-874.90	-4112.52	140.18	-726.92
2017-18	6078.45	6133.61	-317.24	-6363.01	2331.35	-1463.90
2018-19	2316.15	14407.61	-348.45	-2971.84	124.10	256.51
Total	31019.53	33259.43	-2304.01	-15474.60	1930.52	-4157.92
Average	6203.91	6652	-460.79	-3094.92	386.10	-831.58
Rank	2.00	1.00	1.00	2.00	1.00	2.00
S.D	2934.38	5770.67	247.73	2281.80	1494.45	3631.71
Rank	1.00	2.00	1.00	2.00	1.00	2.00
COV	47.29	86.74	-53.75	-73.73	387.05	-436.71
Rank	1.00	2.00	2.00	1.00	2.00	1.00

18						
2018-19	2316.15	14407.61	-348.45	-2971.84	124.10	256.51

COMPARISION OF CASH FLOW STATEMENTS:

Years	Operating activities		Investing activities		Financing activities	
	Hdfc securities	Kotak securities	Hdfc securities	Kotak securities	Hdfc securities	Kotak securities
2014-15	8542.64	-1405.45	-262.78	-1478.15	-1744.56	3938.22
2015-16	9535.21	9001.62	-500.62	-549.05	1079.43	-6161.83
2016-17	4547.08	5121.92	-874.90	-4112.52	140.18	-726.92
2017-18	6078.45	6133.61	-317.24	-6363.01	2331.35	-1463.90

Operating activities

Investing activities

Financing activities

AVERAGES, STANDARD DEVIATION AND COVARIENCES:
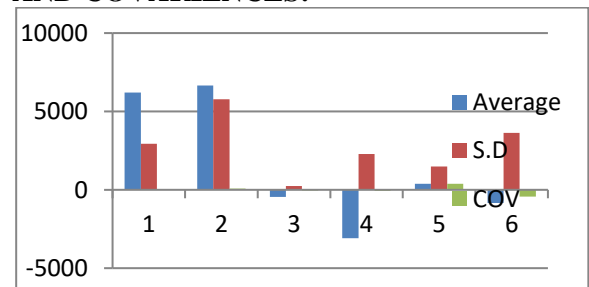
STANDARD DEVIATION (S.D):

Standard deviation from operating activities for hdfc securities is Rs.2934.38 crores and for kotak securities is Rs.5770.67 crores, In S.D lower will be1st and higher will be 2nd rank there by hdfc bank will be 1st and kotak will be given 2nd rank.

Standard deviation from investing activities for hdfc securities is Rs.247.73 crores and for kotak securities is Rs.2281.80 crores, so hdfc bank will be 1st and kotak will be given 2nd rank.

Standard deviation from investing activities for hdfc securities is Rs.1494.45 crores and for kotak securities is Rs3631.71 crores, so hdfc bank will be 1st and kotak will be given 2nd rank.
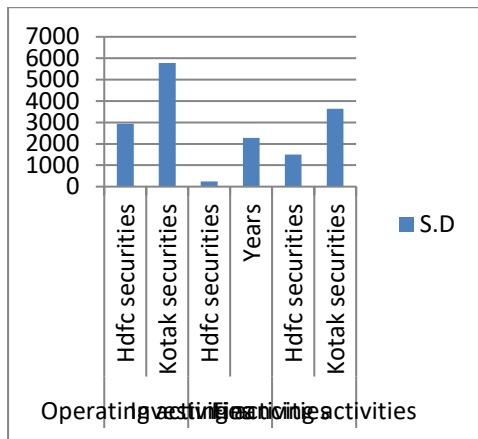
CO-EFFICIENT OF VARIATION:

Co-efficient of variation from operating activities for hdfc securities is Rs.47.29 crores and for kotak securities is Rs.86.74 crores, In COV lower will be1st and higher will be 2nd rank there by hdfc bank will be 1st and kotak will be given 2nd rank.

Co-efficient of variation from operating activities for hdfc securities is Rs. -53.75 crores and for kotak securities is Rs. -73.73 crores, so hdfc bank will be 1st and kotak will be given 2nd rank.

Co-efficient of variation from operating activities for hdfc securities is Rs. 387.05 crores and for kotak securities is Rs. -436.71 crores, so hdfc bank will be 1st and kotak will be given 2nd rank.
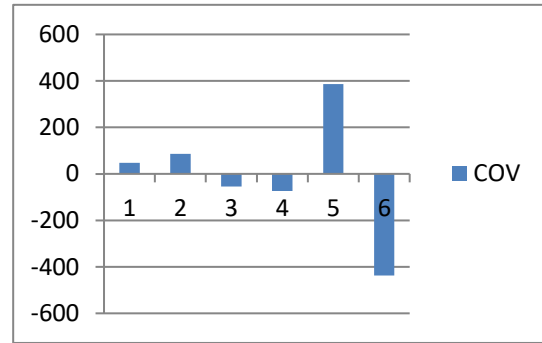
MULTIPLE REGRESSION ANALYSIS: HDFC SECURITIES

YEARS	NET PROFIT	OPERATING	INVESTING	FINANCING
2014-15	2862.09	8532.55	-252.69	-1733.47
2015-16	2428.18	9525.00	-500.53	1069.34
2016-17	2697.53	4537.00	-864.80	130.09
2017-18	-2810.72	6068.35	-307.14	2321.26
2018-19	1100.82	1210.05	-338.36	114.01

R	R-SQUARE	ADJ- R - SQUARE	STD ERROR OF EST
.915	.844	.358	1882.69

Coefficients

	Unstandardized standardized Std error coefficients sig	coefficients		beta T	
Constant	-1724.939	3088.517		-.550	.665
Operating	.200	.320	.247	.622	.631
Investing	-4.727	3.888	-.483	-1.205	.428
financing	-1.223	.626	-.764	-1.827	.293

KOTAK SECURITIES

YEARS	NET PRO	OPERATING	INVESTING	FINANCING

	FIT			
2014 -15	1350. 62	-1390.36	- 1468.06	3928.13
2015 -16	1490. 42	8990.53	-539.00	-651.74
2016 -17	1855. 88	5110.83	- 4100.43	-716.83
2017 -18	2079. 68	6122.62	- 6353.00	- 1453.81
2018 -19	3400. 40	14390.5 2	- 2961.74	246.42

R	R- SQUARE	AD-J R - SQUARE	STD ERROR OF EST
1.000	1.000	.988	21.71804

COEFFICIENTS

	Unstandardized standardized Std error coefficients sig		coefficients beta T		
Constan t	925.8 00	21.29 0		43.44 8	.01 0
Operati ng	.147	.00	1.10 0	71.39 0	.00 1
Investin g	-.053	.003	- .165	- 12.94 7	.03 9
financin g	.132	.002	.621	40.37 1	.01 0

EXPLANATION:
The value of R for hdfc bank is .915 it explains that there is high correlation between cash flow from the explanatory variable such as operating activities, investing activities and financing activities and dependent variable as net profit of kotak securities.

The R square value indicates that the dependent variable can be explained by independent variable. The value equals .844 indicates 84.4% of variants in net profits. If another explanatory variable is added to it the R square value increases.

PREDICTED NETPROFIT:-
1724.929+(0.10Operating)+(- 4.727*Investing)+(-1.222*Financing)+ei

The R square value indicates that the dependent variable can be explained by independent variable. The value equals 1.000 indicates 100% of variants in net profits. If another explanatory variable is added to it the R square value increases.

PREDICTED NET PROFIT:
915.800+(1.47*Operating)+(- 0.053Investing)+(0.132*Financing)+ei

V1.FINDINGS:
1.In kotak securities the average cash flows from operating activities is high and it is low in investing and financing activities and
2. In Kotak standard deviation it is higher in all activities and in coefficients also higher.
3. In HDFC Securities the cash flow from operating activities is fluctuating and there is decreasing by 71.79% and averages is high
4. In HDFC Securities the cash flow from investing activities is constant and there is decreasing by 23.58% and In the case of financing activities it is in growing trend and increases by 997.01% in And the Standard deviation and co-efficient is lower .

V11.SUGESSIONS:
1. The operating activities should be monitored regularly.
2. The investing activities, invested efficiently
3. Proper monitoring on financing activities.

V111.HYPOTHESIS:
1. In the operating activities the average, standard deviation and covariance is different for both banks so the null hypothesis is to be rejected.
2. In the investing activities the average, standard deviation and covariance is different for both banks so the null hypothesis is to be rejected.
3. In the investing activities the average, standard deviation and covariance is different for both banks so the null hypothesis is to be rejected.
4. On the net profit of HDFC Securities there is no significant effect on operating, investing and financing activities and the null hypothesis is accepted, and there is a significant effect in KOTAK Securities in operating, investing and financing activities and null hypothesis is rejected.

1X.CONCLUSION:
HDFC Securities is performs well than KOTAK Securities because the cash flows not affecting the net profit of the HDFC Securities but it is affecting the net profit of KOTAK Securities.

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INDIAN COMMODITY MARKET

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ABSTRACT

The study on the Indian commodity market help's in understanding the remarkable growth in the commodity market which has been witnessed in the past year. When Economic liberalization initiated in 1991 we noticed the tremendous change in the commodity market. The future commodity market play the major role in the financial market of India. Most of the investor believe that investing in commodity market is safer and less risky than equity market. In the commodity market most of the investment invested form leverage for speculating and hedging. An awareness about the commodity market need to done to increase the trading in the commodity market. The derivatives has been used for hedging, speculation and price discovery for effective trading.

MAIN TERMS: Commodity, Market, Risk Financial Market

INTRODUCTION

Commodity market is markets where raw materials and primary products are traded in the commodity market. The raw materials are traded generally on MCX (Multi Commodity Exchange) and NCDEX (National Commodity Derivatives Exchange) which are commodity exchange platform or trading platforms for this products. Commodity market is one of the important segment in the financial development of any country. Under this commodity market, wide range of product like agricultural and precious metals are traded to improve the trading ability and reduce the risk management and availability of products for required people and industrialist.

Commodity market sub divided into two types
1. Hard commodity
2. Soft commodity

Hard commodities: are those, which are extracted from natural resources such as gold, silver, rubber, oil etc.

Soft commodities: are those commodities, which are agriculture product like jute, wheat, Chana and lively stock.

Mostly the hard commodities are traded in MCX (multi commodity exchange) and the other soft commodities are exchanged under NCDEX (national commodity derivatives exchange).

The commodities are sub divided as per the nature and availability of the commodity.

Precious Metals	Oil & Energy	Base Metals
Silver		Natural Gas
Copper		
Micro Gold		Crude Oil
Zinc		
Micro Gold Silver		Oil Seeds
Lead		
Micro Gold		Palm Oil
Aluminum		
Petal Gold		RBD Palmolein
Nickel		
Guinea Silver		Castor Seeds

HISTORY OF COMMODITY MARKET

Modern commodity exchanges date back to the trading of rice futures in the 17th century in Osaka, Japan, although the principles that underpin commodity futures trading and the function of commodity markets are still older. The first recorded account of derivative contracts can be traced to the ancient Greek philosopher Thales of Miletus in Greece, who, during the winter, negotiated what were essentially called options on oil presses for the spring olive harvest. The Spanish dramatist Lope de Vega reported that in the 17th century options and futures were traded on the Amsterdam Bourse soon after it was opened. Futures' trading is a natural application to the problems of maintaining a year-round supply of seasonal products like agricultural crops.

Exchanging traded futures and options provide several economic benefits, including the ability to shift or otherwise manage the price risk of market or tangible positions. With the liberalization of agricultural trade in many countries, and the withdrawal of Government support to agricultural producers there is a new need for price discovery and even physical trading mechanisms, a need that can often be met by commodity exchanges. Hence, the rapid creation of new commodity exchanges, and the expansion of existing ones have increased over the past decade. At present, there are major commodity exchanges in over twenty countries, including the United States, the United Kingdom, Germany, France, Japan, the Republic of Korea, Brazil, Australia and Singapore. A large number of brand new exchanges have been created during the past decade in developing countries, but many of them have disappeared.

Commodity futures markets have a long history in India. The first organized futures market, for various types of cotton, appeared in 1921. In the 1940s, trading in forward and futures contracts as well as options was either outlawed or rendered impossible through price controls. This situation remained until 1952, when the Government passed the Forward Contracts Regulation Act, which to this date controls all transferable forward contracts and futures. During the 1960s, the Indian Government either banned or suspended futures trading in several commodities. The Government policy slackened in the late 1970s and recommendations to revive futures trading in a wide range of commodities were made. With the full convertibility of the rupee, the ongoing process of economic liberalization and the Indian economies.

Penning to the world market, the role of futures markets in India is being reconsidered. Most contracts being traded are unique in the world. Although some are clearly domestic-oriented, others (such as raw jute, pepper, and oilseeds) have the potential to become of regional or even international importance. Two of the better-known commodity exchanges are the Bombay Oilseeds and Oils Exchange, founded in 1950, and the International Peppers Futures Exchange, in 1997.

China's first commodity exchange was established in 1990 and at least forty had appeared by 1993, as China accelerated the transformation from a centrally planned to a market-oriented economy.

Futures exchanges in Japan have also gone through a process of consolidation since 1993, and only 10 remained in 1999 (down from 17 just five years earlier). The biggest is The Tokyo Commodity Exchange (TOCOM), created in November 1984.

Malaysia hosts two futures and options exchanges, which hold the 50th and 51st place in the 2000 ranking of world futures exchanges by trading volume. Singapore is home to the Singapore Exchange (SGX), which was formed in 1999 by the merger of two well-established exchanges, the Stock Exchange of Singapore (SES) and Singapore International

The modern commodity market originated during the 19th century when American farmers began using "forward" contracts. These were agreements to deliver agricultural products at a future date in return for a guaranteed price. In the form of standardized futures contracts traded on exchanges like the Chicago Board of Trade, those forward contracts are the primary securities traded on the commodity market.

NEED TO STUDY ON COMMODITY MARKET

1. This report needed to find out how the commodity exchanges play a major role for facilitating cultural growth in India.

2 . The most important and foremost requirement of this report is to know the different mechanisms. Formulated by the commodity exchanges for the benefits of the agricultural sector. Moreover, the relation as well as the interaction between both

3. The commodity market help the buyer and seller to fulfil their need by trading the commodity.

4. Reduce the burden of risk and availability of commodity at particular exchange.

5. This commodity trading help's in making the trade in future with current price which reduce the burden

Of risk and availability of commodity in future.

OBJECTIVE OF STUDY

1) To study the history and evolution of Indian Commodity Market.
2) To study the different forms of investing in Indian commodity markets.
3) To study the different segments of Indian Commodity Markets.
4) To analyze the regulatory framework of commodity market in India.
5) To study the challenges as faced by commodity market in India.

RESEARCH METHODOLOGY

Primary data were collected from the selected members of the national Commodity Exchanges and their clients. The information collected from them by personal interview with well-structured questionnaire.

Secondary data thus collected from the official websites of different nationalized commodity exchanges and other websites as well as from various textbooks and magazines, newspapers.

SAMPLING DESIGN

For the present study five major agricultural commodities currently traded in the commodity exchanges were selected, namely potato, almond, Chana, wheat, soybean. Which were selected based on their volume of trade.

REWIEW OF LITERATURE

1. As per the **M. Thiripalraju & T.P. Madhusoodanan** the structure and system of commodity market has changed a lot ever since the inception of commodity exchange took place in the market. The nature of commodities traded, volume of trade, clearing, settlement & guarantee system, transparency in trade, governance and regulation are changed at huge level after so many measures taken by government to improve the commodity trading systems**.** It has been observed at global level that the commodities have witnessed much more volatile price situations than the prices in the market for financial instruments.

2. **Susan Thomas of IGIDR**, Mumbai has in her paper "Agricultural Commodity Markets in India" shown some evidence of role played by futures market in price stabilization. Her study is based on Mujaffarnagar jaggery futures market.

3. **D Balasundaram** on "cotton futures" it has been concluded that the futures market benefit the cotton economy by increasing the efficiency of price discovery, in addition to enabling the reduction of price risk. Futures and options market lead to destabilizing speculation and malpractice if not properly regulated.

4. **The Gupta Commit- tee (1997) on 'Hedging through international commodity exchanges'** noted "The need for regulation of the markets arises when such regulations increase the allocative efficiency of these markets

DATA ANALYSIS ON COMMODITY MARKET

1. The annual income of commodity market from 2016 to 2020. The information is collected from the ETmarket

ANNUAL INCOME OF COMMODITY MARKET IN CRORES

.
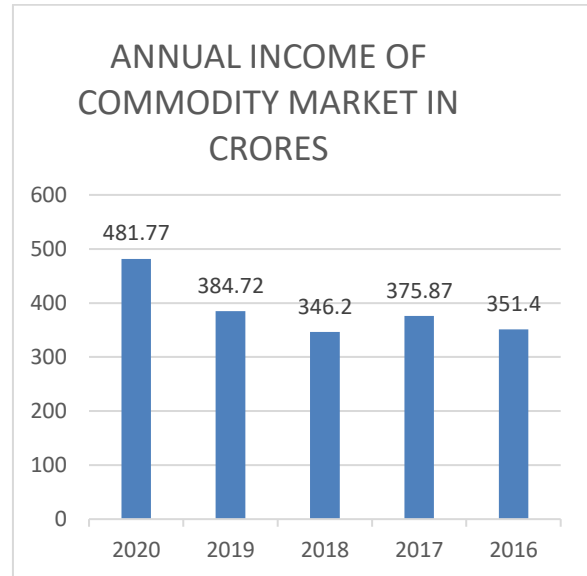
2. The total income value of **agro commodities** are as follows.

The graphs show the commodity trading in the agro commodities is going down since 2016-2020

AGRO COMMODITIES TOTAL VALUE (Lacs)
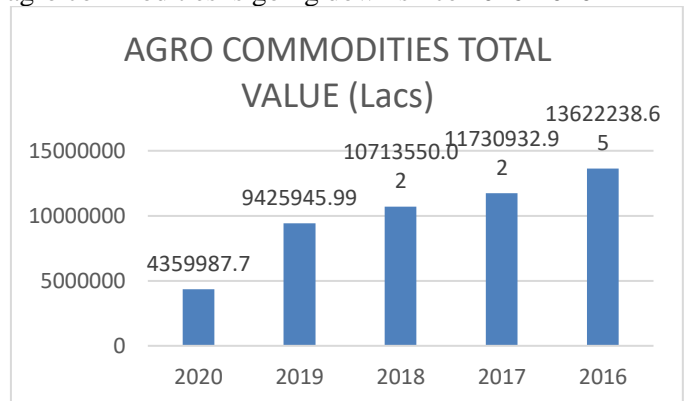
It is recorded very in the year 2020. 4359987.7 lakhs Due to the corona virus out break and other financial crisis all over the world

3. The total income value of **Base metal** from the year 2016-2020 are follow

The graphs show the commodity trading in the base metal commodities.

TOTAL VALUE OF BASE METALS (Lacs)
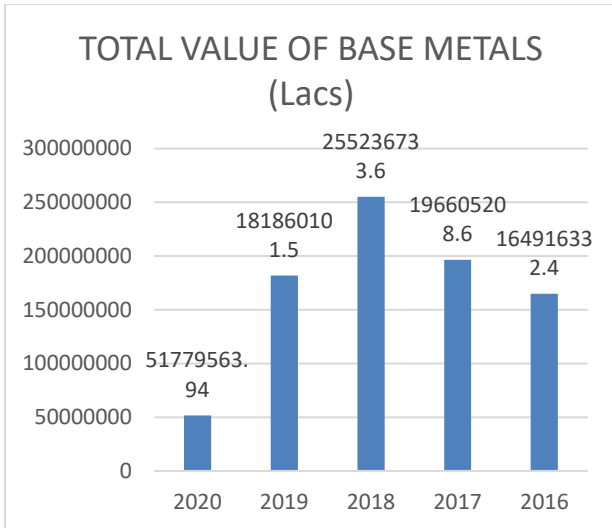
It is recorded very low in the year 2020 due to corona virus effect and some other reason which made the commodity market to crash.

4. The total income value of **Energy** from the year 2016-2020 are follow

TOTAL VALUE OF ENERGY COMMODITIES (Lacs)
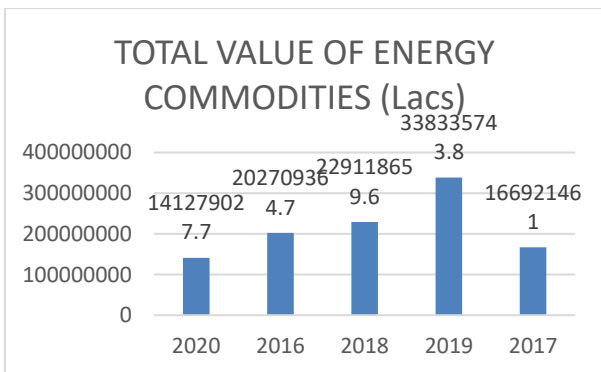
It is recorded very low in the year 2020 at 141279027.7 lakhs due to corona virus effect and some other reason which made the commodity market to crash.

FINDING

1. The commodity exchanges play a vital role for the growth of the agricultural sector.
2. The agriculture provides 1/6th to GDP & employs largest no of labour force around the country.
3. Commodity exchanges provide basic future mechanisms, which helps the hedgers, producers, Processors to minimize the risk.
4. The commodity exchanges are now trying to establish a direct interaction platform with the Farmers.
5. The Most important facility which provided by the commodity exchanges are saving the farmers from unexpected future price fluctuation, moreover only for the betterment of the agriculture

sector & provides various mechanisms like Price discovery, Price risk management, Venue for

Investment, Facilitation of financing to the agricultural sector and Facilitation of physical Commodity trade.

SUGGESTION

1. It has been observed form the past historical record, investing in the precious metal like gold and silver always gives the positives return. If the minimum investment in the gold and silver is reduced then it will benefit the small investors for investing.
2. The investors must seek for fundamental and technical analysis to obtain the better profits in the future.
3. It's better to invest for long term in the commodity market as there are good return in long term compare to short term.
4. Take medium risk while investing in the commodity market.
5. Most of the investor invest only in the base metal market, Investor should also invest in Energy market as it growing market now a days.
6. India government should make more action to stop the Dabba trading.
7. The FMC should increase the range of commodities in the future to make the market bigger in India.
8. The FMC should reduce the Taxes at reasonable level to increase the business of commodity market.
9. The Delivery Center and awareness about the commodity market need to be done to motivate the people to invest in the commodity market.
10. If the commodity market grows up eventually the farmers and industries will grow as the government must take the necessary action and measures to promote and develop the commodity market.

CONCLUSION

This Study conclude that the commodity market most of the time has given the good return and people are showing more interest in investing in the commodity market. So investing at this time would give the more return in future as it the growing market.India is one of the large producer of the commodities and Indian history shows that the trading in commodities is increasing all

the time, which make more investor to invest. The commodity market provides more number of commodities which allows industries and individual to buy or sell the commodities in the commodity market.Most of the time the gold, silver and other precious metal are traded high and given good return to the Investors.

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A STUDY ON PRODUCT LIFE CYCLE

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ABSTRACT:
The product life cycle (PLC) describes the life of a product in the market with respect to business/commercial costs and sales measures. It proceeds through multiple phases, involves many professional disciplines and requires a multitude of skills, tools and processes. Product life-cycle (PLC) Like human beings, products also have an arc. From birth to death, human beings pass through various stages e.g. birth, growth, maturity, decline and death. A similar life-cycle is seen in the case of products. The product life cycle goes through multiple phases, involves many professional disciplines, and requires many skills, tools and processes. Product life cycle (PLC) has to do with the life of a product in the market with respect to business/commercial costs and sales measures.
KEYWORDS:- Product life cycle, Cost and Sales measures.

INTRODUCTION:-
Yamaha Motor Company Limited is a Japanese manufacturer of motorbikes, two-wheeler scooters, motor bicycles, four-wheeler ATVs, sailboats, boats, golf carts, water pumps and electrical generators. Yamaha Motor Company produces and deals in a wide and diversified range of products. Yamaha Motor Company was found in July 1955 by its founding father and first President Genichi Kawakami. Its first model was YA-1, an air-cooled, 2-stroke, single cylinder 125cc engine vehicle, which was launched in 1955. The company is headquartered at Iwata, Shizuoka, Japan. Hiroyuki Yanagi is the current President and Representative Director of Yamaha Motor Company.

2.NEED OF THE STUDY: -
- Research & development - researching and developing a product before it is made available for sale in the market
- Introduction – launching the product into the market

- Growth – when sales are increasing at their fastest rate
- Maturity – sales are near their highest, but the rate of growth is slowing down, e.g. new competitors in market or saturation
- Decline – final stage of the cycle, when sales begin to fall
- This can be illustrated by looking at the sales during the time period of the product.

3.OBJECTIVES:
- To know about the products which increses the proitability of the company.
- To know about the products which the consumers are preferring.
- To know about the products which has the long lifespan.
- To have a practical knowledge on product positioning.

4.REVIEW OF LITERATURE:
Kotler (2005): From the book Marketing Management Analysis, Planning, Implementation
And Control has discussed in detail about brand, brand life cycle and how to manage
brand as the product moves as per the product life cycle (PLC). Chapter focuses on the
how to measure brand equity and what are the challenges in branding a product. It has
given case studies pertaining to the brand management from the various companies.
Phillips (2005) in the article Branding from The Inside Out: How to Approach Brand
Strategy, Brand Measurement and The Management of Brands as Assets discusses a
strong brand impacts everything from the ability to recruit top talent and to opportunity to
grow the bottom line. Increasing the appeal and value of a brand is the manager's most
important job. It requires a plan or strategy and a commitment to managing, and

measuring, brand equity. While it is often a "messy" process relative to other corporate efforts such as 'improving quality', managing cash flow or optimizing supply chains, it can provide similar or greater pay-offs in terms of paying efficiency, sales and profitability. He suggests the measure to build the brand and to manage the brand.

5 .RESEARCH METHODOLOGY:

Research methodology is precisely described as the specification of the strategy of collecting the data required to the structure or to resolve the matter at hand.

It is the pattern of the framework of the project that stipulates what information is to be collected, from which source and by what method.

6.DATA COLLECTION METHOD:

PRIMARY DATA:Primary data is data that's collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the scientific research in mind, directly from primary sources.

SECONDARY DATA: The secondary data is gained through websites review of books and other online sources.

SAMPLE SIZE: 100

STATISTICAL METHODS: Bar graphs.

STATISTICAL TOOLS: Chi square test.

VARIABLES: Dependent variable- brand image. Independent variable-domestic factors (age, income, customer type)

DATA ANALYSIS AND INTERPRETATION:

FINDINGS:

- While conducting the survey, I found out that 80% of the respondents are satisified with the yamaha products, and 20% of the respondents are not satisfied with the yamaha products. The reason is that they are facing some mechanical problems with the products.
- Yamaha has suceessfully captured the market in India.
- But it is miserably failed to manufacture the Product for low income groups.
- There is a tough Competition from the Hero, Bajaj and Royal Enfield.

SUGGESTIONS:
- The product life cycle contains four distinct stages: introduction, growth, maturity and decline.
- Each stage is associated with changes in the product's marketing position. You can use various marketing strategies in each stage to try to prolong the life cycle of your products.
- The goals of product life cycle management (PLM) are to reduce time to market, improve product quality, reduce prototyping costs, identify potential sales opportunities and revenue contributions, maintain and sustain operational serviceability, and reduce environmental impacts at end-of-life

CONCLUSION

All the products go through the different life cycle stages of development, introduction, growth, maturity, and decline. A product life cycle may very last for a few days or continue for years. When an organization recognizes that a product has gone into decline or is not performing as well as it should, it has to decline what to do. Organizations need to determine the life cycle to set performance goals, such as sales and profit, growth targets, and make resources allocation decision, such as strategic and human resource planning. To improve successful product during each of its phase of its lifecycle, a company must understand how marketing management works for customer, market and competitors.

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CAPITAL BUDGETING ON VIJAY TEXTILE

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ASTRACT

Capital budgeting could be a step by step process that companies use to work out the merits of an investment project. The decision of whether toeasily accept or deny an investment project as aneighborhood of a company's growth initiatives, involves determining the investment rate of return that such a project will generate. This study attempts to highlight the capital budgeting phenomena and capital budgeting techniques on the cash flows of the company. Capital budgeting is that the process that needs planning for fixing budgets on projects expected to possess long run implications, which is employed as a regular for deciding for any organization. The study exposes also that if a market based cost of capital is employed to discount cash flows, the cash flows should be adjusted upwards to reflect the effects of inflation in forthcoming periods. The researchers find that company lends its fund to the client at zero NPV that produces PI exactly1. This study states that inflation adjusted to the risk factor lead to less NPV than not adjusting inflation to the risk factor. The study finds the equality between the speed of cost of capital and IRR The study also revealed that a lot of financial and nonfinancial factors influence the choice of capital budgeting technique like the dimensions of the corporate revenues, profitability, leverage level, expenditure, familiarity with the project, availability of money, and therefore the level of education of decision makers. Significant differences were found between the methods selected and the factors influencing the selection of the technique. It has been found thatthereis a positive association between most of the financial factors andthus the methods but negative with majority of the nonfinancial variables.

Keywords: Capital budgeting techniques, Determinants of capital budgeting methods, Selection variables, NPV, PB, IRR.

INTRODUCTION

Capital Budgeting decisions pertaining to fixed /long term assets which by definition refer to assets which are in operation therefore, and yield a return, over a period of time, usually exceeding one year. They, involve a series of outlays of cash resources in return for anticipated flow of future benefits. Capital budgeting isthatthe process that companies use for deciding on capital project. The capital project lasts forextended time, usually quite one year. As the project istypically large and has important impact on the future success of the business, it's crucial for the business toform theproper decision.

Capital budgeting isthatthe process of determining whether anenormous expenditure is duringa company's best interest. Here are thefundamentals of capital budgeting andtheway it works.

A company undertakes capital budgeting soas toform thesimplest decisions about utilizing its limited capital. For example, if you are considering opening a distribution Centre or investing in the development of a new product, capital budgeting will be essential. It will assistyou decide if the proposed project or investment is really worthwhilewithin the end of the day.

Capital budgeting also featuresa pertainingto the competitive position of the enterprise mainly dueto theveryfactthat they relate to fixed asset. The fixed asset represents areal earning asset of the firm. They enable the firm togetfinished goods whichwill be ultimately being sold for profits. The cost decision has its effects over anextended time span and inevitable

affects the company's future cost structure. The Capital investment decision once made aren't easily reversible without much loss to the firm because their couldalsobe no marketplacefor second-of –hand plant and equipment and their conversion to other uses may most financially viable. Capital investment involves cost andthereforethe majority of the firms have search capital resources. A common problem that corporations face on an annual basis is creating the capital allow subsequent financialyear.

The creation of the capital allows acorporation is an annual rite thatalways doesn't receive the scrutiny that it merits. Too often, the task of evaluating
competing operatingexpense comes rightdo wnto aneasy comparison of the IRRs (internal rates of return) for competing projects and avariety of those projects with the highest returns.

NEED OF THE STUDY:
Capital budgeting is important because it creates accountability and measurability.
Any business that seeks to invest its resources in a project, without understanding the risks and returns involved, would be held as irresponsible by its owners or shareholders.
The profitability of a business concern depends upon the level of investment made for long period.

LITERATURE REVIEW
Capital budgeting decisions are extremely important and complex and have inspired many research studies. In an in-depth study of the capital budgeting evaluations, Marc Ross found in 1972, that although techniques that incorporated discounted cash flow were used to some extent, firms relied rather heavily on the simplistic payback model, especially for smaller projects. In addition, when discounted cash flow techniques were used, they were often simplified.

For example, some firms' simplifying assumptions include the use of the same economic life for all projects even though the actual lives might be different. Further, firms often did not adjust their analysis for risk (Ross, 1986).

In **1972 Thomas P. Klammer**surveyed a sample of 369 firms from the 1969 Compustat listing of manufacturing firms that appeared in significant industry groups and made at least $1 million of capital expenditures in each of the five years 1963-1967. Respondents were asked to identify the capital budgeting techniques in use in 1959, 1964, and 1970. The results indicated an increased use of techniques that incorporated the present value (Klammer, 1984).

James Fremgensurveyed a random sample of 250 business firms in 1973 that were in the 1969 edition of Dun and Bradstreet's Reference Book of Corporate Management. Questionnaires were sent to companies engaged in manufacturing, retailing, mining, transportation, land development, entertainment, public utilities and conglomerates to study the capital budgeting models used, stages of the capital budgeting process, and the methods used to adjust for risk. He found that firms considered the internal rate of return model to be the most important model for decision-making. He also found that the majority of firms increased their profitability requirements to adjust for risk and considered defining a project and determining the cash flow projections as the most important and most difficult stage of the capital budgeting process (Fremgen, 1973).

In **1965, J William Petty, David P. Scott, and Monroe M. Bird** examined responses from 109 controllers of 1971 Fortune 500 (by sales dollars) firms concerning the techniques their companies used to evaluate new and existing products lines. They found that internal rate of return was the method preferred for evaluating all projects. Moreover, they found that present value techniques were used more frequently to evaluate new product lines than existing product lines (Petty, 1975)

OBJECTIVES OF THE STUDY
1. To know the advanced evaluation practices in capital budgeting
2. To know which capital budgeting technique should used by the financial managers.
3. To draw the inferences based on the empirical study of investigation
4. To draw the Conclusions and Suggestions

HYPOTHESIS
Thus, the t hypothesis can be stated as follows:
H1: Companies in the India are expected to adopt discounted cash flows capital budgeting methods in evaluating capital investment opportunities.

H2: The selection of capital budgeting method is affected by many financial and non-financial factors.

RESEARCH METHODOLOGY

The study uses both secondary data. Secondary data will be collected from articles, research papers, and working papers on the topic concerned, web portals and books concerned. Data thus collected is processed, tabulated and analyzed by employing relevant statistical tools. Results of the study will be summarized and would be clearly described in the paper.

PRIMARY DATA:The sources of data which is not readily available but collected through questionnaire and personal interviews.

SECONDARY DATA:The source of data which is readily available and collected through reports, journals books and periodicals and websites.

TOOLS AND TECHNIQUES

Statistical tools which are used for the study are NPV, ARR, PBP, PI.

DATA ANALYSIS

CALCULATION OF NET PRESENT VALUE(NPV)

NPV=CASH FLOWS/ (1+r)^i

Year	Cash inflows(crors)	discount rate	present value
1	70	10%	63.63636364
2	75	10%	61.98347107
3	80	10%	60.10518407
4	85	10%	58.05614371
5	89	10%	55.26199775
net present value		299.0431602	

Interpretation

The above table shows that, includes the initial amount that 299.043.

Year	Earnings after tax
	(In crs)
1	33.62
2	16
3	30
4	111
5	52
Total	242.62

$$ARR = \frac{\text{Average annual EAT'S}}{\text{Average investment}} \times 100$$

$$\text{Average Annual EAT'S} = \frac{\text{Total amount}}{\text{No of years}}$$

$$= \frac{242.62}{5} = 48.524crs$$

Average investment=196.28

$$ARR = \frac{48.524}{196.28} \times 100 = 25\%$$

Average Rate of Return =25%

Calculation of payback period of vijay textile

SI NO	YEAR	CASH FLOWS(crs)	CUMILATIVE CASH FLOWS(crs)
1	2014-2015	70	70
2	2015-2016	75	145
3	2016-2017	80	225
4	2017-2018	85	310
5	2018-2019	89	399

$$PBP = \text{Actual (Base) year} + \frac{\text{Difference in cash flows}}{\text{Next year cash flows}}$$

$$PBP = 2 + \frac{89}{399}$$

= 2 +0.22

Pay Back Period=2.22

STEP1:Calculation of BCR

STEP2: Calculations of Present values of cash inflows @10% Application of the formula.

STEP3: Calculations of cash flows after taxes

Calculation of Benefit cost Ratio

YEAR	CFAT	PVIF@10%	PV'S

2014-2015	70	0.909	63.63
2015-2016	75	0.826	61.95
2016-2017	80	0.751	60.08
2017-2018	85	0.683	58.055
2018-2019	89	0.62	55.18
		Total	298.895

Present value of cash inflows

Profitability index = --------------------------------------

$\qquad$ Initial Investment

$$= \frac{298.895}{196.28} = 1.522$$

Hence PI = 1.522 years.

The following observation is:

Payback period =2.22

Average rate of return=25%

PI=1.522

FINDINGS

Payback period for the project will be 2.22 years it indicates the project earns good yield in future also. Average rate of return for the VIJAY TEXTILE Company Limited is 25 %. NPV and IRR show a good path for the organization to develop In future. Markets and also the investments for the investors The total asset of VIJAY TEXTILE Company limited recorded consistent fluctuations from this decline is an account of lower growth rates sales in those years. The fixed assets of VIJAY TEXTILE Company limited showing a fluctuating trend and increased these fluctuations any is due to fixed assets investment.

SUGGETIONS

1. Less investment and more profits
2. Factories should be allow single-entry point and use separate transport or arrange accommodation for works.
3. It should be the highest level in the whole the textile firms
4. The respondents are satisfied with the overall services providing their workers
5. To support the customers
6. To give the much importance to all the customers who consulting on the company
7. To use the strong cloth material

CONCLUSION

Finally, the study also revealed variety ofthings that affect thechoice of the capital budgeting method. The major factors that influence thechoice couldalsobe financial or nonfinancial variables like thedimensions of thecorporate, revenues, profitability, leverage level, expenditure, familiarity with the project, availability ofmoney, andthereforethelevel of education of decision makers. Significant differences were found between the methods selected and the factors influencing the selection of the technique. It has been found that there's a positive association between thedimensions, revenues, profitability, and leverage with the mainly used techniques (PB, NPV, IRR, and PI). However, there's a positive association between majority of the nonfinancial factors (age, lifetime of the project, level of education, and quality of the project) with SA and other techniques of capital budgeting.Capital budgeting decision requires planning for setting up budgets on projects expected to have long-term implication having entailed its approaches/ techniques significantly is applied in TEXTILE INDUSTRY.

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CONSUMER BUYING BEHAVIOUR W R T PHILIPS BULBS AT BIG BAZAAR

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ABSTRACT

The main aim of marketing is to meet and satisfy target customers needs and wants by understanding their ever changing behaviour. As we all know that whatever we like today, we may dislike it in due course of time and exact reason cannot be generally attributed for it. The buyer behaviour refers to the people'sway of buying, using, developing attitudes towards products and organizations.Variousinfluencesact upon them towards making decision on purchase of product and service in a market. The field of consumer behaviour studies how individuals, groups and organization select, buy, use and dispose off goods, service, ideas, or experience to satisfy their needs and desires.Understanding consumer behaviour and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong. The behaviour of human being during the purchase is being termed as "Buyer Behaviour". Customer says one thing but does another. They may not be in touch with their deeper motivations. They are responding to influences that change their mind at the last minute. A buyer's decision making behaviour in selecting a bulb is discussed in the study.
.
Keywords:-Consumer behaviour, marketing, consumer decision making, influences

1. INTRODUCTION

The study was carried out for Philips Electronic India Ltd., which is among the leading electronic firms. The job undertaken was to accomplish market analysis and noticing consumer behaviour regarding LED. The entitled paper laid its focus on identifying the lighting requirements of the households and knows the inclinations of the targets towards Philips bulbs sold at Big Bazaar. Any individual who purchases goods and services from the market for his/her end-use is called a consumer. In simpler words a consumer is one who consumes goods and services available in the market. There are many factors that will influence the buying behaviour of individuals which could be price, quality, service, safety, brand image etc,. In buying a bulb, people generally look into power consumption, lifetime, light intensity and the maker which we will be discussing.

2. NEED OF THE STUDY

Today's customers are demanding more from any maker as they are greatly aware of the products and services offered by different players. This behaviour of the customers poses challenges to any company. The current study emphasizes on the factors that customers will look into while purchasing bulbs especially the Philips bulbs which hasthe largest market share in India.

3. OBJECTIVES OF THE STUDY

1. To comprehend the awareness degree of Philips and Philips LED.
2. To understand how satisfied are customers and retailers with the products they purchase and the services supplied by the company.
3. To discover what the client and the retailer wants from Philips LED.
4. To learn the perception of customer regarding the grade of Philips LED.
5. To know the factors that influences the customer behaviour towards Philips LED.

4. RESEARCH METHODOLOGY

a) Data Sources

Two types of data were taken into account i.e. Primary data and Secondary data. My major

Brands	Percentage
Philips	47%
Bajaj	15%
Surya	14%
Wipro	12%
Orpat	7%
Other	5%

emphasis was on gathering the principal data. The secondary data has been used to create things more clear.

i. Primary Data: Direct assortment of data from the foundation of information, including personal interviewing, mail survey.

ii. Secondary Data: Indirect assortment of data from sources containing past or recent information like, Annual Publications, Books, Magazines and Newspaper etc.

b) Data Collection Tool

Structured questionnaire

5. REVIEW OF LITERATURE

Consumer behaviour research enables better understanding and forecasting not only of the subject of purchases but also of purchasing motives and purchasing frequency (Schiffman, Kanuk 2004). One of the present fundamental presumptions for the consumer behaviour research is the fact, that people often buy products not because of their main function but for their subjectively perceived value. It does not mean that products' basic function is not important, but that the today's role of product exceeds its service limits(Salomon 2004).

Even more often consumers do not rate products according to their cores (it means the main the main utility provided) but above all according to so-called real product (it means the particular products' qualities) and the extended product, which represents the set of intangible factors bringing the demanded perceived advantage to consumer – image, consultancy, after-sale service and other (Foret, Procházka 2007).

There are a lot of factors influencing consumer by decision-making process. The literature classifies and structures these factors in various ways. For example division into inner and outer factors (Koudelka 1997), distinguishing three basic categories: personal, psychological and social factors (Brown 2006), to which Kotler (2001) adds the cultural factors as the independent category. The next group of factors can be labelled as situational factors; it means factors forming the environment of the concrete decision making situation.

Because the subject of the analysed inquiry are factors belonging to groups of personal, psychological and situation factors, it is a difficult task to blend them and conclude on the attributes that exactly result in the behaviours of the individuals in the hereafter text the attention is devoted only to them.

6. DATA ANALYSIS
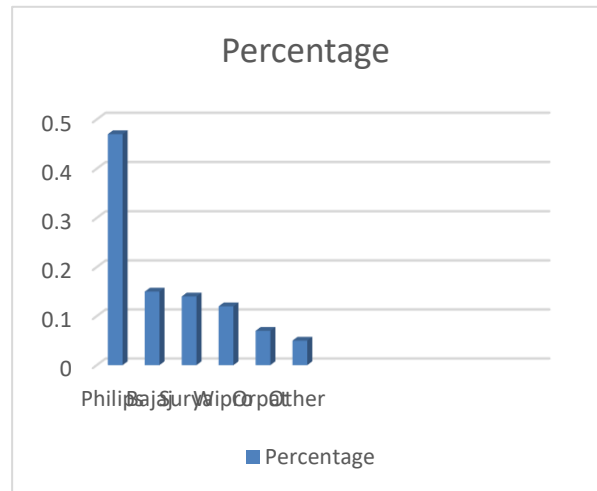
Which brand led bulb you prefer?

Interpretation:

Philips is highly preferred by the respondens followed by Bajaj, Surya and Wipro.

Which attribute is important to you before decide to buy led?

SR. No.	Attributes	Very Important	Important	Not so important
a)	Price	73	25	2
b)	Brightness	60	35	5
c)	Energy efficiency	57	33	10
d)	Style / looks	7	38	55
e)	Durability	33	34	33

| f) | Brand image | 26 | 50 | 24 |
| g) | Replacement Policy | 50 | 34 | 16 |
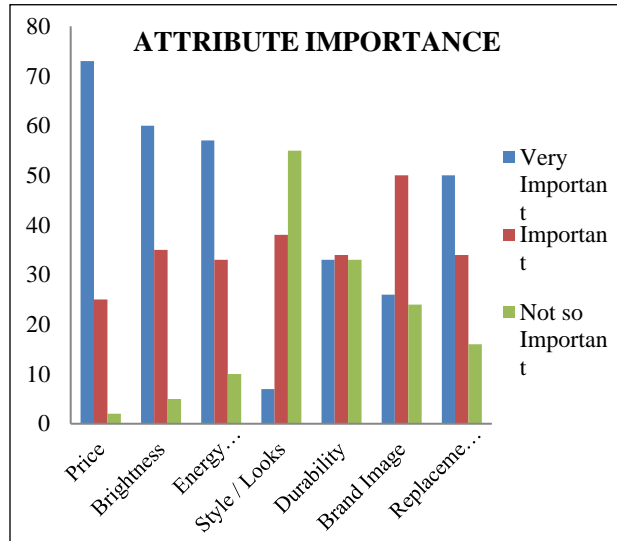
Interpretation: Energy efficiency, brightness and the price are the most important factors which is taken into consideration before buying the LED.

7. FINDINGS

1. The client is first of all unaware regarding the effectiveness of LED's.
2. Philips has high brand recognition because of its LED's.
3. Price may be the very important factor followed by the product quality lighting for the choice of the LED's.
4. The buyer had several expectations and acquired a perceived picture for LED's and the many brands offering LED's.

8. SUGGESTIONS

- There is more want in improvement of quality of Philips LED in order that it decreases the price of replacement.
- If firm backs out any scheme, then it will give time to the retailer.
- Provide updated info and understanding to the merchants about the product.
- Company should offer LED in more appealing and Design / Look should improve.
- Company should raise the more energy effectiveness of the LED.

9. CONCLUSION

From the above findings and analysis thereby, the business has definitely an excellent market share and the client base is in growing. It faces a stiff competition from reputed brands like Bajaj, Wipro, Surya, Orpat etc. The business has its own group of customer base. If the business directs some more attempts towards the marketing and changing pricing plan of its LED's, the business can definitely catch a larger market share.

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A STUDY OF EMPLOYEE WELFARE MEASURES

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ABSTRACT

"welfare" is a wide idea alluding to a condition of living of a person or gathering, in an attractive relationship with the all-out condition - environmental, financial and social. Work government assistance incorporates both the social and financial substance of government assistance. Social government assistance is essentially worried about the arrangement of different issues of the more vulnerable areas of society like the counteraction of dejection, destitution, and so on.It focuses on social advancement by such methods as social enactment, social change, social administrations, social work, social activity, and so on. The object of monetary government assistance is to advance financial improvement by expanding creation and profitability and through evenhanded circulation. Work government assistance is a piece of social government assistance, theoretically furthermore, operationally. It covers a broad field and shows a state of thriving, euphoria, satisfaction, safeguarding, and improvement of HR.

Keyword:- Employee, welfare, Human Resource , Management, Government

1. INTRODUCTION

Government assistance might be seen as an all-out idea, as a social idea, and as a relative idea. The complete idea is an alluring reality including the physical, mental, good and passionate prosperity. These four components together comprise the structure of government assistance, on which its totality is based. The social idea of government assistance suggests the government assistance of man, his family, and his locale. All these three perspectives are related and cooperate in a three-dimensional methodology. The overall idea of government assistance is relative in time and spot. It is a dynamic and adaptable idea and consequently its importance and idea contrast every now and afterward,

territory to the area, industry to industry and the general standard of the money related improvement of the individuals. Work Welfare implies working out things for the success of the works. Knowing there needs and enabling them to satisfy there needs. Oxford word reference characterizes Labor government assistance as attempts to make life worth living for laborers. R.R. Hopkins characterizes government assistance is on a very basic level a demeanor of psyche with respect to the administration impacting the techniques by which the board exercises are attempted.

2. OBJECTIVES OF THE STUDY

- To find out the degree of satisfaction of the laborers on the government assistance workplaces gave by the affiliation.
- To study the current government assistance offices gave to the workers.
- To know the workplace in the association.
- To know the workers' conclusion about the present government assistance offices.
- To propose upgrades with respect to different government assistance measures, projects and plans taken up by the affiliation for the advancement of laborers.

3. NEED FOR THE STUDY

Welfare programs are planned for advancing the physical, mental and the general thriving of the working conditions. Welfare measures can

be watched, understanding and delighted in however its viability might be increasingly troublesome measure.In this manner, government assistance estimates lead to higher assurance and profitability of work. An examination on the representative government assistance estimates gives an away from of the association's statutory compliances and non-statutory offices gave so as to improve the exhibition of workers.

4. SCOPE OF THE STUDY

The issue of government assistance measures are identified with generally speaking improvement of laborers both the physical mental being. overnment workers assistance programs make a feeling of having a place and sufficiency that benefits the association in since quite a while ago run.

5. RESEARCH METHODOLOGY

METHODOLOGY OF THE STUDY:

The information gathered for the investigation is in view of the both primary and secondary data.

1. Primary data:

Essential information for the examination is collected through questionnaire and also personal interaction with employees.

2. Secondary data :

The secondary data has been collected through books , newspaper, company records and websites.

6. LIMITATIONS OF THE STUDY

- ➢ Employees are not prepared to share the data due to their better and furthermore than keep up the secrecy about the information.
- ➢ The time imperative to the workers concerned is the significant restriction.
- ➢ The representatives didn't have adequate time to study and answer the survey and consequently may have blunders.

- ➢ Some regions of the association were confined because of wellbeing reasons.
- ➢ The reactions of the representatives might be one-sided.

7. LITERATURE REVIEW

Associations are comprised of individuals. Without individuals, the association can't exist. The asset of men, cash, material, and machine are gathered, co-ordinate and used through individuals. These assets without anyone else can't satisfy the target of an association so some measure must be taken to safe gatekeeper them. Worker government assistance incorporates different administrations, advantages, and offices offered to representatives by the business. Through such liberal incidental advantages, the business makes life worth living for representatives.
N Zill, C Trends - 1991 The essentialness of government assistance measures was acknowledged as right on time as 1931 when the illustrious commission on work expressed the advantages are vital to the specialist which he can make sure about by him. The plans of work government assistance might be viewed as astute speculation in light of the fact that these would get a beneficial return the type of more prominent productivity.
MEM Barak, JA Nissly, A Levin - Social service review, 2001
8. ANALYSIS AND INTERPRETATION
 1) Respondents opinion on medical facility

Medical Facility	No. Of Respondents	Percentage
Highly Satisfied	30	30
Satisfied	28	28
Moderately Satisfied	20	20
Dissatisfied	12	12
Highly Dissatisfied	10	10
Total	100	100

Understanding

From the above table it is deciphered that 30% of the respondents are outstandingly content with the clinical facilities,20% of the respondents are satisfied by the clinical workplaces provided,20% are sufficiently satisfied and the least 12% are baffled and 10% are
significantly dissatisfied.by the progression works out.

2) Respondents opinion on leave facility

Leave Facility	No.of Respondents	Percentage
Highly Satisfied	35	35
Satisfied	25	25
Moderately Satisfied	25	25
Dissatisfied	9	9
Highly Dissatisfied	6	6
Total	100	100

Understanding

From the above table it is interpreted that 36% of the respondents are highly satisfied with the leave facilities,
25% of the respondents are satisfied by the leave facilities provided,28% are moderately satisfied and 7% are dissatisfied and 4% are highly dissatisfied by the leave facility.

3). Respondents opinion on rest room facility

Understanding

From the above table, it is deciphered that 28% of the respondents are content with the restroom workplaces, 34% of the respondents are significantly satisfied by the restroom workplaces provided,26% are decently satisfied and 7% are disillusioned and 5% are incredibly
baffled by the restroom office.

4). Respondents opinion on transportation facility

Rest room Facility	No. of Respondents	Percentage
Highly Satisfied	28	28
Satisfied	34	34
Moderately Satisfied	26	26
Dissatisfied	7	7
Highly Dissatisfied	5	5
Total	100	100

Transportation Facility	No.of Respondents	Percentage
Highly Satisfied	30	30
Satisfied	40	40
Moderately Satisfied	16	16
Dissatisfied	7	7
Highly Dissatisfied	7	7
Total	100	100

Understanding

From the above table, it is deciphered that 30% of the respondents are content with the transportation workplaces, 40% of the respondents are significantly satisfied by the transportation workplaces provided,16% are honorably satisfied and 7% are frustrated and 7% are astoundingly disillusioned by the transportation workplaces

9. FINDINGS

- It was found that the prevailing part 31% of the respondents are in the age social occasion of 31-40 ,29% belomgs to the age bundle 41-50. The degree of respondents underneath at least 30 50 years contains 20% in a manner of speaking.
- It was found that 67% of the respondents of Star Health and Allied Insurance com. Ltd is male and 33% are female.
- Most of the respondents(68%) of Star Health and Allied Insurance com.Ltd is hitched and 32% are single.
- It was found that 36% of the respondents are having the experience upto 5 years, 34% of the respondents have the experience of 6-10 years and 15% of the respondents are having more than at least 11 to 15 years of experience.
- It was found that 60% of the workers are the board professional,26% are front office staff, 25% are clerks, and 19% are administrators.

10. SUGGESTIONS

We can in like manner appreciate from the disclosures that there are scarcely any laborers not being content with the clinical workplaces open in the affiliation. The organization should give kind thought right presently to improve the clinical workplaces. The officials will grasp a fitting correspondence structure to ensure that all the reasonable game plans and companions approaches being gone to all the delegates in the affiliation. The administrators should make fitting move to improve the transportation workplaces as a bit of the laborer is frustrated by the transportation workplaces gave by the affiliation. The

association can in like manner develop a chamber building up of people from all the workplaces to device the administration help measures and to make the laborers altogether progressively satisfied. The library office should be given to the delegates to improving their understanding.

11. CONCLUSION

Work government help is anything achieved for the comfort and improvement of agents. Government help is an extensive thought, insinuating a condition of living of an individual or get-together, in a charming and happy state of relationship with the whole condition - Ecological, Economical and Social.Common government help infers condition pleasing nearness, natural equality, pollution free air, and genuine sanitation. Social government help is the shirking of isolation subject to the station, conviction, sex, and establishment of significant worth and fairness, ensuring prosperity, prosperity, and institutionalized investment funds. The objective of monetary government help suggests extending individual securing and all the while propelling, proficiency and nature of things and organizations. There are six estimations been considered to evaluate the work government help workplaces in BHEL-for instance, working conditions, remuneration, the official's agent relationship, civilities to works, unmatched - subordinate relationship and affiliation works out. Most of the features was agreed by the respondents.

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A STUDY ON TRAINING AND DEVELOPMENT AT MAHINDRA & MAHINDRA

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ABSTRACT

No industrial organization can long ignore the training and development needs of its employees without seriously inhibiting its performance. Even the most careful selection does not eliminate the need for training. Since people are not molded to specifications and rarely meet the demands of their jobs adequately. Give a man a fish and you have given him meal. Teach man to fish and you have given him a livelihood. This ancient Chinese proverb seems to describe the underlying ration ale of all training and developed programs. Four important developments, which seem to have contributed in recent years, to greater attention being given to training are as follows first, it is now beloved that training can cannot be taught second with the raid change in technology every individual needs to be own narrow functional area. He must also possess a general understanding of the tasks and culture every individual to be able to behave effectively, must be trained in interpersonal skills diverse gaffes, lifestyle and attitudes of people in other countries as well. They need to learn many things such as how to introduce on self before a foreign client, converse and negotiate, talk on telethon, use body language and so on. To avoid the cultural shook, cross cultural orientation of employees in becoming equally important.

INTRODUCTION:

Training and development has emerged as a major educational system in the last two decades in India, it has been widely accepted as critical input for improving managerial performance and organizational effectiveness. Every organization needs to have well-trained and experienced people to perform activities that have to be done. If the current job occupant can meet this requirement, training is not important. But when this is not the case, it is necessary to raise the skills levels and increase the versatility and adaptability of employees. Inadequate job performance or a decline in a productivity or changes resulting out of job redesigning or a technological break-through require some type of training and development efforts

OBJECTIVES OF THE STUDY:

- To analyze and examine the effectiveness of training and development programmers in Mahindra & Mahindra
- To assess how often training programs are conducted and how much are the employees satisfied.
- To study to what extent the training programs are applicable to their jobs.
- To study the employee's opinion on the training and development in Mahindra & Mahindra

NEED OF THE STUDY:

The purpose of study is to learn the practical applicability of the theoretical knowledge gained about training and development process.

- To gain knowledge about, the process of training and development in Mahindra & Mahindra
- To know the effectiveness or ineffectiveness of the process of training and development in Mahindra & Mahindra

SCOPE OF THE STUDY:

This study covers all aspects of training and development programs in Mahindra & Mahindra. The study covers the New Entrant Manager response towards the training programs in the organization.

RESEARCH METHODOLOGY:

Sources of data:
For the fulfillment of the study the student researcher has relied on two types of Data i.e. primary data and secondary data.

Primary Data:
This study is almost based on primary data which is more acquainted for social science research .The primary data has been collected by administering Questionnaire to the selected respondents. Another sources of primary data is overall observations of companies working, companies attitude on training and development. The student researcher has conducted sufficient discussions with both the employer and employee to gather the information for the aspects of Questionnaire.

Secondary Data:
The Secondary data has been obtained by studying existing training and developmental program in Mahindra & Mahindra. Data is also obtained by referring to the earlier studies conducted in smaller areas and also the annual reports, brochures, and other materials served as secondary data.
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REVIEW OF LITERATURE:

Every organization irrespective of its nature and size has four resources namely men, material, and machinery. Of these men I. e., people are the most vital resources and they only make all the differences in an organization. In this connection L.F. Urwick says that "Business houses are made broken in the long –run note by the markets or capital, patents, or equipments, but by men". Peter F. ducker says that, "man, of all the resources available to name can grow and develop". This gives geneses to the concept of HRM, the sub –system. HR is the central sub-system of an organization. As the central sub- system, it controls the functions of each sub –system and the whole organization. Human resource management is concerned with the human beings in an organization. It reflects a now philosophy, a new outlook, approche and strategy, which views an organization's manpower as its resources and assets. Human resource management is a managerial function which facilitates the effective utilization of people (manpower) in achieving the organizational and individual goals.Simply, HRM is a management function that helps the managers to recruit, select, train and develop the organizational members for the purpose of achieving the stated organizational goals In the present scenario, HRM is used as a synonym to personnel management and the personnel department is called as hr department.

"The part of management which is concerned with the people at work and with their relationship within an enterprise. It aims to bring together and develop into and effective organization of the men and women who make up an enterprise and having regard for the well-being of the individuals and of working groups, to enable them to make there best contribution to its success"

"Human resource management is a series of decisions that affect the relationship between employees and employers; it affects many constituencies and is intended to influence the effectiveness of employees and employers".

DATA ANALYSIS & INTERPRETATION:

1.**What kind of training methods do you prefer**?

a) On the job training methods   b) Off the job training methods   c) Both.

S.NO	NO.OF RESPONDENTS.	% OF RESPONDENTS.
1	24	44%
2	11	20%
3	20	36%

Providing training for present or new employeees

Data analysis: 44% of the employees say that they prefer on the job training. 20% of the employees say that they prefer off the job training 36% are said that they prefer both the type of training methods.

Interpretation: Above analysis say that company mostly offers on the job training. As they have better training faculty.

Does the Organization provide training for present employees or new employees?

a) Present employees   b)   New employees
        c) Both.

S.NO	NO.OF RESPONDENTS.	% OF RESPONDENTS.
1	13	24%
2	25	45%
3	17	31%

Data analysis: 24% of the employees say that company give training to the present employees, 45% says that company give training to the new employees and 31% says that company give training to the both employees.

Interpretation: Above analysis say that company provides training to the new employees in order to increase their efficiency and productivity and training is also provided to the existing employees to update their knowledge and skills.

FINDINGS:

- The report in training and development in Mahindra & Mahindra
- It has brought into light the total picture of the employee's attitude towards training and development.
- Most of the respondents have expressed that they are interested in the on- the-job method.
- Most respondents expressed that feedback is collected from all the participants in the program.
- The employee in the organization are well participated in the training program.

SUGGESTIONS:

Some of the suggestions made by the employees are:

- Learned/ expert personalities from outside should be called in relevant subject and they should important demonstration.
- The training should be result oriented and people oriented.
- Pre schedule training programmer to be planned at all level on continuous basis.
- It should be beneficial for an employee and for organization.

CONCLUSION:

There is a healthy relationship between the peers, subordinates, superiors. In this organization maximum no. of employees are agree with the management considering their ideas and suggestions on some occasions only. In this organization Training programs will helps the employees in achieving both individual goals and organizational goals. Maximum no. of employees are satisfied with the Training program conducted by Mahindra & Mahindra. Employers are gained knowledge at work place after attending this Training program. For new joiners in organization training method are conducted like coaching and besides orientation programs. Training will be very useful to employees in their present job. Training program helps employees to take new challenges in their present job. Most of the employees are using new skills in their present job. According to the training program employees to take new roles in the organization .with the help of training program employees will increase their productivity. After this Training program they are doing their job more confidently.Training program brought positive impact on employee behavior.

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A STUDY ON DIGITAL MARKETING IN INDIAN HOSTINGS

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ABSTRACT

Right now, the digital economy leads decisively into an boost in validity, notably because an electronic digital transformation entails turning to new technological models where digital marketing can be really a crucial part of growth and user loyalty plans. Online and Digital Marketing are very crucial factors in campaigns, which bring and retain internet surfers. This study aims to spot the main ways that users could be received and kept by using Digital Marketing. The Delphi procedure with comprehensive interviews has been that the methodology employed in this study. The outcome of the investigation reveal the most important actions for attaining consumer recruiting and dedication using Digital Marketing in the remarks of educated pros.

KEYWORDS:-Digital marketing, online marketing, Marketing, Strategies

1. INTRODUCTION

The constraints of this study are those related to the range of professionals included in the study, and the amount of study papers consulted in the literature review. The literature review and also the consequences with the analysis are used to propose new solid research with a consolidated vital methodology. This exploration relates to a fresh method which may optimize internet technologies to its evolution of user trends, and for that reason, will be of academic and professional use for marketing supervisors and web solution programmers. The conclusions of the research reveal the important factors, shedding others that do not affect the optimization of conversions in B2-C companies like the length of the session and the rebound percentage. Like wise , the link between the exploration discover the particular activities that must be carried outside to attract and retain users in B2-C companies that utilize the Digital Marketing eco-system on the Internet. The specifications for businesses which wish to employ a model to maximize conversions using the existing digital market are also displayed.

2. OBJECTIVES OF THE STUDY

- To learn more about Digital advertisements procedure in Indian Web Hosting firm
- To study customer opinions concerning Digital advertising
- To find pride in electronic Marketing and Advertising agency Given by Indian hostings
- To discover the ideal online advertising tactics to strengthen clients sales.
- To Discover the motive behind choosing Digital advertising
- To Build New promotion Strategies in on the Web and net marketing using Digital-marketing solutions

3. SCOPE OF THE STUDY

Today, digital marketing approaches are Becoming an important part of the marketing plans of companies. These plans are much like the usual marketing strategies that are adopted by organizations when it comes to goals and assignment. That is only because both techniques aim at creating brand awareness and also help businesses to contact customers on line.Digital marketing strategies are valuable to Every type of business and specifically little businesses. Small enterprises that aren't implementing digital marketing strategies with their company should want to

recognize its importance. The main reason is that digital marketing plans help their organization to develop well in such a competitive market. Digital marketing covers most aspects of online promotion from material production to get of items or services.Listed below are the main Regions of digital marketing That every business needs to adopt in their own marketing strategies. A few of These are strategies are effective for internet businesses and others to internet Businesses.

4. RESEARCH METHODOLOGY:
METHOD OF COLLECTION OF DATA:
Primary Data
Primary data is collected through Questionnaire.
Secondary Data
Considerable data has also been taped from previous research papers, articles and newspapers were also referred.

5. REVIEW OF LITERATURE
As per Forrester, organizations will contribute more than $140 billion on digital marketing, otherwise called internet marketing, in a couple of years. That is on the grounds that digital marketing offers a ground-breaking and practical approach to elevate your business to its intended interest group. Become familiar with the rudiments of digital marketing now right now manage! Digital marketing is characterized as a marketing approach that basically depends on the web to associate with the intended interest group through different digital media channels and stages. Digital marketing is the marketing of items or administrations utilizing digital innovations on the Internet, through cell phone Apps, show publicizing, and some other digital mediums. Digital marketing is a widely inclusive term that comprises of digital channels, for example, content marketing, SEO, email marketing, web based life marketing, versatile marketing, etc, to make expound techniques to reach and interface with possibilities and clients.A normal client devours content by means of the TV, PC, tablet, cell phone, radio, and other conventional media. This steady presentation to different sorts of media has prompted data over-burden, further entangling the purchaser's excursion. Digital marketing has permitted brands to remain pertinent by making themselves noticeable through various channels and touchpoints.

6. DATA ANALYSIS
Do you feel that Google only source of digital marketing

Respondents	Response	Percentage
Yes	33	33%
NO	67	67%
Total	100	100%
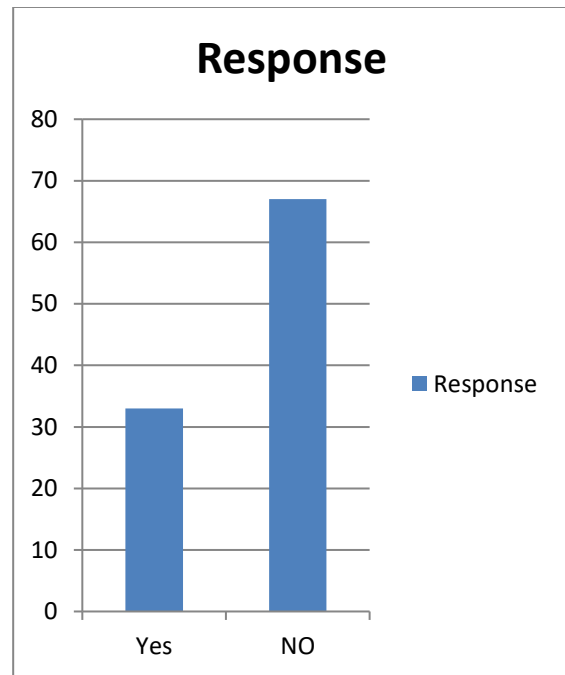
INTERPREATION:-
From the above analysis about digital marketing 33% said yes and 67% said no

Do you know that following digital marketing because of competitor strategy?

Respondents	Response	Percentage
Strongly Agree	20	20%
Agree	26	26%
Neither agree or disagree	29	29%
disagree	13	13%
Strongly disagree	11	11%
Total	100	100%
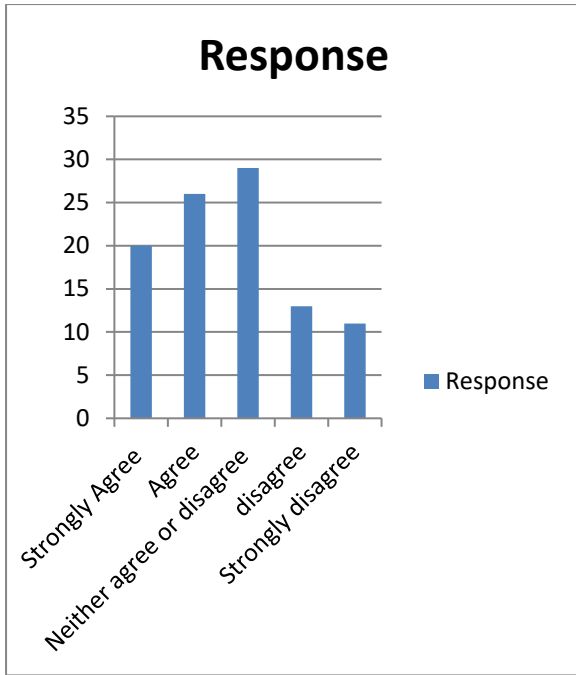
INTERPREATION:-
From the above analysis about digital marketing 20% are responded Strongly Agree , 26% are responded Agree , 29% are responded Neither agree or disagree , 13% are responded disagree , 11% are responded Strongly disagree digital marketing Because of competitor strategy.
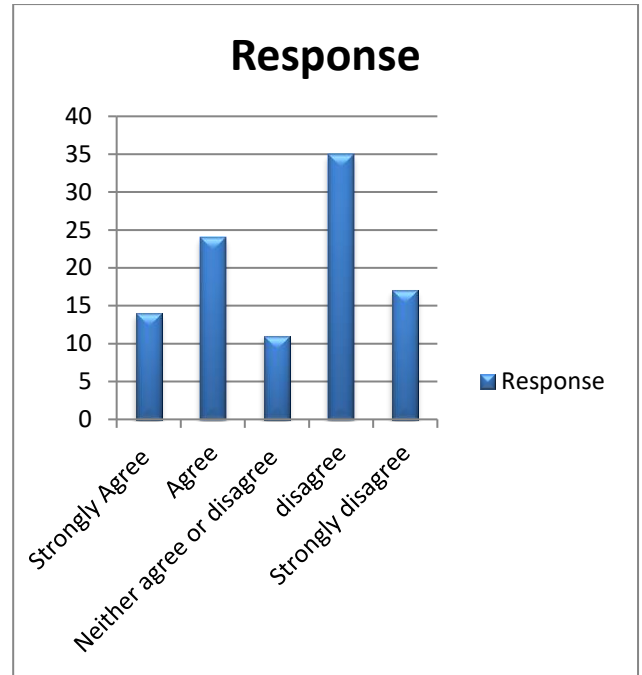
INTERPREATION:-
From the above analysis about digital marketing 14% are responded Strongly Agree , 24% are responded Agree , 11% are responded Neither agree or disagree , 35% are responded disagree, 17% are responded Strongly disagree budget increasing spending time on Social Media advertising,

Allocating of budget increasing spending time on Social Media advertising?

Respondents	Response	Percentage
Strongly Agree	14	14%
Agree	24	24%
Neither agree or disagree	11	11%
disagree	35	35%
Strongly disagree	17	17%
Total	100	100%

7. FINDINGS
The study started with the aim to analyza the different issues related to the digital marketing.Based on above interpretation the digital marketing is the most important aspect to connect with the users.The study has also revealed that inorder to utilise the digital marketing in an effective way .Thee current trends and competitor strategy and marketing advertising are also discussed in the study

8. SUGGESTIONS
Digital mediums never drain businessmen. There Is no expensive customer research in website marketing because digital marketing is an effortless observation of customer response, recording the response to advertising objectives and feedback on to plan out another Digital Marketing Campaign.Before taking the plunge to internet Marketing, business companies must create a framework to keep pace with the fast evolving Digital Marketing methods. Instruction on greatest digital marketing techniques can be important in making timely movements to ensure a business

grows together with ease and efficacy. Digital Marketing professionals on branding in Different channels of companies are legion.

9. CONCLUSION

As we've discussed in the preceding post the digital advertising field keeps growing everyday. People are working with a smart phone the internet and a lot of other designs of internet. If you want to grow your small business online then you will need to get in touch with any digital advertising agency.

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WEBSITES:
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A STUDY ON MARKETING STRATEGIES AT COCO-COLA

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ABSTRACT

Marketing method is a system that can permit a business enterprise to concentrate its limited assets at the greatest opportunities to growth and profits and collect a sustainable aggressive advantage. An advertising and advertising approach must be targeted at the key concept that client satisfaction is the principle goal. Marketing strategy is an idea which forms the base of sustaining business keeping in mind the long-term benefits and competition in market. Marketing strategy grows from the seed of value proposition enabling the company a step further over its competitors in terms of brand development and profit making. Its effects over the companies worldwide especially over public-centric domains like automobiles, beverages etc. The main idea behind their marketing is they read people's mind across geographical boundaries. They started tying up with various food chains that have widespread not only in India but a world as a whole. The report puts light on the financial growth of the company due to these strategies. How the company is able to maintain the edge over its peers. The unique feature of their strategy is they tend to change their tag lines; this ensures that the target audience is interested in the product and they feel that the company is doing some innovation. The report also tries to forecast some of the future strategies that may be adopted by them and impact in their growth.

KEYWORDS: Coca-Cola, Marketing strategy, Beverages, Brand, Marketing Techniques.

INTRODUCTION

Marketing method is an important technique of focusing organization's strengths, goals and assets etc., which can cause increased sales, profitability and dominance of a focused market niche. An advertising and marketing technique combines product development, promotion, distribution, pricing, relationship manage and other elements; identifies the firm's advertising goals, and explains how they may be achieved. Marketing approach determines the selection of target market segments, positioning, advertising and marketing mix, and allocation of assets. These strategies help the business to know about corporate techniques, company missions, and business enterprise goals. A key trouble of advertising and marketing method is often to keep marketing consistent with an organization's broad project statement.

Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage. Every business irrespective of its size needs to have definite objectives and goals in order to expand the business. These strategies will help the business sustain itself in the ever-growing competitive market and also to increase its sales. A well-defined strategy should not only help the business to achieve their goals but also, help the business people to reach their customer's expectations in order to meet the market competition. A marketing strategy usually consists of some default points for its establishment, the most important of those being the organizational short-term and long-term goals. Making a SWOT (strengths, weaknesses, opportunities and threats) analysis of provided services or sold products will help the organization to analyze itself. A successful marketing strategy will create a win-win situation for both, customer and the organization. Redundant to say, customer satisfaction will in turn increase the organization's brand value. It helps in creating a realistic plan of approach which states the methods to achieve the stated goals. Once the strategy and plans are ready, the company can

search for ways to implement the plans making the process highly efficient.

Coca Cola was established in 1886 by Dr. John S. Pemberton, an Atlanta pharmacist, when he tried to create distinctive syrup which can be sold at soda fountains. Initially, the syrup was mixed with carbonated water and then consumed. Frank M. Robinson, Dr. Pemberton''s partner and book keeper, termed the name „Coca Cola‟ thinking that the two C's would sound well when advertised. He also designed the distinctive script in which the trademark is created, which is still used today. Prior to Dr. Pemberton's death in 1888, Coca Cola was sold to various parties with the majority of interest sold to Atlanta businessman, As a G. Chandler. Mr. Chandler is credited with founding the layout of the Coca Cola's Empire. Under his leadership, Coca Cola was sold in soda fountains outside Atlanta. In 1894, Joseph Biedenharn installed bottling machinery and became the first one to put Coca Cola in bottles.

NEED OF THE STUDY

A correct implementation of marketing strategy is a valuable piece of information for business policy and goal makers, entrepreneurs, analysts. We can understand where the business is lagging and strategy is to be implemented. With this the business can take necessary actions to face market situation by creating position plans, Target Audience Product / Service Plan. The study also helps the business to make Brand Evolution Plan, Brand Use Plan. So, the need for the study is to understand the Coca-Cola Company's business strategies that are used for Research and Development and correct implementation of Media Strategy Plan that all can be benefited. The study on marketing strategies of Coca-Cola can give a true picture of the marketing strategies of business.

OBJECTIVES

- To study the marketing strategies followed by Coca-Cola.
- To observe the advertising effectiveness Coca-Cola on consumer perspective.
- To examine the attention of purchaser concerning Coca Cola.

- To assist the organization for further changes in the quality, pricing, and policies.

SCOPE OF THE STUDY

The study claims the effective impact of the unconventional yet creative marketing strategies adopted by Coca-Cola focused towards the Indian market and customer needs. It examines the process of advertising strategies followed via the enterprise. The scope of the study is confined to major marketing strategies followed by the enterprise.

LIMITATIONS

Using patron panel information within the organization, we tested the patron profiles of eight economy levels clients, twelve middle level clients, and twelve high-level clients. Finding that competing coca cola business enterprise's manufacturers all have very similar clients, it is concluded that none of the brands has succeeded in claiming a subset of marketplace segments as their own and the research time span is very limited.

LITERATURE REVIEW

Firstly, we will take a look at how Coca-Cola has used their advertising and marketing techniques to build their marketing position. The marketing mixis split up into 4 parts; product, price, promotions and place. Coca-Cola focused on these 4 P's based on assumptions such as healthier drinks, and lack of availability of variants of the brand. In 2016, the sales of Coca-Cola declined due to growing health conscious and awareness of the customers. It is important for Coca-Cola Company to treat Indian market cautiously as their US counterpart and bring in variation in their marketing strategies and products here as well. In 2016 it's also seen that within carbonated beverages, smaller players such as Red Bull have expanded their market share and consumers have started seeking alternatives. After this, Coca-Cola had also come up with other variant products according to the customer preferences (Diet Coke, Sugar-less Coke), even then the customers are always waiting for products better than the existing

Market Information

Market Shares

Market share of carbonated beverages worldwide as of 2015, by company
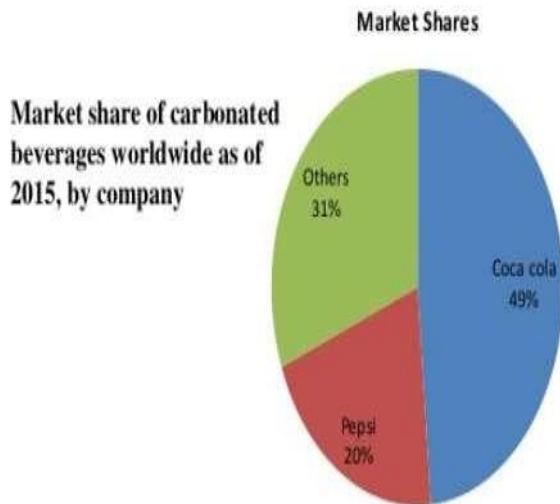
ones. The Company was reconstructed to focus on its three businesses: soft drinks, snack foods, and restaurants when they entered the market initially. The Pepsi and Coca-Cola are offered in 150 countries all over the world. One of the founders of Coca-Cola company also stated that it can cure many diseases such as a headache, impotence, and neurasthenia. The market has seen Coca-Cola expanding internationally over the last 60 years. Talking about the international marketing techniques, differentiation strategy, branding, cost leadership, successful positioning, advertising slogan and patriotic image of Coca-Cola in the market helped it to maintain loyal customers in the USA. In China, Coca-Cola had to revise its name to attract the customers.

RESEARCH METHODOLOGY

The research methodology is a systematic way to solve the problem and it is an important component of the study without which researcher may not be able to obtain the facts and figures from the employees.

SOURCE OF DATA:

• Research design

The Research to be had is descriptive for you to describe the entire capabilities of mix to be had in market place.

• Sources of Data collection

The required information for the study is collected from both primary and secondary sources.

Primary Source:
It is the source which collects the primary records through Questionnaire and record the raw information for further analysis, Primary supply is used by the face-to-face survey with the clients of the organization.

Secondary Source:
Secondary source is the internet, magazines, and old statistics documents of the research.
Sample size: 50
Sample Area: Hyderabad.

DATA ANALYSIS AND INTERPRETATION

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Fig Shows Preference of Gen X for both the brands (Source: Business Trends)

INTERPRETATION

World wide as of year 2015, the market share of beverages Coca-Cola has 49% market shares, Pepsi 20%, others 31%.

Client's opinion on marketing strategies of coca cola

S.No	Rating	Number of clients
1	Excellent	33
2	Good	12
3	Average	05
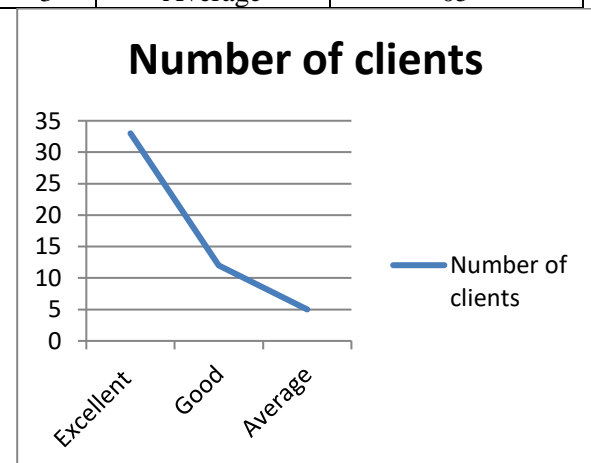
INTERPRETATION

Huge number of respondents says that the marketing strategies of coco cola are excellent

The following table shows comparison between advertising expenditure and gross profit of Coca Cola and Pepsi in the years 2013-2015. It can be observed that Coca Cola, once a beverage market ruler, is now behind PepsiCo in terms of net profit. However, the net profits of both the lead aggressors has come down in 2015.

Fig Shows comparison between advertisement and gross profit of Coca Cola and Pepsi. (Source: Forbes Magazine)

FINDINGS

- Company is having good supply of stock.
- Company should go for more exclusive counters.
- Shopkeeper feedback should be taken in regular manner.
- Company should provide Tables, Chairs wall clocks, stands, openers to the retailers as f or them type of free gifts are significant and they promote those company's products who provide such items to the company.

.SUGGESTIONS

- Coca Cola Company needs to try and emphasize largely on supplying their infrastructure within the marketplace to facilitate their customers.
- According to the survey, conducted through the international organization people like little bit sweeter Cola drink. So for this Coca Cola organization need to produce their product regular with the nearby demand of the customers.
- Marketing team need to try to boom the supply of Coke in rural areas.

CONCLUSION

In this study, we have studied and analyzed the overall condition of Coca-Cola strategies with the help of their market share. It was discovered that Coca-Cola has been perceived quite positively as it has been projected. People are privy to the Brand & Awareness of Coca- Cola is pretty high in the market. When a product is launched, avid Coke drinkers pick out this over every other competitor surely

Advertising And Marketing Expenditure	Units	2013	2014	2015
Coca-Cola	$ Bil	3.266	3.499	3.976
PepsiCo	$ Bil	3.900	3.900	3.900
Dr Pepper Snapple	$ Bil	0.486	0.473	0.473

Gross Profit	Units	2013	2014	2015
Coca-Cola	$ Bil	28.433	28.109	26.812
PepsiCo	$ Bil	35.172	35.799	34.672
Dr Pepper Snapple	$ Bil	3.498	3.630	3.723

A&M Expenditure As A % Of Gross Profit	Units	2013	2014	2015	Change %
Coca-Cola	%	11.5%	12.4%	14.8%	3.3%
PepsiCo	%	11.1%	10.9%	11.2%	0.2%
Dr Pepper Snapple	%	13.9%	13.0%	12.7%	-1.2%

because it is a Coca-Cola product and they agree with it. Although Coke has been into controversies, human beings still decide upon to stay dependable to the Brand with Coca-Cola being termed as a more popular emblem than Pepsi.

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A STUDY ON EMPLOYEE RETENTION AT WIPRO LIMITED

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ABSTRACT

Today employee commitment and retention has become an important strategic aspect for the organisation. It is not only important to have the best and the most talented employees but it is equally necessary to be able to retain them for long term benefits to both the organisation and its people. Employee Retention has gained importance in recent years, particularly as part of talent management programs, and its relevance can be seen so much that the HR practitioner who integrates it into a talent program may grow bewildered by the huge volume of research about it. Employee retention is more than just keeping employees on the job. It is also about sustaining employees, primarily by enhancing their job satisfaction. The purpose of this paper is to review the various factors that impact employee commitment and retention in a work environment. Retaining talented people is very critical and critical to the fulfillment of any agency. The characteristic of a leader needs to have the quality and capacity to the motivation of human beings around the company in addition to the price of turnover is generally regarded to be enormous, now not simplest in terms of out-of-pocket expenses associated with severance, recruitment and selection, however additionally in lost opportunity and productivity. Employee Retention involves taking measures to encourage employees to remain in the organization for the maximum period of time.

Keywords:
Employee, Management, Retention, Human resource, Compensation, Growth, Support, Employee relationship, Work environment.

INTRODUCTION

In today's environment it becomes very important for organizations to retain their employees. The top organizations are on the top because they value their employees and they know how to keep them glued to the organization. Employees stay and leave organizations for some reasons. The reason may be personal or professional. These reasons should be understood by the employer and should be taken care of. The organizations are becoming aware of these reasons and adopting many strategies for employee retention. Its described as "Employee retention program is a systematic effort to create and foster surrounding that encourages personnel to remain
employed by having practiced in the vicinity that copes with their numerous needs." Employee retention takes attempt, energy and resource and the end result is really worth it. The participant prepares venture file and mentions recommendations and provide recommendation where ever vital. Employee retention is an effort by a business to maintain a working environment which supports current staff in remaining with the company. Many employee retention policies are aimed at addressing the various needs of employees to enhance their job satisfaction and reduce the substantial costs involved in hiring and training new staff. It is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Retention Strategies helps organizations provide effective employee communication to improve commitment and enhance workforce support for key corporate initiatives.

NEED FOR THE STUDY

The hiring is not a smooth process. In general, employees resign to their activity and would

possibly be a part of in a few another agencies. Since employees running for a long time and are familiar with the company's policies, hints and therefore they modify better.

OBJECTIVES OF THE STUDY

- To study retention strategies used by Wipro to retain Employee Talent.
- To study the compensation/reward structure of the organization provided to the employees.
- To observe the retention techniques at Wipro.
- To study the development practices adopted the organization.
- To observe major factors influencing worker retention in thecompany.

SCOPE OF THE STUDY

The present study was conducted to understand the current employee retention measures and the relevant improvements to be made in the process. The focus is on software professionals and also to test the framework for enhancing the engagement and retention of these professionals. The study will help the organization to know the present levels of engagement of their employees, and will allow them to take necessary actions to motivate them to perform better and enhance their satisfaction and intention to stay in the organization.

LITERATURE REVIEW

Over the past decade, the way in which people are managed and developed at work has come to be recognised as one of the primary factors in achieving improvement in organizational performance (Marchington and Wilkinson 1997; Phillips 1997). (Anand, 1997 and Maguire, 1995) acknowledged that successful organizations share a fundamental philosophy of valuing and investing in their employees. In fact several research studies have described human resource management as a means of achieving competitive advantage. (Huselid 1995 and Walker 2001). Consistent with this perspective, the

retention of their employees is an equally important issue for organizations. This chapter explains various research studies related to human resource practices and the retention of employees. It also presents literature review on the causes of poor employee retention. Keeping in mind the topic of present research the following related literature is presented under the following headings:

Mathur, Atul and Agarwal, P. K. (2013), aimed to understand the impact of retention strategies on employee turnover in sugar industry in India. The focus of this study was on dysfunctional turnover. Other variables such as welfare benefits, personal satisfaction and organization culture, which are associated with the employee turnover, were also investigated as a part of this Chapter 3: Review of Literature 65 study. It was found that the main reason leaving the organization by employees were compensation and working environment. Results of the study revealed that retention strategies have direct impact on employee turnover. Researcher suggested that by using different HR practices like effective compensation policy, performance appraisal, training and development programme, feedback and assigning competitive work the condition of employee retention can been increased.
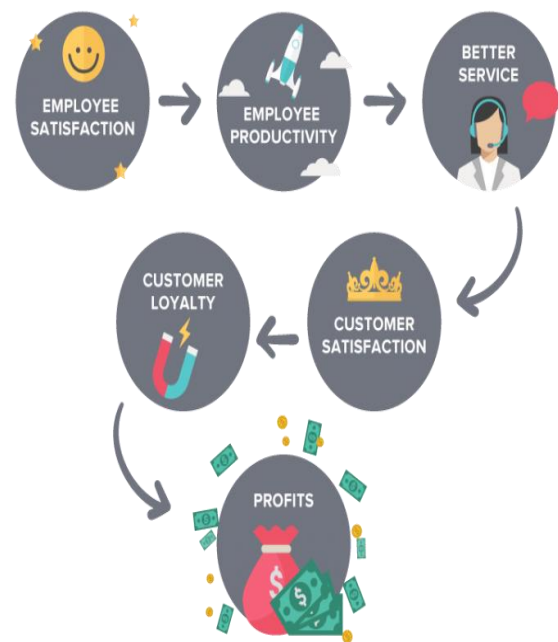
RESEARCH METHODOLOGY

Data for these studies became accrued both from primary and secondary sources. There are two kinds of data sources:

Primary source

This includes original records accrued from a specific purpose. The regular system is to interview human beings in my view and / or groups, to get the required statistics. Here the statistics being sought is diverse techniques and techniques of recruitment accompanied in this agency.

Secondary source

It is the facts that had already been collected and made to be had within the public reports, private facts and other resources. For the recent observe the secondary data resources are organization magazines.

LIMITATIONS

- The assignment of this nature, one can't declare 100% accurate and authenticity. However, every viable attempt has been made to make it actual and authentic.
- The answers given by using the respondents can be biased or may not be true.
- Time is the major constraint.

DATA ANALYSIS AND INTERPRETATION

1. Why have you chosen to remain employed with the **WIPRO**?

S. No	OPTIONS	RESPONSES	PERCENTAGE
A	Career advancement opportunities	28	28%
B	Challenging work	16	16%
C	Salary	20	20%
D	Employee benefits	20	20%
E	Less travel	10	10%
F	Supervision	6	6%
	TOTAL	**100**	**100**

Career advancement opportunities
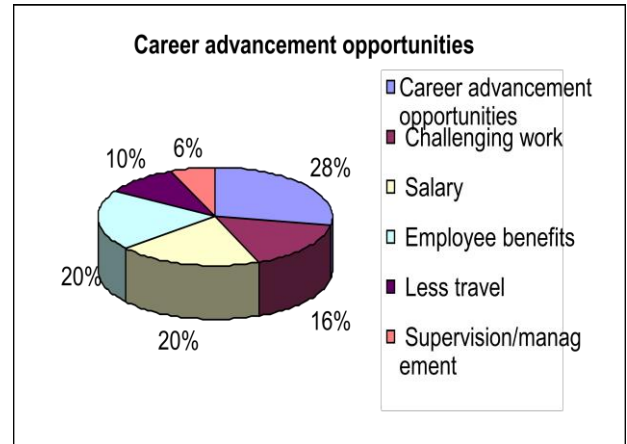
INTERPRETATION:

From the above table it is interpreted that 28% of the employees responded that they have been provided with career advancement opportunities, 16% respondents said that they have been provided with challenging work, 40% of the employees said that are fairly and equal justice was given in the remuneration provided. Less travel is preferred by 10% employees and supervision is the reason given by 6% members.

2. How are the job training and developmental experiences?

S. No	OPTIONS	RESPONSES	PERCENTAGE
A	Excellent	32	32%
B	Good	32	32%
C	Average	36	36%
D	Poor	0	0%
E	Very poor	0	0%
	TOTAL	**100**	**100**

On-the-job training and developmental experiences
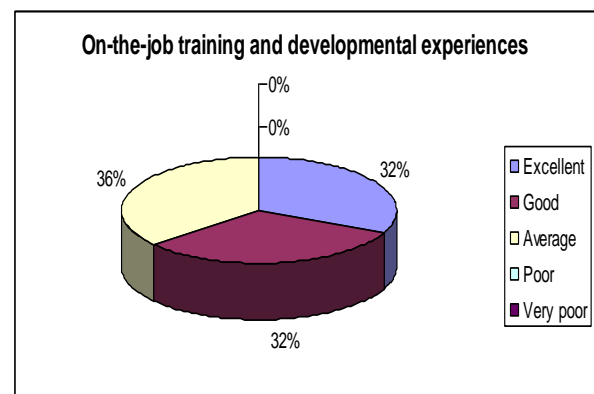
INTERPRETATION:

From the above table, 32% of respondents said that excellent, 32% of respondents said that good, 36% of respondents said that average on On-the-job training and development. So finally, all of the respondents satisfied with their On-the-job training and development.

3. How appropriate balances of work/life issues are?

S. N o	OPTIO NS	RESPONS ES	PERCENTA GE
A	Excellen t	15	15%
B	Good	55	55%
C	Average	25	25%
D	Poor	5	5%
E	Very poor	0	0%
	TOTAL	100	100

Appropriate balance of work
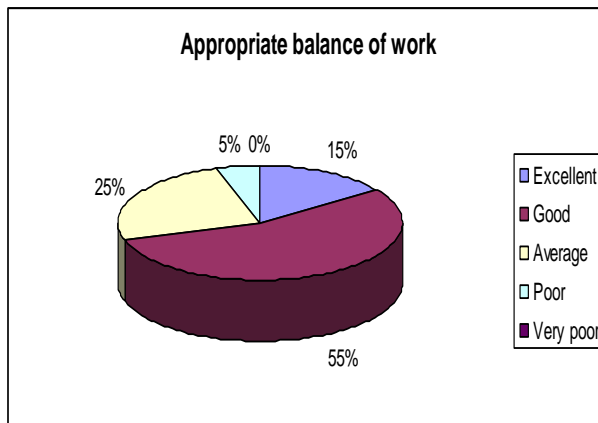
INTERPRETATION:
From the above table, it is confined that 15% of respondents said that Excellent, 55% respondents said that good, 25% of respondents said that average in balance of work/life issues. 5% of respondents hadn't satisfied. So that organization needs to provide appropriate balance of work.

4. Is Wipro Distributes workload equitably?

S. N o	OPTIO NS	RESPON SES	PERCENT AGE
1	Always	45	45%
2	Someti mes	55	55%

3	Never	0	0%
	TOTAL	100	100

2. Distributes workload equitably
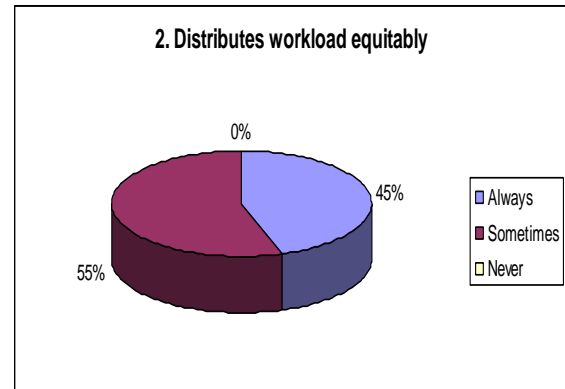
INTERPRETATION:
from the above table, 45% of responded always, 55% of responded sometimes on distribution of workload.

5. How Wipro Encourages cooperation and teamwork among staff?

S. N o	OPTIO NS	RESPONS ES	PERCENTA GE
1	Always	67	67%
2	Sometim es	33	33%
3	Never	0	0%
	TOTAL	100	100

Encourages cooperation and teamwork among staff
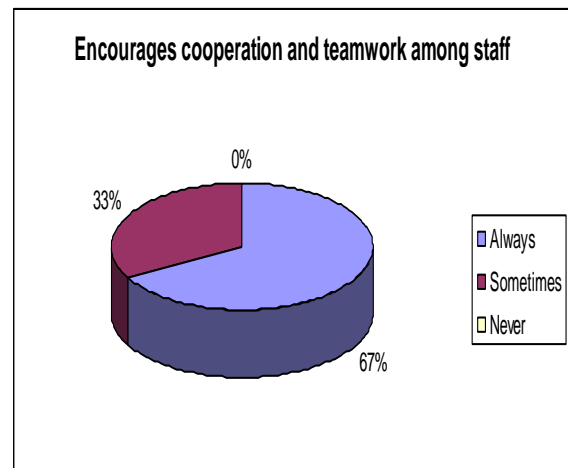
INTERPRETATION: From the above table, 67% of responded always, 33% of responded sometimes on cooperation and teamwork among staff.

FINDINGS
- 40% of the employees said that are fairly and equal justice was given in

the remuneration provided.

- 36% of respondents said that average on On-the-job training and development.
- 55% respondents said that the balance in work/life issues is good
- 55% of responded sometimes on equitable distribution of workload.
- 67% of responded always encourages at Wipro on cooperation and teamwork among staff.

SUGGESTIONS

- Compensation methods have to be developed to match with their capabilities and skill set to retain employees
- On the job training methods need to be improved with the organization
- Fair workload practices to be encouraged
- Reward system has to be done in periodic manner in an impartial way

CONCLUSION

From the observe "Employee Retention" at Wipro Limited" it's far obscene that the personnel inside the business enterprise have positive trouble with the control in the same difficulty like policies, structure etc. The control may additionally renew these issues so that proper employee relations are maintained in the company. It is also found that there are sure drawbacks within the present retention strategies adapted with the aid of the control to retain the excellent priory's personnel. Certain pointers are collected and right tips are positioned to the control for the attention of their regard. This examine is a hit in carrying out the grievances of the employees in all aspects to the management so that it'd assist them to maintain right retention strategies inside the future.

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A STUDY ON PERFORMANCE APPRAISAL AT HERITAGE FOODS INDIA LTD

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ABSTRACT

Performance appraisal is a vital tool to measure the framework set by an organization to its employees. It is utilised to track individual contribution and performance against organizational goals and to identify individual strengths and opportunities for future improvements and assessed whether organizational goals are achieved or serves as a basis for the company's future planning and development. Employee should be appraised by their immediate superiors on one to one basis. Every year personnel experience evaluation in their past performance. Employees generally see these opinions as having some direct effect on their payments and livelihood. They may result in improved pay, a promotion, or assistance in personal development regions for which the worker needs a few trainings. As a result, any evaluation of worker's work can create an emotionally charged occasion. Because the performance assessment isn't the simple procedure it once was, it is now more important to perform one at the same time as simultaneously specializing in key activities of the job.

KEYWORDS: Employee, feedback, Company performance, Employee efficiency, Employee reward system, Employee performance appraisal.

INTRODUCTION

A performance appraisal is a systematic and periodic process that assesses an individual employee's job performance and productivity in relation to certain pre-established criteria and organizational objectives. Other aspects of individual employees are considered as well, such as organizational citizenship behaviour, accomplishments, potential for future improvement, strengths and weaknesses, etc. To collect performance appraisal data, there are three main methods: objective production, personnel, and judgmental evaluation. Judgmental evaluations are the most commonly used with a large variety of evaluation methods. A performance appraisal is typically conducted annually. The interview could function as "providing feedback to employees, counselling and developing employees, and conveying and discussing compensation, job status or disciplinary decisions". It is often included in performance management systems. Performance Management systems are employed "to manage and align" all of an organization's resources in order to achieve highest possible performance. "How performance is managed in an organization determines to a large extent the success or failure of the organization. Therefore, improving performance appraisal for everyone should be among the highest priorities of contemporary" organizations. Some applications of performance appraisal are performance improvement, promotions, termination, test validation, and more. While there are many potential benefits of performance appraisal, there are also some potential drawbacks. For example, performance appraisal can help facilitate management-employee communication; however, performance appraisal may result in legal issues if not executed appropriately as many employees tend to be unsatisfied with the performance appraisal process. Performance appraisal s created in and determined as useful in the United States are not necessarily able to be transferable cross-culturally.

A major concern of every organization should be to contribute positively towards the achievement of its objective. Organizational effectiveness is often equated with managerial efficiency. A manager can ensure organizational effectiveness only by

guaranteeing the full utilization of human resource available through individual employees under his guidance. Hence, it is always required for a manager to monitor and measure the performance of employees. Moreover, since the organization exists to achieve the goals, the degree of success that individual employees have in reaching this individual goal is important in determining organizational effectiveness.

NEED OF THE STUDY

Performance appraisal is needed in order to provide information about the performance ranks basing on which decisions regarding salary fixation, confirmation, promotion, transfer and demotion are taken. Provide feedback information about the level of achievement and behaviour of subordinate. This information helps to review the performance of the subordinate, rectifying performance deficiencies and to set new standards of work, if necessary provide information which helps to counsel the subordinate.

Provide information to diagnose deficiency in employee regarding skills, knowledge, determine training and developmental needs and to prescribe the means for employee growth provides information for correcting placement.

OBJECTIVES
- To analyse the methods used for the appraisal program.
- To analyse and examine the effectiveness of performance appraisal programmes in Heritage Foods India ltd.
- To know the effectiveness of other human resource functions of the organisation such as recruitment, selection, training and development etc.
- To assess how often performance appraisal programmes are conducted.
- To study the important factors which are needed for performance appraisal.

SCOPE OF THE STUDY

In the present study an attempt has been made to know the actual implementation of performance appraisal techniques in general and some other aspects such as awareness of the workers, effectiveness of the performance appraisal system in performance appraisal particular.

Human resource projections are valid on appraisals. By improving job skills, the employees have lot of scope for development and performance appraisable themselves for higher responsibilities.

A thorough analysis of the performance appraisal system will help the management to know the short comings, if any. It also help the performance appraisal in knowing whether the performance appraisal techniques are used to full extent or not, there by the researcher can understand the effective implement of the performance appraisal system.

LIMITATIONS

- Due to time constraints the study was limited only for short period.
- Random sampling method has been adopted and all limitations applicable to that method are applicable here also.
- The authenticity of information provided by the New Entrant Manager cannot be assured.
- Analysis of the data has been done based on the assumptions that the information provided by the respondents is genuine.
- The sample size is small when compared to total universe, Hence the capability of study to the whole universe is constraint.

LITERATURE REVIEW

Grote (2002) describes performance appraisal as a formal management tool that helps evaluate the performance quality of an employee. Schneier and Beatty as cited in Patterson (1987) define it as a process which apart from evaluating also identifies and develops human performance.

According to Karol (1996) performance appraisal includes a communication event planned between a manager and an employee specifically for the purpose of assessing that

employee's past job performance and discussing areas for future improvement.

Dulewicz (1989) says that there is an indispensable human inclination to judge the work of other people as well as one's own work.It can thus be said that appraisal is both unavoidable and universal. Even without the existence of a planned appraisal system, one can have a tendency and find it natural to evaluate the job performance of another easily and subjectively.

COMPONENTS OF PERFORMANCE APPRAISAL
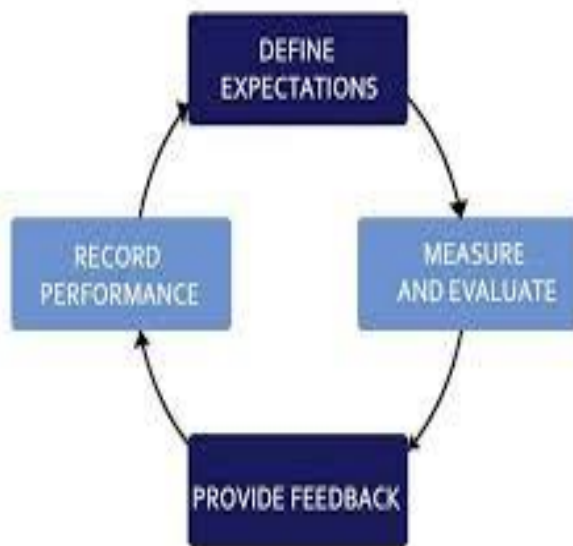
DEFINE EXPECTATIONS

RECORD PERFORMANCE

MEASURE AND EVALUATE

PROVIDE FEEDBACK

RESEARCH METHODOLOGY

The research methodology is a systematic way to solve the problem and it is an important component of the study without which researcher may not be able to obtain the facts and figures from the employees.

SOURCE OF DATA

The study is based on primary as well as secondary data collected from different sources:

A) Primary Data:

The primary data is collected with the help of questionnaires, which consists of twenty questions each. The questionnaires are chosen because of its simplicity and liability. Researcher can expect straight answers to the questions.

B) Secondary Data:

Secondary data is collected through the documents provided by the personnel department of Heritage Foods India ltd. The documents include personnel manuals, books, reports, journal, etc.

DATA ANALYSIS AND INTERPRETATION

1. In your experience the outstanding Performance of an employee is due to:

    (a) Actual Performance   (b) Qualification

    (c) Experience   (d) All the above

s.no	Options	No. of Responses	Percentage
1	Actual Performance	28	28
2	Qualification	0	0
3	Experience	52	52
4	All the above	20	20
	Total	100	100
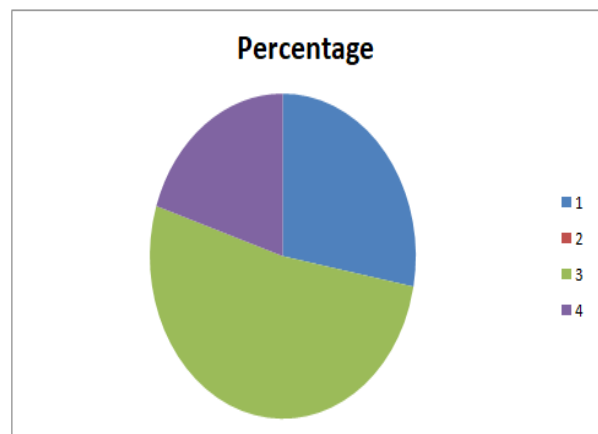
Interpretation: Above 28% of the employees responded that the outstanding Performance appraisal is due to Actual Performance, 52%

of the employees is due to Experience and 20% of the employees is due to all the above.

2 .Do you think that a good workman gets motivated with frequent Performance Appraisal? Is conducted?

  (a) YES   (b) NO

s.no	Options	No. of Responses	Percentage
1	YES	84	84
2	NO	16	16
	TOTAL	100	100
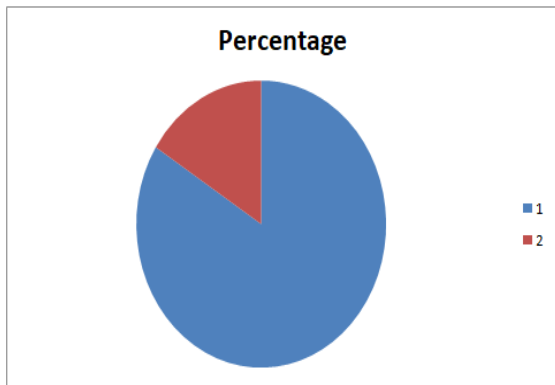
Interpretation: A majority of 84% of the employees said that a good workman gets motivated with frequent Performance Appraisal and 16% of the employees are not satisfied with above.

3. What are the factors taken into consideration while appraising an individual?
      (a) Interpersonal effectiveness
      (b) Team building skills
      (c) Self motivate skills
      (d) Leadership

s.no	Options	No. of Responses	Percentage
1	Interpersonal effectiveness	20	20
2	Teambuilding skills	24	24
3	Self motivate skills	44	44
4	Leadership	12	12
	Total	100	100
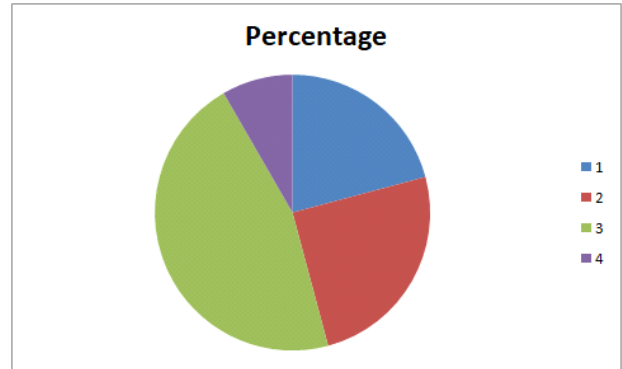
Interpretation: About 20% of employees considered interpersonal effectiveness while appraising an individual, 24% of employees considered Teambuilding skills, 44% of employees considered self-motivate skills and 12% of employees considered Leadership. By this we can say that these are the factors taken into consideration while appraising an individual.

4. In your opinion an employee should be:

  (a) Effective   (b) Moderate   (c) Both A & B

s.no	Options	No. of Responses	Percentage
1	Effective	80	80
2	Moderate	0	0
3	Both A & B	20	20
	Total	100	100
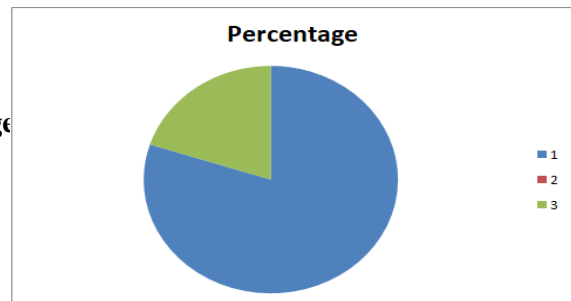
Interpretation: About 80% of the employees opinion is that the employee should be effective and rest 20% of the employees

opinion is that the employee should be effective and moderate.

| 2 | NO | 36 | 36 |
| Total | | 100 | 100 |

5. Which method you are using for evaluating Performance?

  (a) 360º performance appraisal
 (b) MBO   (c) Assessment centre
 (d) BARS   (e) any other

s.no	Options	No. of Responses	Percentage
1	360º performance appraisal	48	48
2	MBO	24	24
3	Assessment centre	8	8
4	BARS	12	12
5	Any other	8	8
	Total	100	100

Interpretation: About 48% of the employees using performance appraisal appraisal method for evaluating Performance, 24% of the employees using Mgmt By Objects, 8% of the employees using Assessment centre, 12% of the employees using BARS, 8% of the employees using other method.

6. Is Appraisal process expensive and time consuming?
  (a) YES   (b) NO

s.no	Options	No. of Responses	Percentage
1	YES	64	64

Interpretation: About 64% of the respondents said that the performance appraisal is expensive and time consuming. And 36% of the respondents said that the Performance appraisal is not expensive and time consuming.

7. Do you agree with the assessment of your reviewing/reporting officers?

  (a) Agree   (b) Disagree

s.no	Options	No. of Responses	Percentage
1	Agree	92	92
2	Disagree	8	8
	Total	100	100

Interpretation: Majority of 92% of the employees responded that reporting officer was good at grading the performance. Nearly

8% were disagreeing his duties as per the guidelines laid down.

FINDINGS

It is revealed that the executive are getting feedback on their performance though which they can review their performance. Sort on the problems and can overcome the difficulties.

The management has a clear understanding about the problem that the workers are the best with moreover, they are eager to solve the problems of the workers as and when they arise.

The management was giving requisite training to workers in the areas where they are weak.

Workers awareness about the fact that the appraisal is one of the factors for promotion was cent percent.

Performance appraisal system is considered as a means that aim at identifying the areas of improvement, identifying areas of training and development setting performance target for future.

The management desires having cordial relations with the work to hold mutual discussions.

The performance appraisal system it exists as it exists now is properly worked out and appropriately evolved. This revealed from the opinion given by the majority of the employees.

SUGGESTIONS

Based on the findings of the study and personal discussions held with various executives and employees at Heritage foods India ltd .Hyderabad possible suggestions and recommendations are given:

It is recommended that employees should be immediately communicated.

It is recommended that the supervisor should try to analyze the strengths and weaknesses of an employee and advise him on correcting the weakness.

It is commended to counsel the employees appropriately regarding their strength and weaknesses and assist in developing them to realize their full potential in line with the company's goals.

The top management is very much committed in implementing the performance appraisal system as it is. The performance appraisal system is consider as an essential tool for bridging gap between the top management and the executives it thus helps them to develop cordial relations and mutual understanding.

It is recommended that the employees should be communicated information about his performance, again his acceptance of it and draw up a plan for future improvement, if necessary.

It is recommended that the rater must be thoroughly well versed in the philosophy and of the rating system. Factor scales must be thoroughly defined, analyzed and discussed.

CONCLUSION

Because of lack of communication, employees behave different from what superiors actually think. Proper communication of these ratings can help the employers achieve the level of acceptability and commitment which is required from the employee. From the survey we can also derive that the appraisees expect a post appraisal interview to be conducted wherein they are given a proper feedback on their performance and they can also put forward their complaints if any. The appraisal should also be followed up with a session of counselling which is often neglected in many organizations. Counselling involves helping an employee to identify his strengths and weaknesses to contribute to his growth and development. The Purpose is to help an employee improve his performance level, maintain his morale, guide him to identify and develop his strong points, overcome his weak points, develop new capabilities to handle more responsibilities, identify his training needs.

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A COMPARATIVE STUDY OF PRIVATE INSURANCE COMPANIES WITH LIC

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ABSTRACT
The Insurance Act, life insurance coverage business signifies "the problem of powerful agreements upon human life. It incorporates an agreement whereby the instalment of cash is guaranteed upon death or the function of any likelihood at the mercy of human life. Protection is among the essential hazard the executives' devices accessible to the individuals. The word 'protection' represents something to make sure against dangers, perils or risks alive and property. Protection from two of view that is from a person perspective, 'protection is a monetary device whereby the average person

Keywords: Insurance, Protection, Risk, Human life, Private insurance

1.INTRODUCTION
Concerning Legal and Housing property account, its exercises are subdivided into - follow-up of lawful issues furthermore to coping with property related credits. The workplace administrations division is subdivided into exercises like-office furniture, stationery, printed structures, office hardware etc. The arranging and survey division is subdivided into exercises like - arranging, information gathering etc. It really is to be expressed here that the exercises of Branch bolster unit and Data preparing office aren't further subdivided

2. NEED OF THE STUDY
With the checking of the insurance sector, numerous players such as Bajaj life, Birla Sunlife, ICICI Prudential, HDFC Standard life, ING Vysya life, MetLife India, SBI life etc. entered in to the market. The brand new players with their focused approach and need based selling captured significant chunk of the insurance market. For example, the brand new players following the liberalization of the insurance sector captured around 26.95% of the brand new business of insurance as the share of LIC declined to around 73.05% in 2014-15.Quite simply, following the liberalization of insurance sector, the performance of the LIC has undergone ups and downs. Because of the above changes in the insurance sector, an effort has been designed to study - Performance evaluation of Life Insurance Corporation of India-A comparison with private insurance firms.

substitutes just a little certain expense for a massive questionable money related misfortune that could exist when it weren't for the protection. Second, from everyone perspective, 'protection is a monetary device for decreasing and taking right out hazard through just how toward joining an sufficient number of homogeneous exposures right into a gathering to help make the misfortunes unsurprising for the gathering as a whole. This study aims to find the difference between different private insurance companies and Life Insurance Corporation of India as providing different packages to the customers.

3. OBJECTIVES OF THE STUDY
1   To evaluate the strengths and weaknesses of LIC and private insurers by comparing one another on different important parameters .

2   To find out the strategies utilized by LIC and private insurers to outperform one another and to make suitable suggestions to the insurers.

4. RESEARCH METHODOLOGY
The research is exploratory in nature which is based on secondary data that is collected from the records of the companies.

6. DATA ANALYSIS
Agents of Lic
Operators will be the help of protection business and the grade of a supplementary security organization could be determined by the product quality and capacity for its office power. In perspective on the importance of operators, the LIC

Year	Agents	rcent of change
2013-14	13,44,856	12.66
2014-15	14,02,807	4.31
2015-16	13,37,064	(-) 4.69
2016-17	12,78,234	(-) 4.40
2017-18	11,72,983	(-) 8.23
2018-19	11,95,916	1.96
2019-20	11,63,604	(-) 2.70

has named lakhs of experts and the number of

operators for the time from 2013-14 to 2019-20 has been displayed in the below table.

Religare Enterprises Limited (REL) is a worldwide monetary administrations gathering headquartered in New Delhi, India. It offers financier, protection, resource the board, Small and Medium Enterprises (

Total life insurance premium of Age on Religare (Rs in crores)

Year	Total life insurance premium	Annual growth Percent
2002-03	31.21	-
2003-14	165.65	430.76
2014-15	388.61	134.60
2015-16	457.32	17.68
2016-17	430.50	(-)5.86
2017-18	452.07	5.01
2018-19	559.20	23.70

AVIVA LIFE INSURANCE LTD

Aviva includes a joint endeavor with Dabur among India's most established, and biggest Band of organizations. An expertly overseen organization, Dabur may be the nation's driving maker of conventional medicinal services items.

BAJAJ ALLIANZ

Bajaj Allianz LIFE INSURANCE COVERAGE Company Limited (2001) is a joint endeavor between Bajaj Finserv Limited (lately demerged from Bajaj Auto Limited) and Allianz SE. Both

Year	Total life insurance premium	Annual growth Percent
2013-14	11,419.71	7.48
2014-15	9,609.95	(-) 15.85
2015-16	7,483.80	(-) 22.12
2016-17	6,892.70	(-)7.90
2017-18	5,843.14	(-) 15.23
2018-19	6,017.30	2.98

appreciate a notoriety of ability, **BHARTI AXA LIFE INSURANCE**

Bhartiendeavors can be an Indian business total headquartered in New Delhi, India. It had been create in 1976 by Sunil Bharti Mittal and works in 20 countries transversely over Asia and Africa.

Year	Total life insurance premium	Annual growth Percent
2010-11	7.78	-
2011-12	118.41	1421.98
2012-13	360.41	204.37
2013-14	669.73	85.82
2014-15	792.02	18.26
2015-16	774.16	(-) 2.25
2016-17	744.52	(-)3.83
2017-18	872.65	17.21
2018-19	1053.32	20.70

BIRLA SUN LIFE INSURANCE COMPANY LTD

Birla Sun fiasco security Company Limited (BSLI) is a joint undertaking between the Aditya Birla Group,

CANARA HSBC ORIENTAL BANK OF COMMERCE

Canara HSBC Oriental Bank of Commerce LIFE INSURANCE COVERAGE Company Limited went in to the protection advertise in 2008. It really is a joint endeavor between Canara Bank (51%), HSBC Insurance (Asia pacific) Ltd (26

Year	Total life insurance premium	Annual growth Percent
2012-13	4,571.80	39.72
2013-14	5,505.66	20.43
2014-15	5,677.07	3.11
2015-16	5,885.36	3.67
2016-17	5,216.30	(-) 11.37
2017-18	4,833.05	(-) 7.35
2018-19	5,233.22	8.28

Total life insurance premium of Canara HSBC (Rs in crores)
Source: Annual reports of IRDA

DHFL PRAMERICADHFL Pramerica LIFE

Year	Total life insurance premium	Annual growth Percent
2012-13	296.41	-
2013-14	842.45	184.22
2014-15	1,531.86	81.83
2015-16	1,861.08	21.49
2016-17	1,912.15	2.74
2017-18	1,823.42	(-) 4.64
2018-19	1,657.02	(-) 9.13

INSURANCE Company Limited is a joint endeavor between DHFlL Limited,

Year	Total life insurance premium	Annual growth Percent
2012-13	3.37	-
2013-14	38.44	1040.65
2014-15	95.04	147.24
2015-16	167.01	75.73
2016-17	236.79	41.78
2017-18	305.86	29.17
2018-19	735.10	140.34

Source: Annual reports of IRDA

9. CONCLUSION

The number of arrangements showcased by LIC under home based business has declined from 269.68 lakhs in 2011-12 to 201.71 lakhs in 2014-15 and the yearly development pace of the business changed between a minimal of (-) 41.55 percent in 2018-19 and a higher of 31.75 percent in 2005-06 as the level of strategies advertised by private back up plans is rolling out from 16.59 lakhs in 2013-14 to 57.37 lakhs in 2014-15 excepting the tremendous vacillations through the period viable. The yearly development rate moved between a minimal of (-) 24.04 percent in 2014-15 and a higher of 104.62 percent in 2011-12. The absolute extra security premium gathered by LIC has expanded from Rs. 34,892.02 crores in 2000-01 to Rs. 2,39,667.65crores in 2018-19 as the absolute life coverage premium gathered by private guarantors rose from Rs. 6.45 crores in 2000-01 to a higher of Rs. 88,433.49 crores in 2018-19.

The income from ventures is rolling out from Rs. 18,668.74 crores in 2000-01 to Rs. 1,35,483.09 crores in 2018-19 and the yearly development pace of the pay moved between a minimal of 5.22 percent and a higher of 23.89 percent in 2010-11.The LIC is kept an eye on with experienced employees. Be that as it might, given the non-focused nature of the business enterprise previously, their involvement in hazard the board and hazard examination is constrained. Smaller scale protection and medical coverage have great development potential due to just how that miniaturized scale.The brand new business execution of LIC so far as strategies showcased and all out premium pay gathered is obviously a lot more than that of the private guarantors. The speculation income of LIC and private back-up providers has declined between 2009-10 and 2011-12 due to worldwide log jam having recommendations on India. The working proportion of LIC remains at 9.34 percent while that of the private back-up providers remain at 16.36 percent in 2018-19.

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A PROJECT REPORT ON SALES AND PROMOTION HYUNDAI MOTORS Ltd

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ABSTRACT

A push promotional plan uses company's sales staff and trade promotion tasks to make consumer demand for a commodity. It involves persuasive trade Insights station associates to push the product throughout the supply stations into the greatest consumer via promotions and private marketing attempts. The business boosts the product via a reseller that consequently boosts it to another freelancer or the last consumer.

Keywords:-sales promotion, marketing strategies.hyundai motors India

1.INTRODUCTION

To put it differently the manufacturer boosts the item to which wholesalersthe retailers encourage it for retailers, and also the retailers promote it directly for consumers. Trade- advertising aims are to convince retailors or wholesalers to transport a new, offer a fresh shelf-space, promote a new in advertisements, and push a new to final clients. Normal approaches utilized in push plan are: Assets, buyback warranties, free trials, competitions, specialty advertising products, discounts, screens, as well as premiums.

A fantastic instance of"push" attempting to sell is cellphones, where in fact the significant handset manufacturers like Nokia promote their merchandise via retailers like Auto phone Warehouse. Personal selling and commerce prices in many cases are the best promotional tools for businesses like Nokia -- such as offering subsidies in the handsets to encourage retailers to sell bigger quantities.

2.OBJECTIVES OF THE STUDY.

- To examine the marketing strategies followed by Hyundai.
- To find the complete market share of Hyundai.

- To find the promotional instruments used by Hyundai.
- To Examine the impact of advertisements by Hyundai.

3. SCOPE OF THE STUDY

"Sales And Promotion Towards Hyundai Ltd"comes with an insight into different parameters of consumer decisions which produce customers to get, so offering a crystal clear picture into the manufacturer and the trader of HYUNDAI LTD the ways to pull and retain the customer to your success and expansion.

4.NEED FOR THE STUDY

The analysis attempts to understand that the major element Service parameters and represent the dysfunctional locations, so giving the trader with an insight into to this particular level of client satisfaction and shifting trends of their customer expectations.

5.LIMITATIONS

- Time and resources consuming, limited the survey.
- Restricted to Hyderabad and also secunderabad only.
- The specified Information collected might or might not be correct as a result of respondent's prejudice.
- The survey is limited to 100 respondents.

6.RESEARCH METHODOLOGY

The Research has been "Descriptive" in nature as can be managed cluttering the market and purchasing behavior of consumers. The analysis was created to find the potentially of Hyundai motors available on the market of Hyderabad in addition to the poll of their client to know in their understanding, the physiological variable keep company with the product, the huge benefits they desire in line with the product and how can they position the company on your contest of their its competitors.

Sample

The first step onto the ladder at the sequence Perform the obligation was supposed to draw out a straightforward. To function the rationale, the sample procedure adopted was"RandomSamplingfrom different regions

Type of analysis:-
The Customers were the normal individuals consisting of working professional, teachers, pupils, collegiate and so forth that are driving to streets with Hyundai motors.

Size of the sample

Size of 100 respondents was first believed to reach the target of this investigation. Other prominent facets, retained because while ascertaining just how big is that the sample were all size of their people, the actual quantity of questions within the program, the sampling procedure embraced and time restriction.

Strategy

A Questionnaire was layout comprising a Performa of bunch of questions surfaced run the poll. The research workers placed the respondents that the questions from the actor and listed that the responses the program was available possibilities for data collection that the different option was date of questions and interviews. The app includes many features that added significance for its usage as a tool for accumulation of their compulsory info.
I accumulated data sort interview along with telephonic interview.

7.LITERATURE REVIEW

A pull plan tries to convince consumers to "pull" the product by producer throughout the marketing channel. The business concentrates on its marketing and sales communications efforts on consumers at the expectation that it arouses attention and demand for that merchandise at the end level. A"tug" marketing approach is the one which necessitates high paying for advertising and consumer promotion to develop consumer demand for a commodity.

This plan can be employed if vendors are reluctant to execute an item since it becomes as many consumers as possible to visit shops and also ask that the item, so pulling it throughout the station. Consumer-promotion objectives will be to lure consumers to try out a fresh solution, lure clients away from competitors' goods, and convince consumers to"bunch" to a mature solution, reward & hold loyal clients, and establish consumer connections. If the plan works, consumers will consult their retailers to the merchandise, the retailers will probably ask that the wholesalers, and also the wholesalers will soon ask the manufacturers.

Normal tactics utilized in tug plan are: examples, coupons, cash prices and refunds, premiums, advertising specialties, devotion programs/patronage rewards, contests, sweepstakes, games, and purpose - of-purchase (POP) displays.

8.DATA ANALYSIS
How long have you been using this Car?

Response	Responded	Percentage
Below one year	15	15
Above one year-5year	65	65

5year-5years above	30	30
Total	100	100
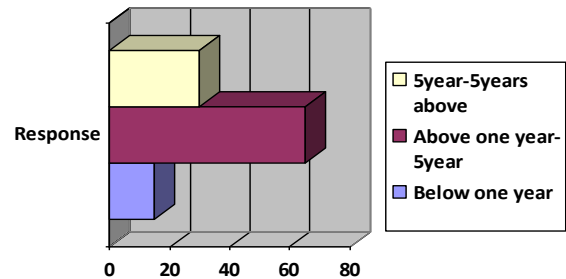
Interpretation:
15percentage of respondents are using from past twelve months, 65percentageform 1 to 5 years,30percentage folks are using from above 5years.

2. Do you availed promotionalbenefits when you purchased?

Response	Responded	Percentage
a) Yes	73	73
b) No	28	38
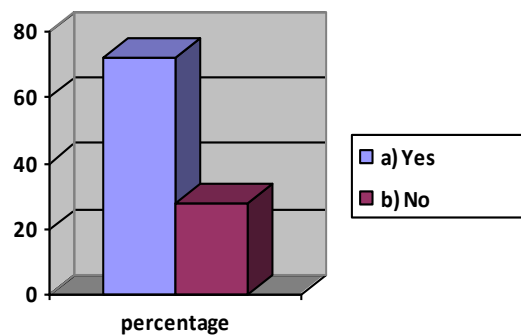
Interpretation:
This question regarding consumer getting any promotional benefits if they purchased, 73percentage of people giving positive response, 38percentage folks are negativelyresponded.

3. Satisfaction level of consumer.

Response	Responded	percentage
a)Highly satisfied	17	17
b)Satisfied	9	9
c)Neutral	53	53
d)Dissatisfied	11	11
e)Highly dissatisfied	10	10
Total	100	100percentage
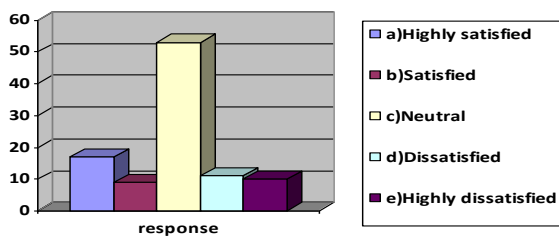
Interpretation:

This question is regarding the satisfaction levels of consumers, 17percentage are Highly satisfied, 9percentage is satisfied, 53percentage is neutral,11percentage are dissatisfied,10percentage are highly dissatisfied

9.FINDINGS
- Consumer Finding any promotional benefits should they purchased 72percentage man giving favorable replied 28percentage individuals are becoming unwanted reacted
- Customer Available is 0percentage financial loan 13percentage,absolutely free service 27percentage,33percent insurance free,27percent the others types of fantastic benefit available
- Customer Satisfaction advantage consumer gained while buying

16percentage are satisfied,12percent is fulfilled 32percentage is impartial,25percent dis-satisfied,15percent highly disgruntled company need to make knowledge on company promotion
- Consumer Prefer scheme Cost reduction 14percentage totally free gift is 2percentage, Loan centers 45percentage, 32percentage Coupons,7percent they have been requesting different added benefits. Important individuals are requesting for Loan centers.

10.SUGGESTIONS:

- HYUNDAI must make an effort to market its Latest advertising and sales plans.
- Making clients aware of the latest pricing will soon Increase its market share with respect to costeffectiveness.
- HYUNDAI should Try to tap 14 percent of Customer foundation who'd love to modify into HYUNDAI nevertheless, perhaps not able to modify as a result of existing non-compatible support.
- Simplifies existing Problems with fresh components difficulty And much better communicating to see latest pricing plans are going to cause a significant escalation from the user base for HYUNDAI.
- In Order to improve client satisfaction, Time difference between services sought should be lessened.

11.CONCLUSION

It Could be stated that HYUNDAI has established its own image within a very small amount of time in Hyderabad.It Is bringing the customers with its services that are good. Nearly all the clients satisfied by HYUNDAI facilities and services.This Gratification can be reasoned by the answer of customer at the questionnaires.

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A STUDY ON QUALITY OF WORK LIFE

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Abstract

Good Quality of worklife is necessary for an organization to attract and to retain skilled and talented employees. In order to survive in the competitive market because of Liberalization, Privatization and Globalization and to minimize the attrition rate of employees the QWL initiatives are very important. QWL involves wide variety of components that are influenced on the performance of employees. This paper focuses and analyzes the literature findings which involve QWL.

Introduction

The components in an ordinary QWL program comprise open communications, honorable reward systems, an issue for worker job security and fulfilling professions and involvement in decision making. QWL programs typically emphasize development of worker skills, the decrease of occupational strain and the growth of co-operative labor-management relations. Vigorous National and global rivalry drive associations to be productive. Proactive supervisors and human resource departments react to the challenge by discovering new methods to better productivity. Human resource departments are involved with attempts to enhance Productivity through changes in worker relations. That is, a educated human resource department discovers out how to enable workers to ensure they draw their "brains and wits," typically by obtaining

the workers more involved with the decision-making Procedure.

Need for the study

An institution is made of people who possess skills, ability, aptitudes that create competitive advantage for it. Various functions of an institute is planned, executed and controlled by human resource. So it is essential for the institution to do proper management of human resource in order to achieve its objectives efficiently and effectively. The management of human resource plays a key role in opening up new opportunities for promoting the growth of both individual and institutional. Through 'Quality of work life' the institute works in the same direction. Now-a-days, jobs are so demanding that it imbalance the family and work life due to job pressure and conflicting interests. So it is essential for the institution to develop quality relation between its employees and working environment. In order to attract and retain employees, an organization has to develop a high quality of work life. Organizations by adopting

QWL programmes ensure to create excellent work condition and job for its employees. Hence, QWL seeks to create such a work environment where the employees work co-operatively and make positive contribution in achieving organizational objectives.

Scope of the Study

The reach of QWL motion that initially included only project redesign attempts based since the socio-technical system strategy has slowly widened very much in order to incorporate a vast array of intervention like quality circles, suggestion schemes, worker involvement, empowerment and autonomous work groups etc., they've described in the subsequent pages. While the particular of those intervention change each case the common components in all there intervention Appear to be under

- Restructuring of numerous measurements of the business by instituting a mechanism.
- Concentrate on work group.
- Autonomy in preparation work.
- Concentrate on skill development. Greater responsiveness to worker concern

Research Methodology

The main objective of this study is to investigate and identify the significance of work environment towards the performance and also to study the effectiveness of the QWL in the organization. In order to meet the stated objectives a structured questionnaire was framed and data was collected using convenience sampling from 123 employees of the steel manufacturing organization in Chennai, and to study the significant association chi-square was used by the researcher.

Review of Literature

QWL is described as the favorable working environment that supports and promotes satisfaction by providing employees with rewards, job security, career growth opportunities, etc. Hackman (1980) identified that the work environment that is able to fulfill employees' personal needs is considered to provide a positive interaction effect, which will lead to an excellent QWL.

Cunningham and Eberle (1990) emphasized that the personal needs are satisfied when rewards from the organization, such as compensation, promotion, recognition and development meet their expectations.
elements that are relevant to an individual's
Great Quality of worklife is essential for a company to attract and to retain talented and skilled workers. To be able to live in the competitive market due to Liberalization, Privatization and to decrease the attrition rate of workers the QWL initiatives are quite important. QWL involves vast array of components which are determined by the operation of workers. This paper concentrates and assesses the literature customs that involve QWL.

A Top quality Of work is vital for businesses to continue to attract and keep employees. QWL is a procedure where organizations recognize their duty to come up with job and working conditions which are great for the worker and company. A successful leader affects the followers at a desirable way to achieve aims. It's evident in the literature distinct leadership styles can impact organization effectiveness and functionality.

The interventions of QWL will efficiently use the worker skills by ensuring excellent involvement and participation of employees. This paper concentrates and investigations the literature findings that entails QWL and Direction styles.

Data Analysis
1) Thought about the career-planning program inside the corporation

Variables	No of respondents	No of respondents in %
Excellent	50	50%
Good	30	30%
Average	20	20%
Poor	0	0%
	100	100%

No of respondents

INTERPRETATION
The above chart reveals that 50 % of the workers believe that the growth and safety chances are

outstanding that is that they are absolutely fulfilled.30 % of their workers believe that the growth and safety chances are great that's they're fulfilled.20 % of the workers believe that their growth and security chances are typical that is they're partly fulfilled.0 % i.e not one of their workers believe that the growth and security chances are poor.

2) Belief about the pay framework in the organization

Variables	No of respondents	No of respondents in %
Excellent	45	45%
Good	20	20%
Average	35	35%
Poor	0	0%
	100	100%

No of respondents

INTERPRETATION
The above graph shows that 45% of the staff feel that the expansion in addition to security opportunities outstanding of which is they are totally satisfied. 20% of typically the employees think that the progress and security opportunities usually are Good that is they will are satisfied. 35% regarding the employees think that typically the growth and security options are Average that is usually these are partially satisfied. 0% i. e none regarding the employees think that typically the growth and security options are Poor.
FINDINGS
- Virtually All the Employees are content with the canteen centers from the Organization.

- Just about All the Employees are content with the transportation facilities offered by the Organization.
- A number of those Workers are partly fulfilled by the pay structure from the Organization.
- Most of the workers are happy with the work environment and working conditions.
- A number of those Workers are partly happy with the advertising system from the Organization.
- Just about All the Employees are happy with the leaves supplied from the Organization.

SUGGESTIONS

- Management should provide enough encouragement to employees to enhance the caliber of their work.
- More quality of Work life programs needs to be performed to generate quality in the job for much better improvement in the business.
- The organization must create awareness of the quality of work programs to all the employees
- The Provider should quickly respond to the complaints and problems of the workers to enhance its relationship and provide confidence among workers.

CONCLUSION

Therefore every organization should upgrade and enhance the quality of work of their workers who make greater contribution to manufacturing, productivity and quality. One from the electronics sector. It has pioneered in several new areas due to its stock of skilled and professional workers.Each Organization to sustain from the business must meet a number of their fundamental requirements and requirements of its workers.To be able to utilize the most potential of their individual resource, the company needs to supply them with the highest quality of the working life and that was only possible by supplying its workers, fantastic working conditions and welfare centers.

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A STUDY ON WORKERS PARTICIPATION WITH REFERENCE TO PART TIME WORKERS IN THE ORGANIZATIONS ESSAN INDUSTRIES LTD HYDERABAD

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ABSTRACT

One motivation behind why examine on the labourers interest perspectives of low maintenance Part Time labourers is significant and required is on the grounds that Part Time labourers keep on being a developing fragment of the workforce. The board of Part Time labourers keeps on being an ever bigger piece of heads' occupations. In 1957, low maintenance labourers represented just 12.1% of the workforce (Tilly, 1991), yet as indicated by 1999 figures, they currently represent 24.1% (U.S. Statistics Bureau, 2000). From the start, this seems, by all accounts, to be demonstrative of a particular pattern in the U.S. economy to move away from work concentrated, costly assembling to a more help based economy, yet the development of Part Time labourers is across something other than the administration business. Tilly (1996) demonstrated that there has been enormous development in low maintenance work in the development business (from 8.6% in 1969 to 11.9% in 1993) and the exchange business (from 26.3% in 1969 to 30.3% in 1993), just as littler development over every single other industry, showing a general move towards the more prominent utilization of Part Time labourers

KEYWORDS: part-time, workers, workers participation.

INTRODUCTION

The pattern towards the more noteworthy utilization of Part Time labourers support is happening in numerous nations, not simply in the United States. Barling and Gallagher (1996) report that this pattern towards the expanded utilization of Part Time labourers reaches out up into Canada, across Europe and in the created economies of Asia. In nations where Part Time business information is accessible (Australia, Canada, Japan, New Zealand, the Netherlands, Norway, Sweden, United Kingdom and the United States), somewhere in the range of 18 and 25% of the workforce was utilized PT starting at 1996. What's more the development pace of PT business is unmistakably more prominent than the similar

Development pace of perpetual full-time employments over the globe.

NEED OF THE STUDY

Workers' participation in management is an essential ingredient of Industrial democracy. The concept of workers' participation in management is based on Human Relations approach to Management which brought about a new set of values to labour and management.

OBJECTIVES

- To locate the different territories of labourers investment concerning low maintenance labourers where the plan has been executed.
- To know whether the low maintenance labourers group really contributes genuinely to accomplish the shared objective of the association
- To know whether in the conversation each gathering has equivalent weight age in giving proposal/suggestion.

SCOPE OF THE STUDY

Contingent upon the particular work environment, a few administrators may confront a daunting struggle in accomplishing dynamic worker interest in

wellbeing councils. Strain to build creation, an impermanent or transient work power and in general absence of inspiration can add to the troubles of making a profitable security panel at work. In an endeavour to avoid these difficulties, a few supervisors may basically assign a labourer as a wellbeing board of trustees part or co-seat to keep up the nearness of a wellbeing advisory group..

LIMITATIONS

- Due to time constraints the study was limited only for short period.
- Random sampling method has been adopted and all limitations applicable to that method are applicable here also.
- The authenticity of information provided by the New Entrant Manager cannot be assured.
- Analysis of the data has been done based on the assumptions that the information provided by the respondents is genuine.
- The sample size is small when compared to total universe, Hence the capability of study to the whole universe is constraint.

LITERATURE REVIEW

From the beginning of time, see on what structures low maintenance work has shifted. The privileges of low maintenance representatives in UK are ensured in law through the Protection of Employees (Part Time Work) Act, 2001.

Low maintenance worker in UK is characterized in the Act as "a representative whose ordinary long stretches of work are not exactly the typical long periods of work of a representative who is an equivalent worker comparable to the person in question".

The responsibility of low maintenance workers and full time representatives are prime subjects for an association since they have to realize who to contract and who might be progressively reasonable for the activity. There has been a great deal of discussion about the responsibility of the full time and low maintenance representatives towards their association. To go to an ideal comprehension in regards to this we need to consider a few factors that spread the conduct of the representatives. As indicated by Brawer and Cohen (1972) they state that pay is a fundamental factor in a representative's responsibility factor, as per them equivalent work and equivalent compensation would make both of these representatives show same measure of duty.

PART-TIME PROS
- Reduces costs
- Relieves workplace stress
- Flexibility

PART-TIME CONS
- Less committed workers
- Lack of knowledge
- Inconsistent work

PROS AND CONS OF PART-TIME VS. FULL-TIME EMPLOYEES

FULL-TIME PROS
- Stronger employee loyalty
- Consistency
- Higher rates of productivity

FULL-TIME CONS
- Extra payroll costs
- Increased work-related stress
- Harder work-life balance

RESEARCH METHODOLOGY
Methods of Data Collection
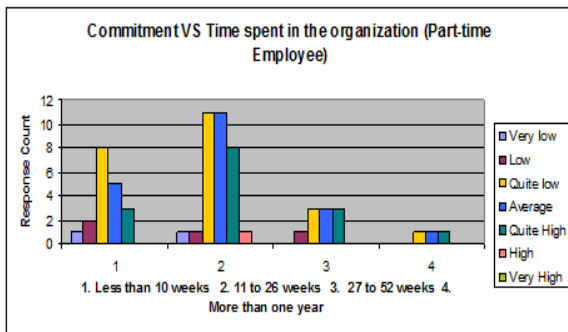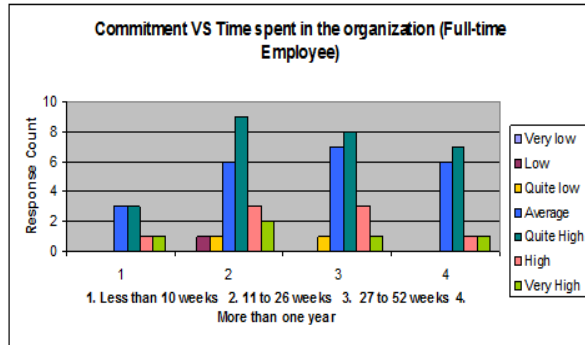### Primary Data
Right now, the given survey, the underlying data will be gathered. A pre-arranged and organized survey is generally given to a huge example gathering of around 50 respondents.
Secondary Data
The information acquired that can be used by me as both to portray and clarify the exploration and incorporates the subjective and quantitative data,
DATA ANALYSIS AND INTERPRETATION

Part-Time Employees				
Time Spent in the organization(weeks)	Response Count	Managers trust	Customer satisfaction	Employees satisfaction
0-10	19	Nil	2 out of 10	No specified satisfaction
11-26	33	1.2	3.43 out of 10	Drawing good salary
27-52	10	Nil	2 out of 10	No specified satisfaction
53-104	3	Nil	No specific satisfaction	No specified satisfaction
TOTAL	65	1.2	5.43 out of 30	Drawing good salary or no specified specification

Commitment VS Time spent in the organization (Full-time Employee)

1. Less than 10 weeks 2. 11 to 26 weeks 3. 27 to 52 weeks 4. More than one year

Commitment VS Time spent in the organization (Part-time Employee)

1. Less than 10 weeks 2. 11 to 26 weeks 3. 27 to 52 weeks 4. More than one year

Interpretation: The hypothesis of Vroom's referenced in section two expresses that low maintenance representatives are probably going to turn out to be progressively dedicated at the appointed time of time.

Be that as it may, breaking down the above tables it is seen as conflicting.

FINDINGS
Along these lines in the comfort retailing, from the outcomes acquired in the examination considers, directors ought to know about the significance of the job of responsibility levels. From the outcomes, it was discovered that the low maintenance representatives were less dedicated to their employments procedures.
The foundations of duty spring from pay scales, security of the activity, expertise, applause and acknowledgment from the chiefs or more all workers strengthening

SUGGESTIONS
The essential need of the workers for example the compensation scales ought to be satisfied by the norms set by the association. So as to expand their degree of inspiration and duty towards the association, the inputs got from the representatives ought to be consistently postponed and seen in the dynamic procedure.

CONCLUSION

This had motivated me to make the examination the outcomes from the essential research and subsequently wants to respond to the inquiries set toward the start of this exploration and to move toward the targets set here right now the ends that I have come to. The exploration theory about the dedication levels and the sort of responsibilities towards the association of the workers are what this examination is about. For example Low maintenance workers are less dedicated towards their association than the full time representatives.

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Consumers Attitude towards Branded Apparel:Gender Perspective

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Abstract

Consumer's attitudes play a prominent role in buying decisions. Attitudes are the favorable and unfavorable dispositions towards objects, people, goods and services. The relationship between consumers' decision-making styles and their choice between depends largely on their attitudes towards brands in the market. The attitudes of the people are investigated using a sample of Indian consumers. The objective of this paper is to gauge the factors affecting purchase decision taking gender perspective as base. The objective of this paper is to analyze the significance of demographic profile of consumers affecting the purchase decision of branded garments and to observe from gender perspective the consumer awareness about different apparel brands available in the Indian market and also to find out whether there is a significant difference in total expenditure on branded apparels done by males vice-versa females. The study highlights few points such as brand awareness levels, shopping interests, and amounts spent on shopping by both the genders. The results exhibit no significant differences in the brand awareness, shopping frequency and shopping expenditure between males and females.

Keywords:

Private labels, shopping behavior, branded apparels, ashion, gender discrimination, survey, loyalty.

Introduction

The likes and dislikes of the people are regarded as attitudes. People today are respected by what they wear and how they look. The external package which people make to them defines them. Clothes market a man" The Indian textile and apparel industry is the largest foreign exchange earner for the country. It is also the second largest employment provider after agriculture and plays a key role in the development of the economy. This industry profile on the 'Textile and Apparel Sector in India' provides a gainful insight of the industry. The fashion industry is the fastest growing in the world. From the last few decades, the fashion industry in India has been experiencing an explosion due to considerable dynamic nature which increases fashion consciousness among consumers. Everyone has a separate and elegant fashion sense which is mainly related to the apparels

throughout the world. Apparels define the personality, education, behavior and the way of thinking of the people. It is substantial to note that Indian fashion consumers will set the global fashion trends in the coming era. Consumers' attitude is changing with the present scenario, as the hoisting of tailoring costs and comparatively less charges of branded outfits; they are increasingly being attracted towards ready-mades. Ready-mades of specific brands have become not only a status symbol; these have brought a more latest style in offices as much as in social circles. According to Fashion Design Council of India, that apparels created by Indian designers are going to play a major role in the growth of the apparel industry in the next few years. These changes will have far-reaching implications for designers, manufacturers, and retailers targeting the Indian apparel market. The growing awareness of brands since 1980s and the convenience offered by ready-to-wear garments were largely responsible for the development of the branded apparel industry in India. Other factors affecting to its growth are considered as better purchasing power in the hands, access to fashion trends outside the country, and the superior quality of fabrics available in the fashion market. 1990s witnessed a drastic change in the overall economic environment of the country which is described liberal trade and new investment policies. It was seen the effects of such liberalized polices in the clothing industry also. After liberalization of Indian economy, there emerged more than 100 leading brands that jostled for consumer mind space. Today, Indians are more inclined than consumers in other markets to buy apparel for a specific purpose. The growth of the Indian and global fashion designers has encouraged the branded apparel market additionally. Designers do annual business. Formerly, readymade market was restricted to some limited extant only like, baby dresses and shirts, but currently, it has extended to all kinds of outfits and fashion clothing for men and women also. In the perspective of clothing, people express themselves through

consumption in an innumerable ways. In gender perspective, for building individuality, a reasonableness of attainment and recognition for fashion conscious. The purpose of this research is to investigate buying behavior which constitutes expenditure, independence and frequency as regards males and females. In this competitive era marketer must be fully aware about the customer needs distinctly and separately as two groups males and females as regards what are they expecting from a brand, how they differ in their buying behavior, factors which push them to purchase a particular brand, their total outlay, shopping frequency etc to attain a competitive edge. This vital information can help the companies to formulate the strategies as per the customer needs & deliver them the products which consumer want from the company which will be profitable for the company embedding gender perspective. Retailers and marketers should understand the immense diversity among consumers if they are to market apparel accurately and successfully.

Need of the study

The opinions and attitudes of the male and female gender significantly vary in regard to the branded and unbranded products and services. The study is undertaken to understand the similarities and differences in the attitudes of male and female towards branded apparel.

Review of Literature

Consumers' attitude of the brand preference towards the Indian and Multinational brand must be based on some important factors, and price and quality may be the main dominating factors which influence the brand choice decision between Indian brands and Multinational brands. Kotler (2008) defined quality as "the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs". According to authors, quality is distinguished into two forms: objective (actual quality of the product) and subjective (consumer's perception of quality).

Consumers' perception of the brand preference towards the Indian and Multinational brand must be based on some important factors, and price and quality may be the main dominating factors which influence the brand choice decision between Indian brands and Multinational brands. Kotler (2008) defined quality as "the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs". According to authors, quality is distinguished into two forms: objective (actual quality of the product) and subjective (consumer's perception of quality).

P. Kotler, G. Armstrong, V. Wong and J. Saunders (2008) defines national brand (also called manufacturer's brand) as "a brand created and owned by the producer of a product or service". National brands have been the leaders on the market since the last century, but there is a rapidly growing competition from the private labels

In accordance with assorted definitions of brands, two approaches of defining a brand are derived. The traditional one is a practical view which articulates a brand as a product identifier, including the source of the product. According to him, a brand is a distinguishing name and symbol which intended to identify the goods, services of either one seller or group of sellers and to differentiate those goods or services from those of competitors. Brand awareness is the strength of brand which is reflected by the identification of that brand under several conditions. It is a combination of recognition and recall performance. Brand image is consumers' perception about the brand .But there are not enough studies which considered gender issue in respect of consumer attitude and branded apparels existing in fashion industry, except few ones. Therefore, the current study enlightens the gender prospect of targeting consumers with their demographic characteristics because magnitude of brand knowledge may impact consumers' purchase decision differently depending upon their demographic distinctiveness.

Figure showing different apparel

Research Objectives

Purchase decision is facilitated by having a comprehensive knowledge of the brand which helps in evoking positive effects towards the brand, as these days people don't buy the product they buy images. It influences brand choice, preferences and intention to purchase of consumers. Therefore, it is indispensable for a marketer to comprehend about the perceptions of consumers for a brand which impact the purchase decision embedding gender perspective. The purpose of the study is to examine how brand awareness influences an outlook of the consumer about various brands which leads to take purchase decision.

Objectives of the study are:

1) To analyze the significance of demographic profile of consumers affecting the purchase decision of branded garments.

2) To observe consumer awareness about different apparel brands available in the Indian market in gender perspective.

3) To find out whether there is a significant difference in total expenditure on branded apparels done by male's vice-versa females.

Following hypotheses are formed to test the hypotheses:

- Males and females are not having differences in their brand awareness.
- Males and females carry out differences in their brand awareness.
- Males are equally interested to go for shopping as females.
- Males are less interested to go for shopping rather females.
- Males spend excess money during shopping than females.
- Males spend less or equal amount of their income to females.

Data and Methodology:

Data

In this study, 120 respondents from Hyderabad city participated fairly with the age group of 15-40. Participants, which included males and females, are varying from student to professional or job seekers highlight the diversity of the survey. The sampling technique used for the paper is Random within Quota sampling by age and gender. Consumers with different demographic characteristics may differ in the amount and type of effort they put into shopping and the way they make purchase decisions. There are individual differences in information search process have been found to be related to demographic characteristics. Research has introduced relation among search effort age, gender and economic conditions.

Methodology

A survey was conducted by a carefully developed questionnaire, to investigate the brand awareness and attitude of the consumers towards selected brands of apparel industry existing in India. A combination of both open-ended and close-ended questions was asked to analysis the pre-determined objectives. To test consumer perception of various brands, a rating question was incorporated wherein the consumers were required to rate each mentioned brand and their various attributes. The tool also included a part dedicated to psychographics so as to access consumer attitude towards branded clothing. It also involves use of secondary sources such as web and other research articles Printed by various financial institutions and other journals and magazines.

Data Analysis

Awareness levels of male and female shoppers

Awareness	Male	Female

level		
High	62	59
Moderate	26	47
Low	32	14
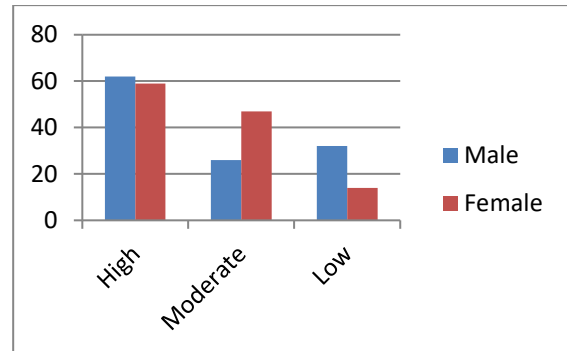
Males and females are not having differences in their brand awareness. Males and females carry out differences in their brand awareness. It is concluded that on a whole males and females are not carrying differences in their brand. Hence the study accepted the null hypothesis and rejected the alternative one which says that males and females are not having differences in their brand awareness. It's all about their way of living only. So that, the study confirmed the fact that awareness about the branded apparels is independent attribute which has no impact of gender discrimination.

Interest in Shopping

Interest in shopping	Male	Female
High	44	78
Moderate	63	33
Low	17	09
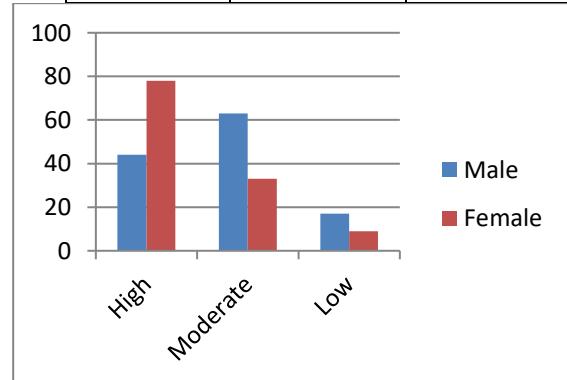
Males are equally interested to go for shopping as females. Males are less interested to go for shopping rather females. Though it has been observed that female are fond of shopping and male prefer staying at home rather wasting time on shopping. Another cause of this changing trend is the availability of a wide range and variety in the shopping malls designed for men's wear.

Amount spent for shopping

Amount spent for shopping	Male	Female
High	53	47

Moderate	36	33
Low	31	40
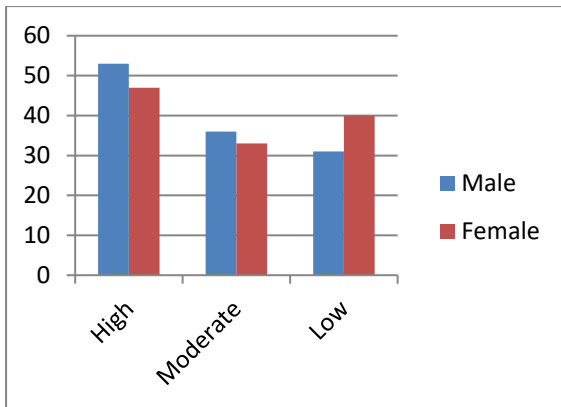
Males spend less or equal amount of their income to females. Females by nature are more savings oriented. On the converse, men spend more of their income as prestige comparatively to female consumers which is of great importance to them. Women consider price also before taking the purchase decision while men hardly care about the price of the product. Therefore, there are many reasons for this difference, but lastly it is confirmed that males spend excess money during shopping than female consumers.

Findings

- The male and female are almost equally aware of the brands
- Female are a bit more inclined towards shopping
- The spending pattern of both the genders is more or less equal

Suggestions

- The companies have to position the products on the basis of gender and develop suitable communications

- The marketers must identify the priority of both the genders in attitude formation.

Conclusion

The preference of consumers for branded apparels is fast changing caused by the creation of personality and status with the quality and comfort they deliver. Due to the increased awareness and consciousness, people are ready to spend any price for comfort and quality. Hence, brand image is a not the only significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics that also influence the purchasing decision that dominate the purchase decision of males and females. From the analytical introspection it is evident that the gender differences do exist with respect to build attitude towards fashionable apparels and brands. Finally, male and female do not t have any significant differences in their brand awareness, shopping frequency and shopping expenditure.

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A STUDY ON PERFORMANCE OF MUTUAL FUNDS
AT
KARVY PVT LTD

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NALLA NARSIMHA REDDY ENGINEERING COLLEGE HYDERABAD

ABSTRACT
Mutual Fund is a trust that pools together the resources of investors to make a foray into investments in the capital market thereby making the investor to be a part owner of the assets of the mutual fund. If the value of the mutual fund investments goes up, the return on them increases and vice versa. The net income earned on the funds, along with capital appreciation of the investment, is shared amongst the unit holders in proportion to the units owned by them. Mutual Fund is therefore an indirect vehicle for the investor investing in capital markets.

1.INTRODUCTION
A Mutual fund is an organization (in India this organization must be in the form of a trust) that pools the savings of a number of investors called as unit holders who share common goal.

The money thus collected is invested by the professional fund manager's indifferent types of securities depending upon the objectives of the scheme. The return/ loss on investment are shared by the unit holders in proportion to the number of units owned by them. 3 Simply, a mutual fund is a trust that pools the savings of a number of investors who share a common financial goal. Anybody with an investible surplus of as little as a few thousand rupees can invest in Mutual Funds. These investors buy units of a particular Mutual Fund scheme that has defined investment objective and strategy. The money thus collected is then invested by the fund manager in the different types of securities.

2. Objectives of the study
To give a brief knowledge about the advantages available from mutual funds
To give an idea of categories of schemes are available
To discuss about the market trends of investments in mutual funds
To study few mutual fund schemes and analyses them

3.NEED OF THE STUDY
In this examination utilizing numerous systems to discover the elucidation for issue of the investigation. In this report, the specialist going to utilize different investigation like cost proportion, alpha, beta, relapse or R-Squad. In this investigation, scientist going to know whether the absence of mindfulness about shared finances the ventures is monetarily low. The analyst utilizing diverse factual apparatuses to get require results for investigation of

4.SCOPE OF THE STUDY
interests in shared assets. The major take a stab at this examination:
Making high interests in common assets
Discovering better procedures for returns
To know the administration of hazard and return
To know the components of reliant and autonomous factors in shared assets
Diminish financial specialist's issues while absence of information in shared assets

5. Research Methodology
1   Formulating the goals of the examination.
2   Defining the populace and choosing the example.
3   Designing the strategy for information accumulation.
4   Analysis of the information.
5   Conclusions and suggestions for further upgrades in the practices.
4.2. c. Test Selection
Universe : 105 topographically identified with Hyderabad
Test Element : financial specialists who are contributing common assets
Test Size : 115 examples
•   Sample Test : Percentage Method and Pearson Chi-Square
Utilizing SPSS
Test Media : Questionnaire

6.REVIEW OF LITERATURE
Judith A. Chevalier, Glenn D. Ellison

NBER   Working   Paper   No.   5234
Issued in August 1995

This paper examines the agency conflict between mutual fund investors and mutual fund companies. Investors would like the fund company to use its judgement to maximize risk-adjusted fund returns.

7.. DATA NALYSIS
[Mutual funds be viewed risk free investments]

	investor	Percentages
Agreed	19	16.52%
Disagree	32	27.83%
Neutral	36	31.30%
Strongly Agreed	3	2.61%

Strongly Disagree	25	21.74%
(blank)		
Grand Total	**115**	**100%**
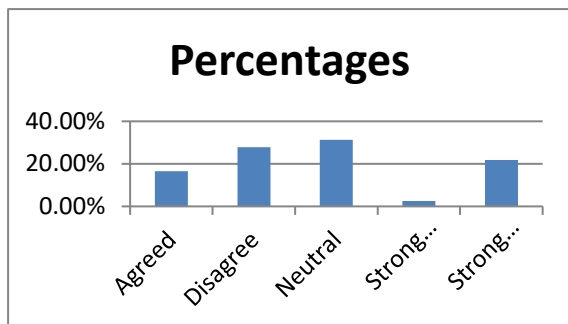
INTEPRETATION:- From the above survey statement "**Mutual funds be viewed risk free investments**" 16.52% mutualfunds investor responded that Agreed , 27.83

[Mutual funds are helpful in Tax Savings]

	Mutualfunds investor	Percentages
Agreed	40	34.78%
Disagree	24	20.87%
Neutral	26	22.61%
Strongly Agreed	2	1.74%
Strongly Disagree	23	20.00%
(blank)		
Grand Total	**115**	**100%**
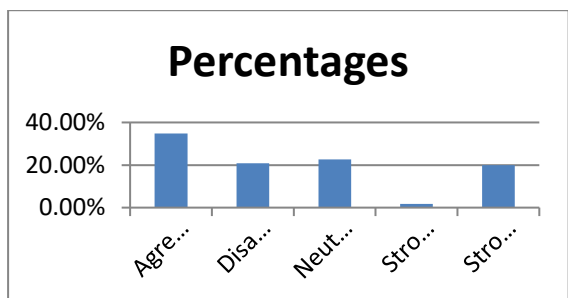
INTEPRETATION:- From the above survey statement "**Mutual funds are helpful in Tax Savings**" 34.78% mutualfunds investor responded that Agreed , 20.87% mutualfunds investor responded that Disagree , 22.61% mutualfunds investor responded that Neutral , 1.74% mutualfunds investor responded that Strongly Agreed , 20.00% mutualfunds investor responded that Strongly Disagree

[It is very simple to invest and monitor fund performance in fund Raising]

	Mutualfunds investor	Percentages
Agreed	30	26.09%
Disagree	28	24.35%
Neutral	32	27.83%

Strongly Agreed	1	0.87%
Strongly Disagree	24	20.87%
(blank)		
Grand Total	**115**	**100%**
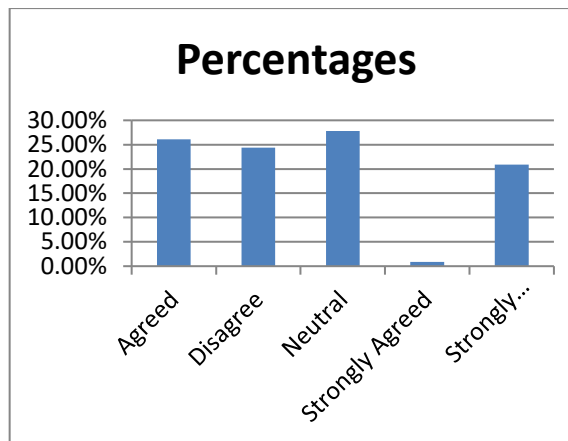
INTEPRETATION:- From the above survey statement "**It is very simple to invest and monitor fund performance in fund Raising**" 26.09% mutualfunds investor responded that Agreed , 24.35% mutualfunds investor responded that Disagree , 27.83% mutualfunds investor responded that Neutral , 0.87% mutualfunds investor responded that Strongly Agreed , 20.87% mutualfunds investor responded that Strongly Disagree

		Percentages
MAYBE	65	56.52%
NO	21	18.26%
YES	29	25.22%
(blank)		
Grand Total	**115**	**100%**
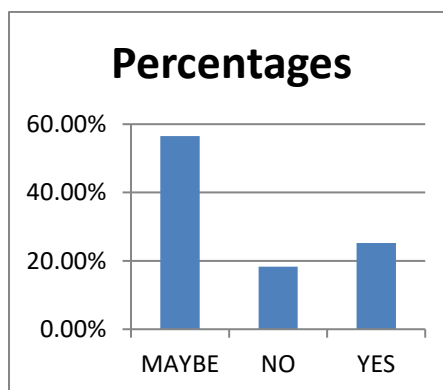
56.52% mutualfunds investor responded that MAYBE , 18.26% mutualfunds investor responded that NO , 25.22% mutualfunds investor responded that YES ,

8.FINDINGS

- HDFC Opportunity Fund is given 66.86%,HDFC Income Fund is given,17.04%,HDFC Balanced Fund is given 48.32% and HDFC Blue chip Fund

is given 43.06%.from the above analysis we can said that **Opportunity fund is given more retunes in the period of 2014 -15.**

- Opportunity fund returns is -10.32%,Income fund returns is 2.13%,Balanced fund returns is -8.72% and Blue chip fund returns is -18.67% from the above calculation **Income fund given highest returns between the period 2015-16**
- Front he period 2016-17 Opportunity fund returns is 30.5%,Income fund returns is 8.45%,Balanced fund returns is 19.67%, Blue chip fund returns is 27.05% from the above calculation **Opportunity fund given highest returns.**
- For the period Opportunity fund returns is 13.72% Income fund returns is 0.59% Balanced fund returns is 12.7% Blue chip fund returns is 11.24% from the above calculation **Opportunity fund given highest returns.**

9.SUGESTIONS

We began with a rundown of value plans including enormous top, huge and midcap, midcap, multi top, little top, esteem assets and Equity Linked Saving Schemes (ELSS) which were in any event 10 years of age. At that point, we barred plans which had resources lower than Rs 500 crore as on June 30, 2018. Next, we determined normal interior rate of return (IRR) for every classification independently. At that point, we sifted every one of those plans which created an IRR over the classification's normal. We thought about normal plans with development choice.

We played out this activity on both five-year time span and 10-year duration. Five-year time frame ranges from July 2014 to June 2018, which makes 60 regularly scheduled payments altogether. 10-year time frame starts from July 2008 and finishes in June 2018, in this way an aggregate of 120 month to month SIP portions. We have accepted a month to month SIP of Rs 10,000. For five-year time frame, aggregate sum contributed was six lakh rupees and for a 10-year term, it was Rs 12 lakh. Taste date accepted that was first of consistently. We utilized Ace Mutual Fund database for the information.

After every one of the channels and estimations, we took out plans which surpassed the classification normal XIRR in both the five-year and 10-year

time span in every class. This gives us the top SIP entertainers. alternative.

10.CONCLUSION

It makes you taught in your reserve funds. Consistently you are compelled to keep aside a fixed sum. This could either be charged legitimately from your record or you could give the shared store post-dated checks.

As you see above, it causes you profit over the long haul. Since you get more units when the NAV drops and less when it rises, the cost midpoints out after some time. So you tide over all the good and bad times of the market with no extraordinary misfortunes. Additionally, various common assets don't charge a passage load on the off chance that you settle on a SIP.

This expense is a level of the sum you are contributing. Furthermore, on the off chance that you don't leave (sell your units) inside a time of purchasing the units, you don't need to pay a leave load (same as a passage load, aside from this is charged when you sell your units). Assuming, be that as it may, you do sell your units inside a year, you would be charged a leave load. So it pays to remain contributed for the long-run. The most ideal approach to enter a shared store is through a SIP. In any case, to get the advantage of a SIP, consider at any rate a three-year time period when you won't contact your cash. Obviously you would lose cash if your units lost an incentive after some time.

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A STUDY ON WORKING CAPITAL MANAGEMENT OF BRITANIA COMPANY LIMITED

B.Rama Devi
Dr.P.Gopinadh Rao

ABSTRACT
Britannia company is one of the leading companies in India in FMCG. Its share is considered as an asset by any investor. The reason behind is the adequate working capital of the company maintained. In this paper changes in working capital has been identified for a period of five years and proved that it has strong working capital.

INTRODUCTION
The total capital employed in a business is divided into two parts. They are like fixed capital and working capital.

FIXED CAPITAL:
The investment that made in fixed assets is represented like land, machinery and equipment. Intangible assets like patents and goodwill. To maintain fixed assets current assets are to be required. In order to run the business activities smoothly firm need to have good working capital.

Small amount of working capital affects the profitability of firm. It also includes problems like production interruptions and inefficiencies. Firm invest mostly in inventory which includes work in process, raw materials and finished goods.

Current assets also involve account receivables and marketable securities. Current assets may differ from industry to industry. In typical fast growing company such assets which are made as investment may unable to control. Shortage of current assets may affect the smooth running of business operation.

WORKING CAPITAL:
Working capital is required by an organization to run day to day business activities. It is a life blood of any organization. Working capital also includes balancing of current assets and current liabilities. The amount of working capital can be determined by the level of production.

Working capital management usually concerned as with managing current assets and current liabilities equally. This area includes availability of funds in result oriented manner. Real working capital takes place when actual operations take place in organization.

NEED FOR THE STUDY:
The need for working capital is to run day to day business operations cannot be overemphasized. We can rarely find few firms which don't require any working capital. We all knew that a firm should aim to have maximum wealth of its shareholder's. In order to have more wealth firm should earn sufficient return from operational. Current assets are important and very essential to a firm as fixed assets cannot easily convert into cash so firm need to maintain current assets.

SCOPE OF THE STUDY:
Scope of the study is too confined to working capital management at BRITANNIA industries limited at NACHARAM, Hyderabad.
Study is conducted for 5 years.

OBJECTIVES OF THE STUDY:
- To study and analysis working capital management at Britannia.
- To analysis the performance of funds flow and outflow in organization.

SOURCE OF DATA:
The data that was collected was mostly secondary data.
- Financial statements of a company.
- Annual reports of a company.
- Company websites.
- Text books related to study.

LIMITATIONS:
- Most of the collected was secondary data.
- It includes only few days to collect data that may be insufficient to collect data

TABLE: 2 STATEMENT SHOWING CHANGES IN WORKING CAPITAL MANAGEMENT

PARTICULARS	2015	2016	Increase	Decrease
Current assets	345.74	384.01	38.27	
Current investment	186.67	24.80		161.87
Cash and bank bal	603.39	515.51		87.88
Other current assets	623.39	942.98	319.59	182.56
Loans & advances	1862.139	1867.3		60.51
Total C.A	811.16	871.67		391.43
Current liabilities	410.91	492.08		
Provision	1222.07	1363.75	33.57	391.43
Total C.L.	537.12		391.43	
Working capital		33.57		
Decrease in working capital		537.12		
Total	537.12	537.12		

PARTICULAR	2016	2017	Increase	Decrease
Current assets	384.01	602.61	218.6	
Current investment	24.80	53.55	28.75	
Cash & ban bal	515.51	782.57	267.06	798.41
Other C.A	942.98	144.57		67.57
Loans and advances	1867.3	1583.3	317.6	
Total C.A	871.3	939.24		
Current liabilities	492.08	174.48	33.97	
Provision	1363.75	1113.72	865.98	865.98
Total C.L	503.55	469.58		
Working capital				
Decrease in W.C.	503.55	33.97		
Total	503.55	503.55		

In the previous table we can see that working capital has been decreased
There are many reasons like follow
1.There was a increase in the investments.
2.there was a decrease in the cash balance.
3. There was a decrease in the current assets.
4. There was a increase in the loans and advances.
5. There was a Increase in the current liabilities.
6. There was a increase in the provisions.
The above all are the reason made to decrease In the amount of working capital

TABLE: 4 SATTEMENT SHOWING CHANGES IN WORKING CAPITAL

InthePrevioustablewecan see the working capital has been decreased.
Following are the reasons.
1. there is an increase in investment
2.there is an increase in cash balance.
3.There is an increase in current assets.
4.There is decrease in loans and advances.
5.There is an increase in current liabilities.
6.There is decrease in provisions.
All the above factors shown impact of decrease in working capital.

TABLE:6 STATEMENT SHOWING CHANGES IN WORKING CAPITAL

PARTICULARS	2017	2018	Increase	Decrease
Current assets	602.61	594.58		8.03
Current investment	53.55	97.25	43.7	
Cash & bank bal	782.57	922.15	139.58	
Other current assets	144.57	1287.47	1142.9	272.42
Loans & advances	1583.3	2901.45		
Total C.A	939.24	1211.66	3.43	
Current liabilities	174.48	171.05		1049.16
Provision	1113.72	1382.71	1329.61	1329.61
Total C.L.				
Working capital	469.58	1518.74		
Increase in working capital	1049.16	1518.74		
Total	1518.74			

TABLE: 8 SATTEMENT SHOWING CHANGES IN WORKING CAPITAL

PARTICULARS	2018	2019	Increase	Decrease
Current assets	594.58	718.89	124.31	56.77
Current investment	97.25	40.48		
Cash and bank bal	922.15	1110.33	188.18	
Other current asses	1287.47	1504.46	26.99	213.08
Loans and advances	2901.45	3374.16		17.47
Total current assets	1211.66	1424.74		242.16
Current liabilities	171.05	188.52		529.48
Provision	1382.71	1313.26	529.48	
Total current liabilities	1518.74	1760.9		
Working capital	242.16	1706.9		
Increase in working capital total	1706.9			

In the previous table we can see that the working capital has been increased
Reasons for that are
1.There is decrease in investment.
2.There is increase in cash balance.
3.There is increase in current assets.
4.There is increase in loans and advances.
5.There is increase in current liabilities.
6.There is decrease in provisions.
Increase in working capital has been noticed because of above reasons.

It is observed that working capital has been increased
Following are the reasons for that
1.There is increase in investments.
2.there is decrease in cash balance.
3.There was increase in current assets
4.There is increase in loans and advances.
5.There is increase in current liabilities.
6.There is increase in provisions.
Increase in working capital has been observed because of above reasons.

CHANGES TAKEN IN WORKING CAPITAL IN PAST 5 YEARS

- There was a decrease in working capital 33.57 due to the increase in current liabilities
- There was a decrease in working capital 33.97 due to the increase in current liabilities
- There was a increase in working capital 1049.16 due to the decrease in working capital
- There was increase in working capital 242.16 due to the decrease in working capital.

Years	Working capital
	537.12
2015_2016	503.55
2016-2017	469.58
2017-2018	1518.74
2018-2019	

FINDINGS;

- The Britannia industries limited working capital has been decreased due to increase in current liabilities.
- Changes in current liabilities definitely leads for changes in working capital and also profits.
- There is a change in cash and bank balances were fluctuating.
- The debtors are providing almost 50% of current assets.
- Firm provided current assets to its customers.which says that firm is providing more credit terms to its customers.
- There is a change in current assets and current liabilities.
- The inventory conversion period has been increasing.
- The balance sheet of a firm is differing from one year to another year.

CONCLUSION;

As the study is completed with lot of satisfaction and learnt many important details about business and its working operations.

It can be amicably concluded that the company's performance is extremely well.

Working capital of a firm is in a god position.

Consideration to analysis, findings and suggestion the company can achieve more income.

There may a change that can be made in ratios by increasing sales slowly.

This suggestions study conclusion may help company to have more success in future.

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IMPACT OF MICROFINANCE IN EMPOWERING SOCIO-ECONOMIC STATUS
AT CANARA BANK

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Abstract

Microfinance is described as any interest that consists of the availability of economic offerings such as credit score, financial savings, and coverage to low-income people which fall simply above the nationally described poverty line, and negative individuals which fall underneath that poverty line, intending to create social value. The creation of social price consists of poverty alleviation and the broader impact of improving livelihood possibilities via the availability of capital for micro-enterprise, and coverage and financial savings for danger mitigation and consumption smoothing. A huge variety of sectors offer microfinance in India, using a variety of microfinance delivery methods. Since the ICICI Bank in India, diverse actors have endeavored to offer access to financial offerings to the negative in creative ways.

Keywords

Microfinance, Canara bank.

1. Introduction:

According to the International Labor Organization (ILO), "Microfinance is a monetary development approach that involves providing economic offerings via institutions to low-income clients".

In India, Microfinance has been described by "The National Microfinance Taskforce, 1999" as "provision of thrift, credit and other monetary services and products of very small quantities to the negative in rural, semi-city or city regions for allowing them to raise their income tiers and improve living standards".

2. Need For the study:

Since independence, numerous governments in India have experimented with a huge number of furnish and subsidy based totally poverty remedy programs. These programs were based on grant/subsidy and the credit score linkage was through business banks only. Hence changed into adopted the idea of micro-credit in India. Success tales in neighbouring countries, like Grameen Bank in Bangladesh, Bank Rakyat in Indonesia, Commercial & Industrial Bank in Philippines etc., gave a similarly increase to the idea in India inside the 1980s. India as a result followed the similar version of extending credit score to the poorest area and took a no. Of steps to promote micro-financing within the country.

3. Scope of the study:

The microfinance sector has emerged mostly from the efforts of Non-Governmental Organizations (NGOs), and as a response to the failure of existing structures to deliver financial services to the poor. The efforts by NGOs have emerged from grassroots and represent diversity. They do not fit into a straitjacket. Therefore, unlike the other structures like cooperatives, Regional Rural Banks (RRBs) and commercial banks, it is difficult to get statistics on microfinance. It is also difficult to make policy recommendations that impact the sector as a whole. There are different channels for microfinance services in the country. SHG (Self Help Group)-Bank Linkage Channel (SBLC) is the first one, which was developed early 1990s by NABARD. More recently, many Non-Governmental Organizations (NGOs), Community Based Organizations (CBOs) and Self-Help Groups have started micro finance delivery systems successfully in rural areas. These organizations motivate the poor to join the credit groups, helps to manage their savings, loan-deposit and recovery process and may also provide an interest free loan to the group that acts as a start-up fund.

4. Objective of the study:

- To examine the impact of microfinance in empowering the social-financial repute of ladies and developing of socialentrepreneurship.
- To understand approximately the connection among SHG's members, microfinance banks and entrepreneur'swomen.
- To clarify the issue of microfinance programs as the device for ladies' empowerment and the type of help service essential to maximize the contribution of microfinanceservice.
- To observe potential hurdles in the improvement of ladies'entrepreneurship.

5. Research methodology:
- This study is based on both primary and secondary data.
- The primary data was collected through structured questionnaire method.
- The secondary data was collected from various journals, textbooks, newspapers, websites etc.

6. Limitations:
- Shortage of time was a very big constraint due to which some area of micro finance has been included in the study.
- Availability of data was a constraint due to which only secondary data is considered, which is available, and also there are some MFIs whose data was not available
- All the information available was from secondary sources and data was very vast to analyse properly & accurately
- The whole study was based on historical data which was not much useful in analysis of present and prediction of future.

7. Analysis and interpretation of data:

Objective 1: To study the impact of micro finance in empowering the social economic status of women and developing of social entrepreneurship.

AmountinCrore/No. in Lakhs

Interpretation: According to main objective to know the economic and social development of women entrepreneurship. Above table show the economic development of women. In 2017-18loans disbursed amount to women is 12429.37crore and 2018-19 is 12622.33crore. In 2017-18 SHG

Savings amount to women is 4498.66crore and 2018-19 is 5298.65crore and in 2017-18 loan outstanding amounts to women is 23030.36crore and 2018-19 is 26123.75crore.

Objective 2: To know about relationship between SHG's members, micro finance banks and entrepreneur's women.

Sr. No.	Name of The Bank	Details of SHGs Saving linked with Banks			Out of Total SHGs- Exclusive Women SHGs		
		No. Of SHGs	No. of Members	Saving Amount	No. Of SHGs	No. of Members	Saving Amount
Punjab							
1	Allahabad Bank	304	3040	9.40	95	950	2.94
2	Bank of Baroda	190	1200	50.30	182	718	24.50
3	Bank of India	374	4452	25.43	271	3253	19.76
4	Canara Bank	199	1936	9.53	177	1902	7.28
5	Central Bank of India	540	6022	64.42	354	4186	42.06
6	Punjab & Sind Bank	1917	19744	50.89	745	7919	31.08
7	Punjab National Bank	4319	46575	2041.77	2185	22073	193.38

8	State Bank of India	3944	47328	89.00	3196	37872	71.00

Sr. No.	Name of The Bank	Details of SHGs Saving linked with Banks			Out of Total SHGs- Exclusive Women SHGs		
		No. of SHGs	No. of Members	Saving Amount	No. Of SHGs	No. of Members	Saving Amount
Himachal Pradesh							
1	Bank of India	46	465	19.50	0	0	0.00
2	Canara Bank	198	1840	4.65	198	1840	4.65
3	Central Bank of India	412	4244	48.21	324	3382	33.68
4	Indian Bank	39	585	2.37	39	585	2.37
5	Punjab & Sind Bank	92	920	19.62	53	530	6.73
6	Punjab National Bank	19049	192407	1927.80	12301	123018	946.24
7	State Bank of India	6794	81928	126.00	5436	65232	180.00
8	UCO Bank	993	19432	333.19	760	8680	259.91

Interpretation: There are four states which show the relationship between Banks SHGs and women SHGs. According to above table it shows the total saving of women SHGs with total SHGs and total saving of SHGs with banks. There are more % of women SHGs saving out of total SHGs saving. In Delhi region 2018-19 highest SHG Savings amount to women in Punjab national bank is 183.99 lakh and lowest in Central Bank of India is 0.30 lakh. In Punjab region 2018-19 highest SHG Savings amount to women in Punjab National Bank is 193.38 lakh and Lowest in Allahabad Bank is 2.94 lakh. In Haryana region 2018-19 highest SHG Savings amount to women in Punjab National Bank is 4264.19 lakh and Lowest in Bank of India is 2.20 lakh. In Himachal Pradesh region 2018-19 highest SHG Savings amount to women in Punjab National Bank is 946.24 lakh and Lowest in Bank of India is 0.00 Lakh. It shows the good relationship of women SHGs with SHGs group and banks.

8. Findings:

- Micro financial institutions play a very important role today to provide the micro finance to the women entrepreneur. Mostly MFI provide the assistance to the women entrepreneur through MFI- bank linked program.
- From the current situation we can understand that today the main focus of micro finance industry is to empower the woman that's why more loans are provided to woman and on easy terms.
- From the total SHG more SHG are coming in which only women are member because women can better run a business and his family.
- With the help of relationship data, we can see that there are more percentage of women SHGs out of total SHGs. So that is good indicator for women entrepreneur.
- The loan distributed data show increases the % of loan amount to women as compare to last year. This show the economic development of women entrepreneur.

9. Suggestions:

- Making credit available to women does not automatically mean they have control over its use and over any income they might generate from micro enterprises.
- In situations of chronic poverty, it is more important to provide saving services than to offer credit.
- A useful indicator of the tangible impact of micro credit schemes is the number of additional proposals and demands

presented by local villagers to public authorities.

- Globalization will not be allowed to expand the gap between the rich and the poor. Affluent countries cannot continue to dump aid on needy nations; developing countries must not be permitted to ignore the needs of their impoverished population.

- As the poor are vulnerable it is not sufficient for us just to provide micro credit, but to have a series of support systems provided at the appropriate time.

10. Conclusion:

A conclusion that emerges from this account is that micro finance can contribute to solving the problems of inadequate housing and urban services as an integral part of poverty alleviation programmes. The challenge lies in finding the level of flexibility in the credit instrument that could make it match the multiple credit requirements of the low-income borrower without imposing unbearably high cost of monitoring its end use upon the lenders. A promising solution is to provide multipurpose lone or composite credit for income generation, housing improvement and consumption support. Consumption loan is found to be especially important during the gestation period between commencing a new economic activity and deriving positive income.

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A STUDY OF VENTURE CAPITAL W.R.T. ICICI VENTURE

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Abstract

ICICI is one of the leading private bank in banking sector, besides its activities as bank it has extended its operations in various sector like securities, venture capital, insurance sector.

A study has been conducted on ICICI venture with the help of balance sheets of the company and tries to identified the investment avenues of the company and the stages at which the company invested.

It was observed that majority of the venture capital investments are into banking sector and little bit in other sectors like aviation sector. It is also observed that majority of the cases it was investing as seed capital.

It was suggested that company has to look into the corporate affairs of the company and should able to give sufficient guidance to build up brand image of those companies in which it was invested.

Key words: ICICI, Venture capital.

I. INTRODUCTION

The word venture capital comprises of two words i.e. venture and capital. The word venture refers to do the things in such a way that of outcomes are uncertain and the consequences of that actions could be loss or failure as well as the possibility of profit or success. The word capital refers to the money needed for investment or the commencement of a new business. The combined form of these two words venture capital refers to the money required to begin the risky business. Due to the presence of higher risk in the business, venture capital also synonyms as risk capital. The basic idea behind the concept of venture capital from the perspective of entrepreneurs is the combination of brain and money. In this way, entrepreneurs have the innovative idea and the venture capitalists have a number of resources for supply of money. For nurturing their innovative ideas entrepreneurs have to approach the venture capitalists for funding. Venture capitalists provide the money in different stages to the ventures in the form of equity participation and take active participation in the venture's management. Active participation of venture capitalists in the management distinguishes them from the other sources of financing. This combined form of fund supply and the expert services of venture capitalists curb the risk level of new and emerging technologies, products and concepts to gain the multiple returns from the future prospects.

II. NEED FORTHE STUDY

India has tremendous opportunities to start up business and there is no dearth of funds to invest if the idea is good. So many schemes by central government and state government encouraging entrepreneurship.

Colleges are also encouraging their students to become entrepreneurs rather than job seekers. So, there are wide opportunities for the startup and seed capital investments.

So, it is important to study the trend of the venture capital so that investors will get an idea about the scenario and can go with confidence.

III. OBJECTIVE OF THE STUDY

To know the investment avenues of ICICI
To know the stage at which they are investing

IV. RESEARCH METHODOLOGY

DATA COLLECTION
Secondary records
Secondary information is the statistics that is already gathered by someone and complied for different functions that are used in research for this look at. It includes:-

• Internet
• Magazine
• Journal
• Newspaper

V. LIMITATIONS OF STUDY

1. The largest limitation turned into time because the time changed into not sufficient as there was lot of data to be got & to have it interpretation

2. The records required became secondary & that turned into not without difficultyavailable.

3. Study by using its nature is suggestive & no longerconclusive

4. Expenses were high in collecting & searching theinformation.

REVIEW OF LITERATURE

As per the study of Klonowski (2007), initial deals in Central and Eastern Europe (CEE) during mid and late 1990s came mainly from privatization opportunities. He also stated the emergence of professional intermediaries in the venture capital industry.

Tyebjee and Bruno (1984) observed that potential deals are brought to the attention of venture capitalists from sources like unsolicited cold calls from entrepreneurs and referrals. Deals were referred to the venture capitalist by venture capital community, prior investees, personal acquaintances, banks and investment brokers.

Sweeting (1991) also found that most deals were referred by third parties and that venture capitalists rarely try to discover new investment opportunities proactively.

As stated by Isaksson (2006), in a study by Engebretsen and Lundberg, seven Swedish venture capitalists were asked to estimate the main source of the business proposals they received. The two major sources for access to investment opportunities were the entrepreneurs themselves and the informal networks.

Like in Sweeting (1991) and Tyebjee and Bruno (1984), a main conclusion was that venture capitalists almost without exception were applying a reactive, passive approach to deal generation. As per the study conducted by Sharma (2002) with respect to Indian venture capitalist, these venture 24 capitalists gave high priority to referrals or known potential investees whereas unsolicited calls by business plans were considered less important.

According to theses persons although the trendy construct of risk capital explicit throughout 1946 and currently practiced by the majority economies round the world, there looks to be a lag of risk capital activities once

ANALYSIS

Objective 1 To know the investment avenues of ICICI

SERIES OF INVESTMENT	COMPANY
SERIES 1	ACE
	ARCA
	DECCAN AVAIATION
SERIES II	ARCA
	ELECTROTHERM
	GEOMEETRIC
	HOME SOLUTIONS
SERIES 3	IMACIVA
	BTI PAYMENTS
	DEVAYANI INERNATIONAL LIMITED
	ING
	KIMS
SERIES 4	ANTHEA
	STAR HEALTH
	GO COLORS
	DCB BANK

Objective 2: To know the stage at which they are investing

DIFFERENT STAGES	PERCENTAGE OF INVESTMENTS OF ICICI
AT IDEA STAGE	15%
AS SEED CAPITAL	60%
DURING GROWTING	20%
AS WORKING CAPITAL	5%

VI.   FINDINGS

It was observed that icici bank investing its profits in venture capital

Its portfolio included banking sector, Aviation, and electric sector

Majority of the investments are in banking sector

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VII. SUGGESTIONS

It is observed that icici bank is encouraging banking sector in its investment, ignoring other sectors. There are so many other sectors are emerging with new ideas and new opportunities. ICICI bank has to do research on these sectors and invest in those areas.

It is also observed that majority of the investment as are at seed capital stage. But capital support is required till the time company able to stand on its own,

Bank should be aggressive in providing in directing the company's corporate affairs as some the companies in which it was invested are not able to create good brand image.

VIII. CONCLSUSIONS

Yet another place where can play a significant position in growing nations is the provider sector which include tourism, publishing, healthcare etc. they may also provide financial help to human beings coming out of the universities, technical institutes etc. Who want to begin their own venture with or without high-tech content, however concerning high chance. This would encourage the entrepreneurial spirit. Bibliography

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A STUDY ON MONEY MARKET MUTUAL FUNDS

SINDAY SWATHI

DR.P.GOPINDH RAO

ABSTRACT

Money Market Mutual Fund is an important concept which will help in diverting funds for short investments and park them for good returns. In fact these sort of parking will help in development of economy. In this study data from RBI was gathered and analysed the call money rates, and tried to observe their behavior, data has been gathered about attitude of investors.

Key words: money market mutual funds, investors, RBI

INTRODUCTION

India's method of economic reform is firmly unmoving in an exceedingly political agreement that spans her various political parties. India's democracy may be a far-famed and coagulation factor, that has taken deep roots over nearly from a century. significantly, Asian nation has no basic conflict between its political and economic systems. Its political establishments have fostered Associate in Nursing society with sturdy collective and individual rights and an surroundings ancillary of free economic enterprise.

India's time tested establishments provide foreign investors a clear surroundings that guarantees the protection of their future investments. These embrace a free and spirited press, a judiciary which may and will overturn the govt, a classy legal and accounting and a user-friendly intellectual infrastructure. India's dynamic and extremely competitive non-public sector has long been the backbone of its economic activity. It accounts for over seventy fifth of its Gross Domestic Product and offers goodly scope for joint ventures and collaborations.

Need for the study:

Mutual funds usually look for long term investments. There are separate funds which look for long term investments. But usually people will have funds for short term and look for parking them in right place to get good returns. Investor should have idea about Money Market Mutual Funds to keep their investments which will help to them personally and Indian Economy at large.

Scope of the study:

The scope of the study confined to investors rather than FII, DII, companies which are usually called HNA (High Net worth Investors) as data availability about their investment is difficulty to get.

Objectives:

To know the interest rates of call money market.

To know the investors interest in investing in Money Market Mutual funds.

LIMITATIONS

This research paper considered only mutual funds besides all other investment options

MONEY MARKET MUTUAL FUNDS (MMMFS)

The Reserve Bank of India introduced the Money Market Mutual Funds(MMMFs) scheme in April 1972. The schemes aim at providing additionalshort-term avenues to individual investor in order to bring Money MarketInstrument within their reach. MMMFs are expected to be more attractive tobanks and financial institutions, who would find them providing greaterliquidity and depth to the money market.

FEATURES

The Silent features of the MMMFs are as follows.

Eligibility

The MMMFs can be set up by schedule commercial banks and publicfinancial institution as define under section 4A of the companies Act, 1956,either directly or through their existing Mutual Funds / Subsidiaries who areengaged in fund management. In addition, private sector Mutual Funds mayalso set up MMMFs with the prior approval of RBI, subject to fulfillment ofcertain terms and conditions. SEBI's clearance is required in the event ofMMMFs being set up in the private sector.

Structure

MMMFs can be set up either as Money Market Deposit Accounts (MMDAs)or Money Market Mutual Funds (MMMFs)

Size

There is no ceiling prescribed for the MMMFs for raising resources.

Investors

The MMMFs are primary indented to serve as a vehicle for individualinvestor to participate in the Money Market, the units / shares of MMMFscan be issued only to individuals. In addition, individual Non Resident Indian(NRIs) may also subscribe to the share / units of MMMFs. The dividend /income on such subscription will be allowed to be repatriated, through theprinciple amount of subscription will be allowed to be repatriated, though theprincipal amount of

subscription will not.

Table 4.2: Number of Participants in Call/Notice Money Market

Category	Bank	PD	FI	MF	Corporate	Total
I. Borrower	154	19	-	-	-	173
II. Lender	154	19	20	35	50	277

Source: Report of the Technical Group on Phasing Out of Non-banks from Call/Notice Money Market, March 2019

Banks and PDs technically can operate on both sides of the call market, though in reality, only the P Ds borrow and lend in the call markets. The bank participants are divided into two categories: banks which are pre- dominantly lenders (mostly the public sector banks) and banks which are pre-dominantly borrowers (foreign and private sector banks). Currently, the participants in the call/notice money market currently include banks (excluding RRBs) and Primary Dealers (PDs) both as borrowers and lenders.

Call Money Rates

Source: Handbook of Statistics on Indian Economy, 2018-19, RBI

During normal times, call rates hover in a range between the repo rate and the reverse repo rate. The repo rate represents an avenue for parking short -term funds, and during periods of easy liquidity, call rates are only slightly above the repo rates. During periods of tight liquidity, call rates move towards the reverse repo rate. Table 4.3 provides data on the behavior of call rates. Figure 4.3displays the trend of average monthly call rates.
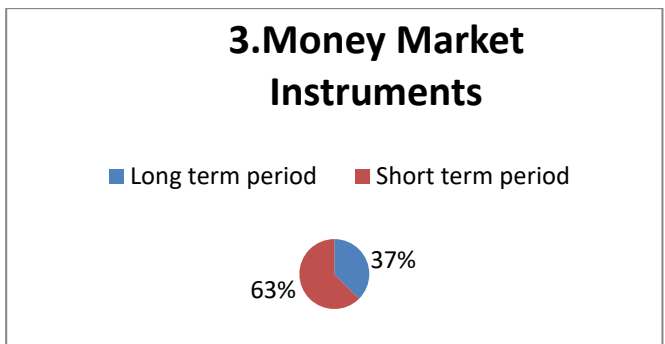
The behavior of call rates has historically been influenced by liquidity conditions in the market. Call rates touched a peak of about 35% in May 2013-14, reflecting tight liquidity on account of high levels of statutory pre-emptions and withdrawal of all refinance facilities, barring export credit refinance. Call rates again came under pressure in November 2014-15 when the rates were 35% par.

Defects of Money Market

A well-developed money market is a necessary pre-condition for the effective implementation of monetary policy. The central bank controls and regulates the money supply in the country through the money market. However, unfortunately, the Indian money market is inadequately developed, loosely organised and suffers from many weaknesses. Major defects are discussed below:

Sampling objective: to find out individual investors for the age group of 18 -55 years**.**
Sampling area: HYD

Risk Involvement

Low 8%
Average 13%
High 42%
Medium 37%

Low ▪ Average ▪ Medium ▪ High

6.Experience with Indian Money Market

13% 10%
25%
52%

▪ Poor ▪ Average ▪ Good ▪ Excellent

3.Money Market Instruments

▪ Long term period ▪ Short term period

37%
63%

5.Expected Rate of Return in a year

- ■ below 10 %
- ■ between 10 % - 20%
- ■ between 20% - 30%
- ■ above 30%.
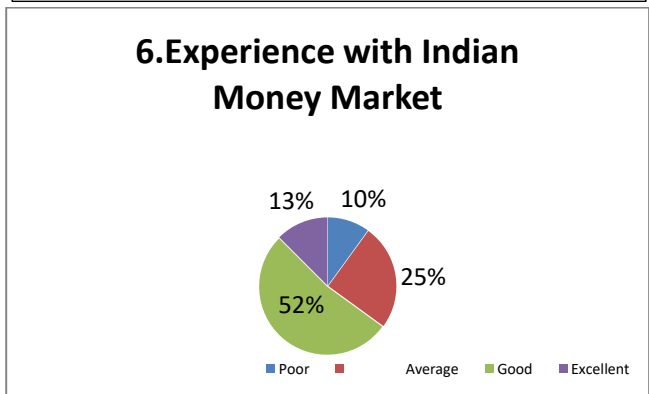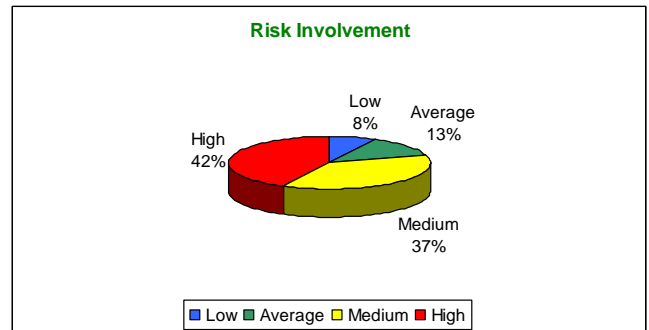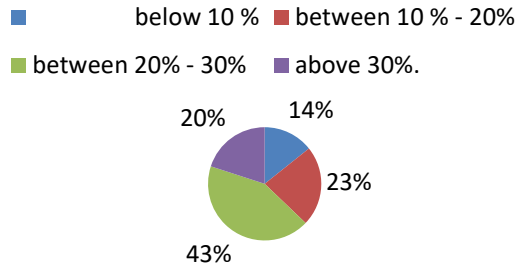
7.Recession had affected your Investment Decision

- ■ YES
- ■ NO
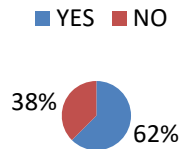
Findings

In a view of the various defects in the Indian money market, the following suggestions have been made for its proper development:

➤ The activities of the indigenous banks should be brought under the effective control of the Reserve Bank of India.

➤ Hundis used in the money market should be standardized and written in the uniform manner in order to develop an all-India money market.

➤ Banking facilities should be expanded especially in the unbanked and neglected areas.

➤ Discounting and rediscounting facilities should be expanded in a big way to develop the bill market in the country

➤ Variations in the interest rates should be reduced.

Suggestions

☐ The money market specializes in debt securities that mature in less than one year.

☐ Money market securities are very liquid, and are considered very safe. As a result, they offer a lower return than other securities.

☐ The easiest way for individuals to gain access to the money market is through a money market mutual fund.

☐ T-bills are short-term government securities that mature in one year or less from their issue date. T-bills are considered to be one of the safest investments - they don't provide a great return.

☐ A certificate of deposit (CD) is a time deposit with a bank.

☐ Commercial paper is an unsecured, short-term loan issued by a corporation. Returns are higher than T-bills because of the higher default risk.

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A STUDY ON CURRENCY FLUCTUATIONS IMPACT ON FOREX RESERVES

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Abstract
As foreign reserves are important for doing imports and exports business, rupee dollar value is also important in foreign exchange business, It is important to identify the relation of rupee dollar value, and foreign reserves to know the influence rupee dollar exchange on reserves. Reserves of forex may not be confined to rupee dollar value, but other factors like GDP, imports and exports, Industrial Production and other factors.
In this paper a relation between rupee dollar value and forex is tried to identify and observed that 0.36 percentage correlation between these two factors.
Key words: rupee dollar value, forex, correlation, covariance.

> **INTRODUCTION**

By 2020 in extra of 25 million people like you may be trading currencies as a careerThe interbank forex marketplace(IBFXM or FOREX MARKET) is an international marketplace location in which buying and selling take vicinity on the international's essential currencies such as the US Dollar, the Swiss France EURO, The Japanese Yen, British Pounds. The currency market is made up of approximately 6000 buying and selling institutions. International Banks, Government Central Bank, Commercial Companies, Brokerage firms and Individual Speculators.

- **OBJECTIVES OF THE STUDY**:
    To know the relation between the forex reserves and rupee dollar value and to know the direction between these two factors.

- **NEED AND IMPORTANCE**

It is important to know the importers and exporters the relation between the reserves and rupee dollar value and the influence one on another. With this knowledge they can enter into hedging contracts like futures, and options to minimize the exchange risk.

- **SCOPE OF THE STUDY:**

• The study covers what is a foreign exchange and what are the diverse foreign exchange services.

• How the transactions associated with forex volatility carried out; and Gives brief expertise about various overseas currencies and their alternate charges evaluate to different nations currencies
• .

- **METHODOLOGY OF THE STUDY**:

For the education of any project file the collection of relevant statistics could be very much crucial there are essentially board strategies for collecting information, which might be followed in a new document these methods are
Secondary data collection.
Two websites Reserve Bank of India, and Yahoo Finance are the two websites helped to get the information
The secondary records are amassed from diverse economic books, magazines and Weizmann Forex Ltd as a part of the training elegance undertaken for the project.

- **LIMITATIONS**
6. The observe is confined just to the foreign exchange risk however not the entire risk.
7. The evaluation of this look at is specially performed on the profits statements.
8. This examine is constrained for the 12 months 2019-2020.
9. It does not take into consideration all Indian businesses for ex risk.
   .

- **REVIEW OF LITERATURE**

Mahanta (2012) analyzed the performance of currency futures in India. The growth of thecurrency futures in India had been assessed by measuring the growth in two variables which were open interest and contracts traded. Open Interest is the total number of outstanding contracts that are held by market participants at the end of the day. By monitoring the changes in the open interest figures at the end of each trading day, some conclusions about the day's activity can be drawn. Increased open interest means that new money was flowing into the marketplace and the result will be that the present trend (up, down or sideways) will continue. Declined open interest means that the market was liquidating and implies

that the prevailing price trend wascoming to an end. The Knowledge of open interest can prove useful toward the end of major market moves. A leveling off of open interest following a sustained price advance is often andearly warning of the end to an up trending or bull market.

The number of contracts traded on a stock exchange shows the total volume of contractstraded. An increase in the number of contracts traded on a stock exchange expresses the growth of trade in that particular stock exchange for currency future. The number of contracts traded in the NSE increased to 973344132 contracts on 2011-12 from 32672768 contracts on 2008-09. And as a result average daily turnover also increased from Rs.1167.43 crores in 2008-09 to Rs.19479.12 crores in 2011-12. The paper suggests that the introduction of exchange tradedcurrencyfutures in India can now avoid the legal tangle and also bring the platform of foreign exchange in India same as developed countries

- **DATA ANALSYSIS**
2019
April to
October
2019
Table 1 Foreign exchange reserves and rupee dollar values

Dates	Foreign Exchange Reserves	Rupees per Dollar
01-03-2019	412871	69.4
01-04-2019	418793	69.5
01-05-2019	421868	69.98
01-06-2019	429837	69.94
01-07-2019	428820	68.94
01-08-2019	428349	71.7
01-09-2019	433707	70.4

Covariance	2180.73143
Corellation	0.3898817

- **FINDINGS :**

1) on 1st mar.2019 the forex reserves is 412871 for the rupee price 69.4
2) On 1st Apr.2019 the forex reserves is 418793 for the rupee price 69.5

3) On 1st may.2019 the forex reserves is 421868 for the rupee price 69.98.
4) On 1st June 2019 the forex reserves is 429837 for rupee price 69.94
5) On 1st July 2019 the forex reserves is 428820 for rupee price 68.94
6) On 1st Aug.2019 the forex reserves is 428349 for rupee price 71.7
7)On 1st Sept.2019 the forex reserves is 433707 for rupee price 70.92
8)The covariance is positive,that means that if the value of rupee is decreasing the reserves are increasing.

9) And the correlation is positive correlation, and showing a value of 0.38 which means if 38 percent of reserves are increasing per value of rupee decreasing per one dollar.

- **SUGGESTIONS:**
It is good sign to have dollar reserves with RBI, but at the same time it is happening with decrease of rupee value, at a rate of 0.38 rate. Reserves are also influenced by various other factors like GDP, exports, imports, etc.,. Hence one cannot confine that dollar reserves are having direct impact with rupee dollar value.

- **CONCLUSION**

If the price of rupee is decreasing the reserves are increasing as per study and it is at 0.38 percentage. But if the rupee value decreases it will he helpful to importers, but problem to exporters as they have to pay more money more money at the time of paying bills. Similarly, excess reserves doesn't mean that country economy is in good condition, usage of these foreign reserves in right manner is important

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RETAIL SALES MANAGEMENT AT BIG BAZAAR

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ABSTRACT

Retail sales management is the set of activities that markets products or services to final consumers for their own personal or household use. The products are procured in bulk from the producers and offered for sale to the customers in smaller volumes. It does this by organizing their availability on a relatively large scale and supplying them to consumers on a relatively small scale. Retailers produce or order the products/services in bulk so they can take advantage of economy of scale and thus they can formulate competitive pricing strategies. Products and services are generally sold through the store or on the internet. "Retailing is a distinct, diverse and dynamic sector". "It is an activity of enormous economic importance to the upcoming and advanced nations". It generates revenue and wealth for nation, encourages investments, brings technological advancements and creates employment opportunities". Most of retail organizations state that they believe in extraordinary client care, yet not much arrangement is made to ensure that they offer it. It truly is broadly acknowledged that it's right around multiple times additionally remunerating to market to a prior client than to search for another client. The study at Big Bazaar examines the how management of retail sales is carried out to meet the customer requirements.

Keywords: Retail sales, Smaller volumes, Household use, Wealth creation

1. INTRODUCTION

The first decade of modern retail in India has been characterized by a shift from traditional kirana shops to new formats including department stores, specialty stores hypermarkets, and supermarkets and across a range of categories. Modern retail formats have mushroomed in metros and mini-metros. In the last few years, modern retail has also established its presence in the small cities, exposing residents to shopping options like never before. Some of these stores are branded stores(exclusive showrooms either owned or franchised out by a manufacturer), specialty stores(greater choice to consumer, comparison between brands is possible), department stores/supermarkets (one stop shop catering to varied consumer needs), hyper-mart (low prices, vast choice available including services such as cafeterias.), shopping malls (variety of shops available to each other).

Big Bazaar offers a wide range of products which range from apparels, food, farm products, furniture, child care, toys, etc. Products of all the major brands are available at Big Bazaar. Also, there are many in house brands promoted by Big Bazaar. In all, the fashion, electronics and travel segments made up about 70 per cent of sales. The tag-line is "Is Se Sasta Aur Accha Aur Kahin Nahi". They work on the model of economics of scale. Their pricing objective is to get Maximum Market Share.

2. OBJECTIVES

- To examine the retail sales management activities at Big Bazaar
- To understand the stock management mechanism
- To observe the merchandise location in the store

- To observe how they execute their strategies to fulfill customer requirements
- To inspect item data through study report in retail part.
- To help the business undertaking to gadget new systems

3. SCOPE OF THE STUDY

The study may likewise assist the business with learning about the socioeconomics of the customers and their separate alternatives for items. To get comfortable with the client's view and factors connected to inclination that pulls in them to purchase from the hypermarket. The study can assist the organization with recognizing its entanglements and likewise how precisely to improve them. Retailers are utilizing propelled interchanges and data frameworks to control their business. The utilization of new innovations assists retailers with decreasing their capacities costs, while better serving their clients.

4. NEED FOR THE STUDY

The study highlights the placement merchandise varieties and availability of stock levels at Big Bazaar. The present investigation is attempted to grasp the effect of client administrations provided by Big Bazaar. The examination will be useful to discover the profile, inclinations, observation and fulfillment level of the customers who go to the outlet of Big Bazaar at Hyderabad & Secunderabad.

5. RESEARCH METHODOLOGY

RESEARCH APPROACH: - CUSTOMER SURVEY REPORT

RESEARCH INSTRUMENT:
The examination instrument utilized for gathering essential information were the survey

Approach adopted for the study:
- Customer study

- Discussion with the business administrators, directors and workers.
- Visiting and surfing site of the business
- Sample Size - 200
- Sampling Method - Random Sampling
- Research technique - Survey
- Type of information - Primary information
- Research instrument - Structured poll

Auxiliary data:
- Descriptive research
- Analyzing information through review report

6. LIMITATIONS

- The overview was restricted to the customers of Big Bazaar outlet at Hyderabad stores
- A model size of just 200 customers is taken
- Time might be the significant restricting component
- The precision of the discoveries is trusted by the exactness of the factual apparatuses utilized for examination

7. REVIEW OF LITERATURE

Indian retail segment is seeing basically the most boisterous marketing exercises everything being equal. The organizations are battling to win the hearts of client "Who is God" said by the business endeavor undertaking head honchos. Quite often there is a 'first mover advantage' in an up and coming part. In India, that bit of leeway would go to "BIG BAZAAR". It has taken about numerous adjustments in the purchasing propensities for individuals. Indian retail sector has become one of the most powerful and fast growing markets in the world. This growth influences the attitude of the Indian customers and marketing approach of the companies.

Indian Council for Research in International Economic Relations (ICRIER) developed research report titled _Impact of organized retail on the unorganized sector states that retail trade alone accounts for 41.83 percent job opportunities with 14.95 million employed

in the sector. Establishments involved in retail trade claimed the highest percentage both in the rural (39.28 percent) and urban (45 percent) areas. It has been the most sought after activity amongst own account establishments with a share of 48.45 percent. In rural areas, 46.52 percent own account establishments were set up for retail trade while the percentage was 51.44 in urban areas. Retail trade along with manufacturing and social and personal service activities have emerged as the three major non-agricultural activities giving the maximum number of jobs, with a share of more than 72 percent of the total establishments. Manufacturing establishments followed retail trade with 8.32 million people employed. Social and personal service activities employed 7.35 percent during the review period.

Nair Suja in her book _Retail Management' has tried to explain the growth of retailing in Indian context especially in the context of new economic policy, global economic development, changes in the marketing and economic system as well as changing pattern and classification of economic activity. The author has tried to stress that there is a significant effect of liberalization and privatization policies on development of retail format. According to author, retailing has come to occupy a prominent position in today's modern society. In spite of the Indian retail revolution, it is said that over 90 percent of the 20 percent urban India are still towards the traditional retail.

The investigation titled 'A Study on the successful limited time technique which impacts client to get something of Big Bazaar' encourages us to get a handle on the outcome of special methodology which is responsible for pulling in client towards the store. This examination is useful for top level administration to improve the present special system of BIG BAZAAR.

8. DATA ANALYSIS

Reason for visiting Big Bazaar
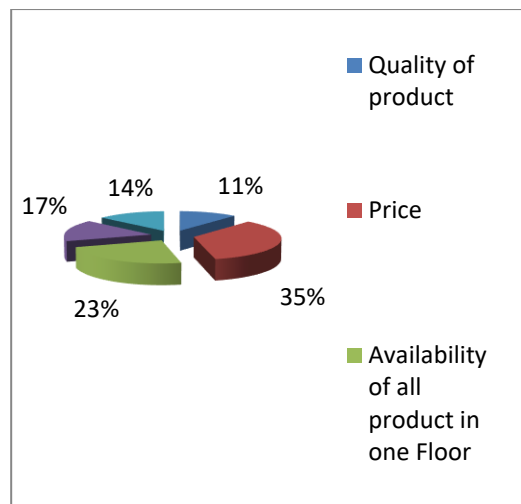
Derivation:
From the above table obviously, 35% of Customers lean toward Big Bazaar at the cost of the item, 23.5% favor the accessibility of all item under one rooftop, 16.5% incline toward for the advantageous shopping, 13.5% favor for the client support and staying 9.5 lean toward item for their quality.

Section most liked by visitors

Section	No. of Customers	Percent
Home and kitchen items	70	35
Bags & luggage	35	17.5
Mobiles & Camera	8	4
Electronic goods	54	27
Garments	33	16.5
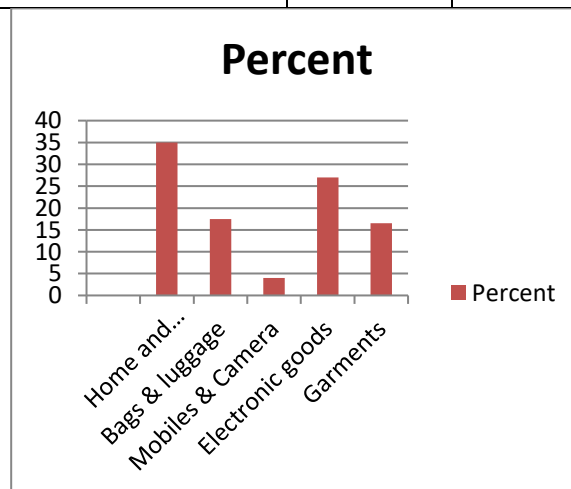
Induction:

From the above table, it is manifested that, 35% of customers move around home and kitchen items progressively, 27% like to purchase electronic goods, 16.5% like to purchase garments, 17.5% like to purchase sacks and packs, and remaining 4% lean toward mobiles and camera.

Section wise satisfaction levels of the customers

Section	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly Dissatisfied
Home & kitchen items	22	88	61	21	8
Bags & luggage	67	51	52	25	5
Toys &games	49	50	81	12	8
Mobiles & camera	15	22	39	83	41
Electronics items	25	51	57	37	30

Derivation:

From the above table, it is evident that most of the customers are satisfied with all the sections except with mobiles and camera section.
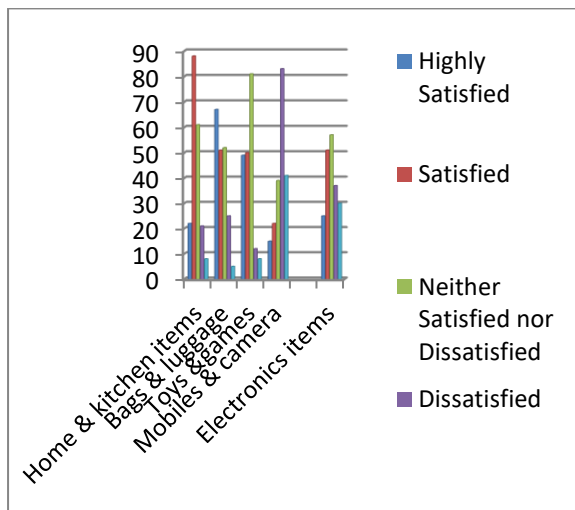
9. FINDINGS:

- Price and availability of products followed by quality pull the customers to Big Bazaar
- Home and kitchen items and electronic goods sections are most liked by the visitors
- The customers are happy with all the sections, mobiles and camera section being an exception
- Overall retail sales management is commendable at Big Bazaar

10. SUGGESTIONS

- Customer administration should be improved in my own field review
- New product mix shall be added to the store
- Kids section shall be focused upon
- Proper preparing should be aimed at workers concerning how precisely to hold them.
- Price of items might be diminished to have the alternative to pull in increasingly important clients
- More marked items might be presented
- All of the counters should be kept open all the days.
- Selection of items with high caliber ought to be earned

CONCLUSION

The retail sales management activities at Big Bazaar are superior in nature through which the people can be pulled towards the store. The merchandise location, the sections of various product mixes, is suitably maintained by the retailer. The pricing, quality and availability of products are the key factors in the success of the store. Individuals incline toward increasingly marked and determination of items with top quality. Clients additionally accept that there must be appropriate client assistance. As customer fulfillment assumes a

basic job, it should be focused on genuinely. To close, coordinating client desire and fulfillment through appropriate help of advertising exercises will improve organization notoriety and make faithful clients.

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A STUDY ON RECRUITMENT AND SELECTION PROCESS AT KARVY COMPANY

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ABSTRACT

Recruit is the process of searching for prospective employees and stimulating them to apply for jobs in the organization. Selection may be defined as the process by which the organization chooses from pool of applicants, those people whom they feel would best meet the job requirement, considering current environmental condition. In today's rapidly changing business environment, organizations have to respond quickly to requirements for people. Hence, it is important to have a well-defined recruitment policy in place, which can be executed effectively to get the best fits for the vacant positions. Selecting the wrong candidate or rejecting the right candidate could turn out to be costly mistakes for the organization. One of the maximum critical talents for running a successful enterprise is the capability to recruit, select, and retain a professional and prompted work force. To be effective in today's increasingly aggressive exertions markets, the managers must be geared up and trained.

KEYWORDS: Employees, recruitment, selection, recruitment policy, enterprise, capability, organization, candidates, applicants, interview, qualification

INTRODUCTION

Recruit the most qualified applicant. Establish regulations and processes that allow the satisfactory applicant to be selected. Talent acquisition and retention has emerged as a considerable task of HR manager. The achievement of an organization depends on deploying personnel who can adapt to be snug and the converting environment. In this study helps the organization to identify the area of problem and suggest way to improve the recruitment and selection
Process, this study focus on understanding recruitment and selection process this study helps to manage a manpower budget for the recruitment and selection process, this study helps to evaluate the time constrain for the recruitment process. The study stratified sampling technique is used.

NEED OF THE STUDY

The study is undertaken to analyze the recruitment and selection process at karvy as this process is a crucial one which supplies the required human talents to the organisation. The paper may help the management in attracting suitable candidates towards the company.To look at the importance of recruitment and selection processes in the present changing scenario. KARVY is one of the foremost transport facility supplied in Hyderabad. The take a look at was achieved to know how the recruitment and selection is completed and the delight of the employees concerning the recruitment and choice procedure.

OBJECTIVES OF THE STUDY

- Create a Talent Pool
- Improve the Quality of Hires
- Ascertain Who Fits in the Company Culture
- Streamline the Process
- To assess the perception of the employees regarding recruitment process they have undergone.
- To identify new ways of improving the present recruitment
- To analyze the satisfactory level of the employees about recruitment and selection procedure of organization
- To observe the recruitment and selection procedure in KARVY head office.
- To examine whether or not the employees are happy with the recruitment and selection rules followed within the KARVY
- To make hints and draw inferences

SCOPE OF THE STUDY

The scope of Recruitment and Selection is very extensive and it contains of a multiple of operations. Resources are measured as most significant asset to any organization. Therefore, signing right resources is the most significant aspect of Recruitment. Every corporation has its own pattern of recruitment as per their recruitment policies and procedures.

The scope of Recruitment and Selection contains the subsequent operations

- Dealing with the surplus or lack of resources
- Analyzing the recruitment policies, processes, and procedures of the organization
- Identifying the areas, where there could be a scope of improvement
- Streamlining the hiring process with suitable recommendations
- Choosing the best suitable process of recruitment for effective hiring of resources

LIMITATIONS

- Time is the major limiting factor
- Biased responses may have crept in
- Information may be incomplete leading to inaccurate results

LITERATURE REVIEW

According to Korsten (2003) and Jones et al. (2006), Human Resource Management theories emphasize on techniques of recruitment and selection and outline the benefits of interviews, assessment and psychometric examinations as employee selection process. They further stated that recruitment process may be internal or external or may also be conducted online. Typically, this process is based on the levels of recruitment policies, job postings and details, advertising, job application and interviewing process, assessment, decision making, formal selection and training (Korsten 2003).

Jones et al. (2006) suggested that examples of recruitment policies in the healthcare, business or industrial sector may offer insights into the processes involved in establishing recruitment policies and defining managerial objectives.

Successful recruitment techniques involve an incisive analysis of the job, the labour market scenario/ conditions and interviews, and psychometric tests in order to find out the potentialities of job seekers. Furthermore, small and medium sized enterprises lay their hands on interviews and assessment with main concern related to job analysis, emotional intelligence in inexperienced job seekers, and corporate social responsibility. Other approaches to selection outlined by Jones et al. (2006) include several types of interviews, role play, group discussions and group tasks, and so on.

Any management process revolves around recruitment and failure in recruitment may lead to difficulties and unwanted barriers for any company, including untoward effects on its profitability and inappropriate degrees of staffing or employee skills (Jones et al. 2006). In additional, insufficient recruitment may

result into lack of labour or hindrances in management decision making, and the overall recruitment process can itself be advanced and amended by complying with management theories. According to these theories, the recruitment process can be largely enhanced by means of Rodgers seven point plan, Munro-Frasers five-fold grading system, personal interviews, as well as psychological tests (Jones et al. 2006)

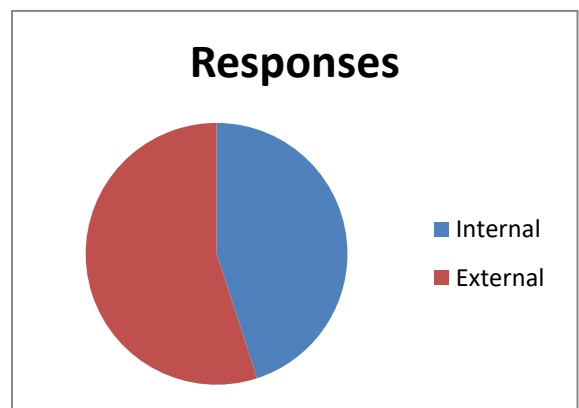## Difference between recruitment and selection

Basis	Recruitment	Selection
Meaning	It is the process of stimulating people to apply for a vacant job position in the organisation.	It is the process of selecting the best candidate from those who have applied for the job.
Objective	The objective of recruitment is create a pool of eligible candidates for the purpose of selection.	The objective of selection is to get the best candidate selected for the job.
Nature	It is a positive process as it attracts people towards the organisation.	It is a negative process as it involves rejection of candidates at every stage of it.
Sequence	It takes place before selection.	It takes place after recruitment.

RESEARCH METHODOLOGY

The statistics for this file has been accrued via the number one and secondary sources.

Primary sources

It is also known as first handed facts the records is gathered through the observation within the enterprise and interviews with officials. The data was amassed by the responses got by using the questionnaires giving to the personnel.

Secondary sources

These secondary facts is existing records which is amassed by the net and the books provided by KARVY

DATA ANALYSIS AND INTERPRETATION

1. Which of the source of recruitment and selections used in Karvy?

   a) Internal

   b) External

Options	Internal	External
Responses	45	55
Percentage	45	55

Responses

Interpretation:

The karvy hires through internal and external sources almost equally

2. Which of the following external source is used for recruitment

   a) Advertisement

   b) Campus recruitment

   c) Consultancies

   d) All the above

	Advertise	Campus	Consultan

Options	ment	recruitment	cies
Responses	35	20	45
Percentage	35	20	45
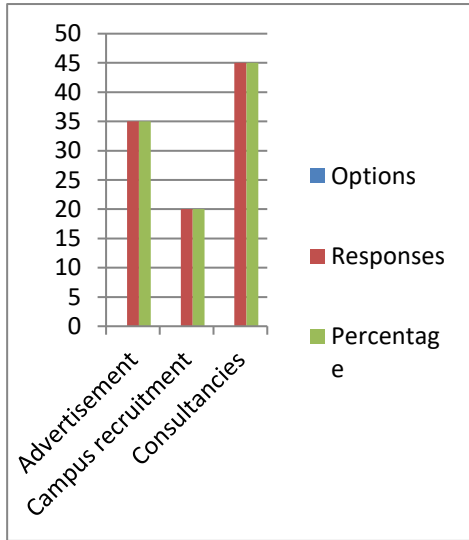
Interpretation:

 majority of the candidates are hired through consultancies and advertisement followed by campus recruitmant

3. Are you satisfied with the recruitment process?

a) Yes

b) No

Options	Yes	No
Responses	50	50
Percentage	50	50
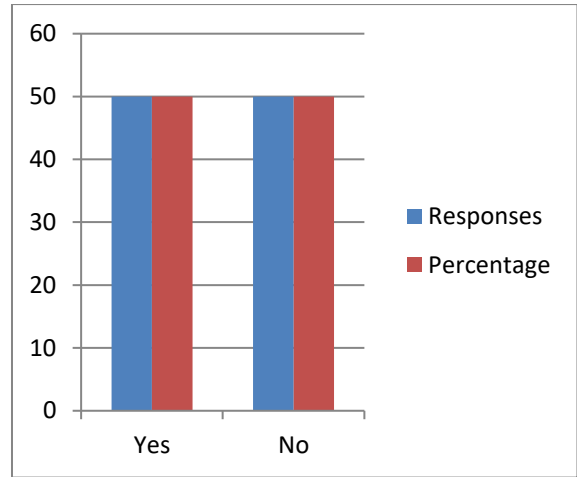
Interpretation:

Half of the respondents are satisfied with the recruitment process while the other half are dissatisfied.

4. Which of the following methods does Karvy uses during selection?

   a) Written

   b) Group Discussion

   c) Personal Interview

   d) All the above

Options	Written	Group Discussion	Personal Interview	All the above
Responses	25	25	50	100
Percentage	25	25	50	100
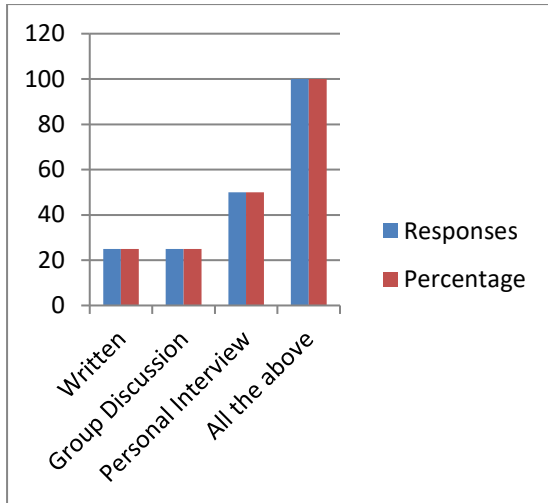
Interpretation:

50% of the respondents are selected through personal interview and the remaing got selected through group discussion and written test.

5. Are you Comfortable with the HR policies of the company?

a)Yes

b) No

Options	Yes	No
Responses	79	21
Percentage	79	21
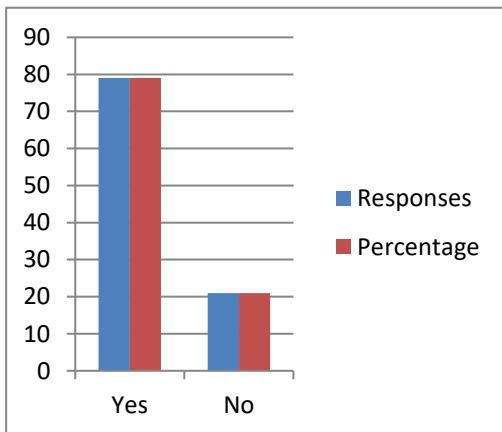
Interpretation:

Huge number of employees claimed that they are comfortable with the HR policies of the Karvy

FINDINGS

- It is observed that employees of Karvy are happy with the HR policies.
- Internal and external sources are proportionately adopted for recruitment..
- Consultancies, Advertisement and campus recruitment are the major modes of recruitment process in the Karvy.
- Personal interview method is highly used for selection followed by GD and Written test.

SUGGESTIONS

Promotions are mainly based on seniority they ought to be even based on expertise and performance.
When bulk recruitment is achieved for areas and head workplace O.M.R type answer sheet is provided for quick results.Interview committee concentrates on the marks secured in interview they ought to even take into account experience.Unbiased and truthful recruitment need to be performed which results in strengthening of enterprise.

CONCLUSION

KARVY could be very a hit in its recruitment programs because it follows exact recruitment regulations and techniques with proper guidelines in the corporation. Recruitment is executed at diverse ranges of the company as in step with the needs and requirements of the corporation

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A STUDY ON IMPROVING BRAND AWARENESS AND ITS IMPACT ON CONSUMER BEHAVIOUR

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ABSTRACT

The Brand Awareness has turned into a important variable that emphasizes on customer perceptions of Brand Awareness, the Brand Awareness is to create a strong characteristics that will impact on consumers when they stand on their on decisions this is ficused on the assumption that all the dimensions of customer based - brand image and loyalty of the customers perceptions of a particulaar product. This paper provides a solution to Brand Awarenness

Key Words: Brand, Brand Awareness, Strategies,Brand-Image,Loyalty

Introduction

The aim of the paper is to propose methods through which awareness can be created throughmedia for brands in the market. The trend in the market that has been observed particularly for consumer products over last couple of decades is high level of brand consciousness amongst consumers behavior. Catering to this demand presented by the consumers behavior, the fast food in the market seek to introduce products into the market as brands. In such a market the issue of creating awareness for brands is a difficult task. On the other hand the advancement of the market in terms of their knowledge and maturity provides new opportunities and avenues for marketing as well. The proposed paper targets this issue by providing businesses with optimal methods for creating awareness for their brand using traditional as well as new media. Consumers' behavior is distinctive in every consumer and is influenced by purchasing habits and decisions and tempered by psychological through media and traditionalmedia. In this technical period the three W's i.e. World Wide Web is structured around the people where social and professional circles are influential and leads to online buying and also onlineawareness.

Literature Review

Branding is asubject which has a significant amount of work done by academics as well as researchers on new product launch and brand awareness. Brands are also more powerful in terms of forging relationship with customer which is sustainable and profitable compared to regular unbranded products. Through the literature ascertained, it has been derived that brand awareness can be created through the presentation of various brands to the customers which in turn develop a stimuli like response from them where they are able to relate, recognize, recall and be on the whole aware of brands. Existing brand tend to use brand reinforcement techniques to build on their brand awareness programs. The new products on the other hand make use of advertising and promotion to increase the awareness of product amongst the existing and potential consumers of the product. Strategies that can be employed by businesses to increase awareness of brands include making us of attitude advertising and management of the brand image,

The behavior of customers associate with their purchase of products in the market is largely based on elements of their value framework (Oh, Haemoon,2000).For consumers in the market place value framework is made up of items like the brand image, the class association, of the brand, its price and its overall awareness in the market relative to others. Work conducted by (Farris et al.,2010).depicts that the purchase decisions made by consumers on a cognitive level are influenced significantly by the brand image and its awareness amongst the

target market. Research also provides that brands that have a higher level of associated brand image and awareness amongst the consumer are likely to be purchased again and again by consumers. (Hoyer, Wayne, D., & Steven P. Brown,1990).Therefore specifically for inducing repeat purchase behavior in the consumers, brand awareness can be considered as a significant contributor (Macdonald, Emma, K.,& Byron M. Sharp,2000). New products can increase their awareness in the marketplace amongst consumers through a number of different strategies employing new as well as traditional media. Traditional media based advertising and promotions using ATL techniques have the widest reach in the market but can be expensive to manage for new products. As a result new BTL launch techniques,(Salcido T.,2011), are innovatively employed by businesses to introduce new brands into the marketplace in a more personal way in which consumers in the market can relate to the new brands more effectively while reducing the overall costs incurred. Popular new media strategies that are being employed by businesses include using internet and mobile based network marketing strategies. (Jenkins, H.,2006).

brand loyalty as inferred promise to repurchase the solicitous goods. It expands the motivation of purchasers towards buying behavior.They said that brand loyalty can be expanded by building strong customer relationship and consumer loyalty programs.(Moraga, Parraga& Gonzalez 2008) clarify brand loyalty as continual purchasing ethics. Brand loyalty is not an onetime stroke however a continual process. It helps the organization to get customer preference, buy intention and secured profitability. Brand loyalty is the interpreter of organization's financialperformance.

Research Problem and Research Questions

The objective of this research is to figure out which approaches to satisfy customers and how to promote awareness of its brand image, and loyalty with an immigrant population in North-Cyprus

and a suitable area where there are heaps of migrants and a hard transportation, what variables impact consumers behavior and decision making which can build the offers of the product and services? There are focal inquiries that must be replied so as to determine the purpose for these low customers turn out and frail brand awareness andcharacter:

1. which among these three dimensions of customers based-brand value brand image, brand loyalty and perceived quality seems to have the slightest brand equityrating?
2. Which factors have significant impacts on customer's behavior to product andservices?
3. Which strategies may be utilized to improve the brand value and image, loyalty awareness of thecooperative?
4. Does customer based-brand value differ between restaurants as for each one quality of brand awareness, brand image, perceived quality and brandloyalty?

Research Aims & Significance

The main aims of the research are depicted as follows

1. Highlight the significance of brand awareness of products and how it can improve their market successrate.
2. Provide that a direct relationship exists between brand awareness and consumer purchase design making behavior.
3. Depict how new and alternative media can be used in a more creative and effective mannerto improve brand awareness for new brands amongstconsumers.

The proposed research is significant as it not only highlights the importance of brand awareness for new brand penetration in the market but provides strategies that can be employed by new brands to create awareness in the market place in a more cost effective and efficient manner.Methodology

Research methods can be inductive, deductive or adductive. (Saunders, Lewis &Thornhill2000).Deductive approaches will test the hypothesis against reality and

thereafter, verified or nullified. These methods arequalitative. In this report, deductive approaches will attest to the impact that culture plays in the M&A (Media Awareness) process and the accrued benefits if a company indulges in pre-merger sensitization. Inductive approaches deal with the empirical findings and look for any laws, theories or generalizations that describe them. The culture aspect will be reviewed and analyzed basing the findings on case data retrieved from interviews and surveys. These methods are quantitative. The adductive approach equilibrates between the deductive and the inductive approaches. In the case of this research, the approaches that will gain prominence include the deductive approach in liaison with the qualitative and the quantitative methods.

Materials and Methods

The research methodology of the thesis is a combination of secondary data and primary data. Secondary data were collected from journals, articles and books using the school library and web. The primary data were collected utilizing communication with the utilization of surveys. Questionnaires were distributed personally. the study depend more on the primary data since the research work is about individuals' attitude, intentions, and purchasing behavior for a specificbrand.

This study accept that help researcher know more about the purposes behind buyer's behavior and managers decision. Regarding to reason for this study, data was collected by distributing questionnaire among people with different gender and age, levels of education, profession. A self-designed questionnaire has been considered for data collection. The questionnaire and its validity has been measured and ensured by scholarly and practitioners. Participants have needed to answer each one inquiries utilizing five-point Likert scale, ranging from **5=strongly agree to 1=strongly disagree.**The study is deductive in nature where is gathered and analyzed the primary date to find the factors which impact brand awareness

and customer behavior by media particularly for fast food restaurants, such as brand equity, brand image, and loyalty, accessibility in local store, efficient, to know consumer concerns about online purchasing, and brand awareness like recall of brand privacy, trust, after sales service, delivery, nature of merchandise services, and consumer characteristics about these demographics. In order to measure underlying factors to buying of fast food products online or to order in a store the study have calculated factor analysis, a data reduction technique by combining related variables to factors. This study have likewise figured average rating to find the main barriers in internet shopping. In the study the questionnaire has main segments for example, demographics variables, general purchaser behavior and particular brand awareness. The questionnaire was filled in by local people of Girne in north - Cyprus. So as to meet time and asset constraints, particular populations in the researcher's round were utilized. Out of 150 questionnaires 115 respondents were contemplated for analysis andresearch.

Limitations

A questionnaire was one of the methods applied in the collection of market information. This was done before using the brand awareness strategy in the promotion of the commodities. However, there were some limitations experienced in the use of questionnaires. For instance, the questionnaire was prepared in English language, which most of the respondents did not understand. The target market is composed of clients from diverse backgrounds. This means that most of the respondents use English as their second language so maybe they did not understand the questions postedto complete and this was not enough to gather sufficient information. Disseminating the questions and analyzing the responses required substantial time to understand the market trends.Similarly, use of questionnaires did not express the true changes of consumer characteristics such as changes of emotions, behaviors or feelings. This

implies that the responses do not show the valid reactions of respondents. It is not easy to tell how truthful the clients are when giving their suggestions(Saunders and Thornhill,2000). It was also noticed that some respondents did not submit their questionnaires after answering the questions. This is because some people were not willing to offer their opinions or fill in the questionnaires. Sometimes they thought that the questions were too standardized and did not allow them to offer theirsuggestions.

The questions are constructed in such an approach to answer the exploration question and the questions were additionally built in relation to consumer perceptual measure of brand awareness.Question 1, 2, 3 and 4 were constructed to know the demographical variables of our respondents.

Consumers Purchasing Behaviour

As indicated by (söderlund,2001), consumers purchasing conduct needs to do with the mentality, intention, inclination and strength to commitment and the consumer's methods for identification proof. Customers purchasing behaviour can likewise be referred to as the purchasing behaviour of the final Consumer. Consumer purchasing behaviour is a convoluted issue because of the way that numerous internal and external components have impact on consumers purchasing decision.

According to (Kotler et al.,1999).there are five phases of consumers purchasing behaviour . This can be seen in the diagrambelow.

Table 1: Respondents' Demographic

ITEM	FREQUENCY	PERCENTAGE
Gender		
Male		
Female		
Total		
Age		
b/w 21 and 30 years		79%
b/w 31 and 40 years		
Total		
Education Level		
Secondary Education		1.7%
Diploma		4.
Certificate		2.9
Bachelor		

Mast er		2 . 5 9
MPh il / PhD		2 . 5 9
Tota l		
Nati onal ity		
Cypr iot		2 . 5 9
Turk ish		0 . 8 9
Othe rs		
Tota l		

To investigate the objectives of this research study, the relationship between the dependent variable and the independent variables, linear Regressions were used. The dependent variable is Brand Awareness (Y) and three independent variables are Costumer behavior (X1), Product Loyalty, Image (X2) and Media (X3). These variables are used in the linear regression models:

Table 2 Model Summary

M od el	R	R Squa re	Adjust ed R Square	Std. Error of the Estima te
1		.953ᵃ	.907	
Predictors: (Constant). Brand loyalty, Brand				

Image, Costumer Behavior, Media Dependent Variable: Brand Awareness

Table 2 presents the output model summary, to present the strength of the relationship between the independent variables of Linear regressions and the dependent variable which is measured by the relation R. Regarding the results of analysis, R=0.953 which shows a reasonable positivecorrelation. The R Square value (= 0.907) shows the independent variables explain 90.7% of the variance in adoption. It means about 90.7% of the variation in brand awareness can be described by the variation in brand loyalty, brand Image, customer behavior and Media.

Table 3 ANOVA

Model	Sum Of Squares	df	Mean Square	F	P
Regression			23.385		
Residual			2.389		
Total			25.774		
a. Predictors: (Constant), Media, Customer Behavior, Brand Image, Brandloyalty					
b. Dependent Variable: BrandAwareness					

In Table 3, the ANOVA illustrate information about levels of variance within a linear regression model which is utilized for tests of coefficients' significance. One-way ANOVA analysis, shows that acceptance of brand awareness toward media is statistically significant, because F-value is statistically significant, $F_{(21,94)} = 46.001$. The p-value is less than 0.05 (P=0) which means that at least one of the four predictor variables can be used to model brand awareness.

Table 4 Model of Coefficients

Predictors	Coefficien ts	Std. Erro r	t	Sig.
(Constant)	.300	5.32 3		.00 0
BrandLoyalty	(0.288	1.11 8		000
BrandImage	(0.060	6.58 3		000

CostumerBehavior	(	0.306	1.13 0	000
Media	(	0.110	3.08 1	0.6 4
a. Dependent Variable: Brand Awareness				

The coefficient test is used to find the most effective independent variable(s). According to the result (Table 4), the estimated linear regression model. According to the table of coefficients, the highest coefficient is possessed by Brand Image which is equal to 0.395 with highest t-statistic (6.583) and p-value of 0.000. And, brand loyalty has the lowest coefficient with weight 0.322. It illustrate that one standard deviation increase in Brand Image is followed by 0.395 standard deviation increase in brand awareness, provided that the brand loyalty, costumer behavior and media are left unchanged. It can be explained for both other independent variables in the same way. Therefore, this model can be used for an estimation objective.

conclusion

The main objective of this research is to assess the impact of consumer behavior via media on brand awareness by evaluating four factors, brand loyalty, brand image, customer behavior and media. It was revealed from the study that media which is traditional media and new media (social media) positively influence the brand awareness. Parameters' appreciation for the model was measured at significance levels. The results of this study are consistent with previous studies. Positive impact of brand image was proved and confirmed by (Arslan&Altuna,2010) and previous researches such as (Fitzsimon et al.,2008). This theory illustrate that the unintentional involvement procedures happen in majority of the marketing communications tools to expose a brand (Cianfrone et al.,2008). (Keller's,2009) research indicates that customer loyalty increases brand awareness during the information rally process. In (Bond's model,2010), the utilize-and-Gratification Theory indicates the brand awareness is one of the outcomes of customer behavior in the context of social media (Bond, 2010). This research too found that the most efficient variable on brand awareness is customer Image because it maximizes awareness during involvement and interaction processes (Kotler& Keller's,2009).Integrating Marketing Communications Model for building brand equity, and also the study display the relationship between media and brand awareness. The media specially transfer information from one customer to another and social media's interactive features assist customers to share their thoughts quickly andwidely.

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A STUDY ON ONLINE TRADING, CLEARING & SETTLEMENTS

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ABSTRACT

Online trading is some things provided on the internet on the market and selling of all stocks. In actual life, you put orders in your stockbroker either (separately or telephonically) or at a generated type." In internet trading, you also will acquire the use of a stock broker's site via your online empowered computer and put requests through the broker's internet trading engine. These orders have been sent into the stock market without direct intervention and implemented thereon in simply a question of a few moments. The web can be applied as a feeling of trading within online trading. Orders are conveyed into the stock market throughout the internet site.

Keywords:-online trading, clearing and settlement,

1.INTRODUCTION

Online trading Commissions are posted onto those sites of the several services demonstrably, and are normally a fixed rate fee, based upon the sort of collateral becoming traded and also how large will be the transaction. Theoretically, so, a pastime invests or consistently knows what commission he is being charged on each individual trade. Online traders usually take as time since they wish to take only before putting a commerce buy. Similarly the net invest or likely does not need to fret his broker might be producing deceptive trades. As there's completely no human brokerage producing a commission, then the sole 1 who's certified to follow in the account may be the actual investor. Additionally, the internet investor cannot turn into a casualty of trading (where to get the broker) since the investor keeps absolute control on the number of trades that happen in the account.

2.NEED FOR THE RESEARCH

Now's research to examine the Internet trading procedure that a study analysis Of on the net TRADING in IIFL LTD., due to the fact, the market offers shifted it is trading out of this and now there is certainly need certainly to assess the entire performance of their administrative center market.

· The problem is chosen to diagnoses the things which impact the future EPS of an organization based on the principles of the company.

· The marketplace standing of this firm studied in order to supply a lot of superior extent to this Investigation is more effective for its shareholders, share creditors, holders to the score of their continuing firm.

3. SCOPE OF THE STUDY

· It is to inquire into the alterations in trading after an exchange altered from outcry to online trading platform.

· To comprehend the EPS of distinct organizations throughout using technical investigation.

· To comprehend the internet display dependent trading application employed by IIFL LTD and on its own discussion centres. The right configuration to produce the system, which may hyper-link that the IIFL LTD to members.

· To Check out the many Future and recent progress from the stock market trading platform.

4.OBJECTIVES

· To protect the interest of dealers in securities.

· Regulating the on-going company in share trades and any sort of different securities market.

· Assessing and controlling the operation of intermediaries linked to securities marketplace as well as working out mutual cash.

· Assessing and selling self-regulatory businesses.

· Regulating substantial purchase of stocks and control companies.

5.RESEARCH METHODOLOGY :

The data collection Processes compriseboth secondary and primary

Collection Procedures

Primary approach: This System contains the information accumulated from the private Interaction with licensed associates of IIFL LTD.

Secondary strategy: The secondary information collection process comprises:

Ø The lecturers sent by the Superintendents of special sections.

IIFL LTD...

Ø The information accumulated from the publications of

6. REVIEW OF LETERATURE

The securities and exchange plank of India was included in 1988 under the response of the administration of India. It was forced statutory body by the SEBI actions 1992 later. According to the actions, the SEBI shall constitute of a chairman and four other members named by the fundamental national government.

Together with The becoming into affectation of their securities and swap board of India behave, 1992 a couple of those forces and functions undertaken by the central government, as stated by this regulation of the stock market were utilized from the SEBI.

· Doing such characteristics and exercising this sort of forces underneath the terms and conditions of capital concerns (restrain) behave, 1947and the securities into it only by the central govt.

Called chartists) are simply presuming About the buy price movements in the market

7. DATA ANALYSIS

Table 4.1 Company :MARUTI SUZUKI INDIA LTD. 532500:

Period: 02-Dec-2018 to 20-Jan-2019

All Prices in

Date	Open	High	Low	Close	WAP	No. of Shares	No. of Trades	Total Turnover
2/12/18	1,671.00	1,682.00	1,656.80	1,661.35	1,666.29	46,105	2,645	7,68,24,499
3/12/18	1,660.00	1,686.35	1,652.00	1,663.70	1,672.25	51,432	2,719	8,60,07,287
4/12/18	1,658.00	1,668.00	1,636.00	1,641.25	1,651.19	25,449	1,725	4,20,20,823
5/12/18	1,660.00	1,708.00	1,648.00	1,701.45	1,688.44	1,68,789	6,952	28,49,89,866
6/12/18	1,704.00	1,718.00	1,687.75	1,698.10	1,704.68	80,067	4,866	18,64,88,273
9/12/18	1,725.00	1,768.00	1,709.10	1,763.45	1,738.94	1,95,228	11,198	33,94,89,454
10/12/18	1,760.20	1,777.80	1,747.05	1,750.20	1,759.05	66,843	4,198	11,75,80,485
11/12/18	1,748.00	1,775.10	1,735.00	1,751.90	1,760.09	1,20,247	3,934	21,18,45,410
12/12/18	1,738.00	1,747.95	1,718.19	1,719.00	1,727.36	27,400	1,970	4,73,29,682
18/12/18	1,710.00	1,721.00	1,685.00	1,691.60	1,699.38	39,245	2,619	6,66,92,342
18/12/18	1,693.00	1,711.90	1,676.00	1,699.00	1,694.94	44,394	2,566	7,52,45,261
19/12/18	1,701.35	1,731.90	1,695.10	1,701.85	1,719.97	40,197	3,519	6,88,50,754
19/12/18	1,702.00	1,739.00	1,695.50	1,729.40	1,726.81	1,12,240	3,472	19,38,18,950
19/12/18	1,732.00	1,796.45	1,725.00	1,780.70	1,772.31	2,61,311	12,404	46,31,24,295
20/12/18	1,781.10	1,829.90	1,774.10	1,809.95	1,806.04	1,25,449	8,182	22,65,66,245
23/12/18	1,812.00	1,819.90	1,799.00	1,804.05	1,806.72	66,829	3,562	12,07,41,193
24/12/18	1,804.00	1,804.00	1,775.45	1,790.85	1,789.19	39,719	2,497	7,10,55,720
26/12/18	1,790.00	1,804.00	1,780.50	1,791.60	1,790.18	31,326	1,880	5,60,78,489
27/12/18	1,781.25	1,800.00	1,765.20	1,775.40	1,775.60	58,118	4,483	10,31,90,595
30/12/	1,776.	1,793.	1,768.	1,776.	1,778.	49,543	3,202	8,81,26,8

18	00	90	60	85	79			00
31/12/18	1,775.00	1,784.00	1,758.30	1,763.00	1,767.87	31,185	2,195	5,50,95,655
1/01/19	1,764.10	1,777.90	1,758.00	1,763.35	1,767.45	23,847	1,495	4,21,48,342
2/01/19	1,763.00	1,819.00	1,762.00	1,769.40	1,790.85	1,08,181	5,271	19,36,46,826
3/01/19	1,769.00	1,810.00	1,752.00	1,798.55	1,782.75	1,22,491	11,419	21,83,70,619
6/01/19	1,801.05	1,819.40	1,793.85	1,807.19	1,804.19	68,058	4,610	12,27,89,775
7/01/19	1,836.00	1,854.70	1,819.60	1,846.50	1,843.79	1,88,587	6,819	34,77,19,008
8/01/19	1,841.50	1,859.75	1,827.60	1,839.19	1,842.73	1,83,476	8,705	33,80,96,024
9/01/19	1,860.00	1,864.00	1,801.90	1,812.80	1,825.07	95,694	5,519	19,46,48,022
10/01/19	1,818.10	1,818.00	1,787.10	1,794.70	1,797.32	63,334	3,539	11,38,31,428
18/01/19	1,802.00	1,819.00	1,764.70	1,782.80	1,786.06	49,896	3,520	8,91,19,288
19/01/19	1,783.00	1,789.05	1,760.25	1,774.60	1,773.44	27,078	2,106	4,80,21,082
19/01/19	1,778.00	1,806.00	1,762.00	1,799.55	1,791.73	66,819	3,887	11,97,19,536
18/01/19	1,809.00	1,810.00	1,780.10	1,787.35	1,794.00	45,875	2,555	8,22,99,880
19/01/19	1,790.00	1,808.35	1,767.00	1,777.19	1,785.58	38,657	2,570	6,90,25,290
20/01/19	1,775.00	1,796.50	1,767.00	1,778.19	1,778.32	44,009	2,233	7,82,62,018

Figure 4.12 Graph Showing No of Trades

No. of Trades
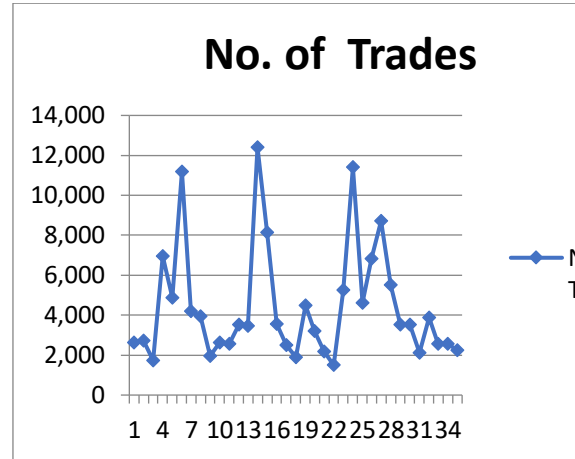
On receptive value has improved from 1,671.00into 1,775.00. Then appraise to raised worthiness of EPS 1,775.00 to one 1,759.50. Subsequently coming at inexpensive from 1,565.00 into 1967.00. Wholly that the last outcome is 1,699.00 to one 1,778.00 increased.

Subsequently coming at the quantity on One date or times amounts are more improved. EPS values are improved i.e. percent of 19.59 percent.

8.FINDING

• The quantity on single dates or day Volumes are raised. Because of the app ta-ta COMMUNICATIONS LTD totally. EPS worth is elevated.e. Percent of 2.93 percent.
• The amount on a single date or Times amounts are more improved. Due to the app DLF LTD values is increased we.e. Percent of 18.8 percent.
• The amount on a single date or Day's amounts are more improved. Because totally the app HOUSING advancement Financing CORP.LTD. EPS values are improved i.e. percent of 6.71 percent.
• The amount on a single date or Times amounts are more improved. Due to this session totally. MARUTI SUZUKI INDIA LTD... EPS values are improved i.e. percent of 19.59 percent.

9.SUGGESTIONS

Ø There Should be a prohibition on disposal of promoters converse regarding holding, as well as moreover limits and also the growth without prior approval of these fund associations for the announcement of higher volume/speed.
Ø The Option of derivative stuff from eluding index stocks, indicator choices, special stock

futures and special product reinforces that the full beauty of the market to both national and global investors.

10. CONCLUSION

Ø The Detailed Search of capital marketplace Tool at inter-connected stock market has been an instructional experience stressing on the advantages of Dematerialization.

Ø Along With The payoff of stocks, a derivatives marketplace, and capital tools failed in a whole great number of amazing to the issuer, investor country and also companies.

Ø The Depository systems have decreased the lag at settlement and delivery of securities but additionally endorsed the reason why behind providing much more money into this security holder, the significance of creating a depository paperless money.

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ABSTRACT

Currency Derivatives are regarded as being among the very used alternatives to handle any danger in foreign currency exchange price volatility. Money derivatives are all exchange-based futures options transactions which make it possible for one to hedge against currency movements. To put it differently, a person may make use of a money potential deal to swap currency for another at a future date with a sum picked the day of buying the contract. Back in India, a person may utilize such derivative contracts to hedge against monies such as buck, euro, U.K. pound and yen. Corporates, notably individuals with a considerable vulnerability to exports or imports, use these contracts to hedge against their exposure for some certain currency. While most such Currency contracts were cash-settled from rupees, the Securities and Exchange Board of India (SEBI), premature this season, gave a proceed to start out out cross currency trades far too on euro dollar, pound-dollar along with dollar-yen. Both Money derivatives segments. It's this form of department but the numbers are a percentage of those found that the An individual may exchange in money derivatives all through agents. Incidentally, most of the important inventory brokers Provide money buying and selling solutions also.

Keywords:-currency, derivatives, currency, exchange, forex,

1.INTRODUCTION

The money occasion provides the stable And institutionalized Deal into the speculators and people who understand about the forex market or stimulate the growth of full-scale in order that they are going to get the suitable period for the exchanging cash prospective. In opinion of trade exchanged future agreement and its institutionalized temperament offers counter amassing hazard limited.

From the Beginning only NSE had the Authorization yet today BSE and MCX has additionally begun income potential. It shows how funds future spreads soil from the look at of further reachable Providers applications. Perhaps perhaps not just enormous business people and exporter and merchants utilize this yet one that are curious in understanding of currency showcase they're able to additionally put funds in to future.

Enormous and these trade Exchanged arrangement will provide more mindfulness in Combine and pull the speculators.

2. NEED OF THE STUDY

Ø The Requirement of this research is to know the operation of derivative hedging and understanding and working regarding how to help visitors to take care of the risk and boost the profitability.

Ø Most Of those investors are not privy to purchasing money derivatives. My project will likely be great for Investors who would like to gain earnings in overseas currencies.

Ø To Obtain knowledge about process of foreign Money Investments.

3. OBJECTIVES OF THE STUDY

Ø On Study various Currency trades at NSE.

Ø On Measure the Performance of currency derivatives.

Ø On Examine the Money derivatives changes using RSI resources.

Ø to Point most Useful money in expenditure administration.

4 SCOPE OF THE STUDY

Since Money Investors is Brand New in to the industry Hence the Investigation gives you the capacity to Gain recognition about

money trades together having its own Investment solutions both equally to its Particular investors along with Respective Traders. The analysis Tries to check today's trend in money trades marketplace, and so it will help promote analysis. The investigation might help recognize the concept of payoff in a simplified manner.

5.RESEARCH METHODOLOGY

Principal Information:

I've gathered info By getting together with all the men and women who're buying and selling in money trades.

SECONDARY Information:

With the Goal of Info Investigation I've obtained four monies exchanged in NSE. To find extra info relating to that' I accumulated data in blogs, journals and articles associated with money market. For academic phase of comprehension that I called NISM money derivative module do the job publication

SAMPLE Measurement:

Ø USD/INR

SAMPLE Period:

1 year information will be accepted For evaluation intention.

STATISTICAL Instruments:

Allergic Power Indicator (RSI)=

6 LIMITATIONS OF THE STUDY:

Ø That Diagnosis is Solely based on secondary statistics. Thus any error from your secondary advice can Additionally Change the Additionally Alter the investigation undertaken

Ø The money Prospective is actually a brand new idea along with the Associated book isn't offered.

Ø Confidential Matters Weren't revealed from the organization.

Ø You will find timing Limits.

7.REVIEW OF LITERATURE

Cash subsidiaries are trade based prospects and choices gets that permit those with a noteworthy introduction to imports or fares, utilize these agreements to fence against their presentation to a specific money. In India, one can utilize such subsidiary agreements to fence against monetary standards like US Dollar, Euro,

U.K. Pound and Yen in order to deal with any hazard against remote cash conversion standard instability.

Before presentation of money subordinates exchange stock trades for supporting cash dangers, there was uniquely Over the Counter (OTC) showcase where forward agreements were arranged and gone into, regularly among banks and budgetary foundations. As of now, the two national-level stock trades, BSE and the National Stock Exchange (NSE), have cash subordinates portions. The Metropolitan Stock Exchange of India (MSEI) likewise has such a portion however with next to no volume. The trade based money subordinates portion is controlled and straightforward markets that can be utilized by anybody even people to support their cash dangers. All driving stock intermediaries offer money exchanging administrations and one can exchange cash subsidiaries through dealers. The money subsidiary agreements were prior settled distinctly in Rupees now SEBI allowed the cross cash contracts too on Euro-Dollar, Pound-Dollar and Dollar-Yen.

8.DATA INTERPRETATION
COMPARITIVE ANALYSIS OF CURRENCIES

Dollar	eur	gbp
-1.50%	-0.21%	-0.74%
0.30%	-1.10%	0.19%
0.02%	0.50%	-0.83%
-0.02%	-0.42%	-0.04%
0.03%	-0.04%	0.80%
0.31%	-0.39%	-0.17%
0.64%	0.50%	-0.25%
-1.08%	-0.55%	-0.61%
1.33%	0.81%	1.63%
0.38%	-1.60%	-0.30%
-1.28%	-1.60%	-0.88%
0.29%	-0.22%	0.10%
-0.32%	0.53%	1.01%
0.69%	-0.21%	-0.41%
-0.31%	-0.32%	1.10%
-0.96%	-0.01%	-0.94%
-0.73%	-2.07%	-1.99%
0.16%	0.00%	0.57%

0.44%	0.14%	0.00%
0.03%	-0.83%	-0.82%
1.19%	-1.25%	1.03%
1.76%	1.25%	2.59%
0.33%	1.09%	-0.66%
0.50%	1.17%	1.00%
-0.08%	-0.34%	-1.46%
0.27%	1.23%	0.62%
-0.92%	0.17%	-0.51%
0.13%	0.38%	-0.39%
-0.80%	-1.88%	-1.51%
0.45%	0.57%	0.81%
0.14%	2.26%	0.72%
0.23%	2.31%	1.40%
-0.38%	-0.89%	-1.19%
-0.08%	1.19%	0.70%
0.85%	-0.71%	-0.48%
0.41%	1.29%	0.70%
0.20%	-0.13%	-0.06%
-0.06%	0.37%	-0.12%
-0.65%	1.08%	-0.27%
-0.68%	1.24%	-0.12%
0.37%	-2.16%	-0.01%
0.56%	-0.33%	1.44%
0.44%	1.70%	0.31%
-1.13%	-1.36%	-1.48%
0.17%	-0.04%	-0.12%
0.35%	0.62%	-0.23%
0.32%	0.52%	0.94%
-0.06%	-1.41%	-1.40%
0.02%	0.64%	-1.01%
0.49%	-0.97%	0.61%
0.92%	1.20%	2.61%
2.02%	2.95%	4.42%
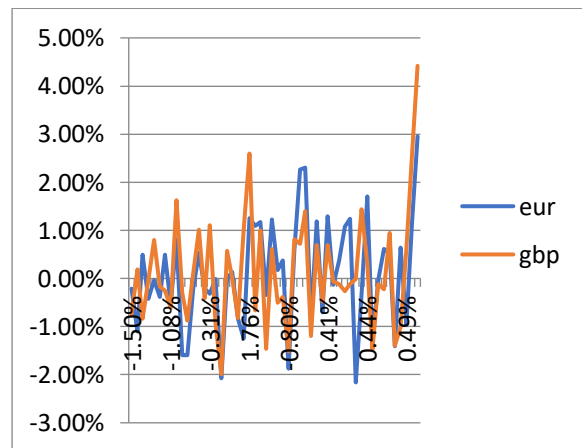
9.FINDINGS

Most Asian monetary forms debilitated on Thursday as the dollar recouped, with speculators presently anticipating lucidity on further financial facilitating measures and vulnerability around coronavirus to diminish before taking on more dangerous wagers.

10.SUGGESTIONS

Ø Invest or should be maintain all portfolios related different currency pairs

Ø Forex Potential Should alter A number of it enforced such as for instance take limitation of 5 thousand 83000, Ban on NRI's and FII's and also mutual-funds from rapping.

Ø Currently in exchange traded Currency Future segment merely a single set USD-INR can be found to exchange so there's additionally an additional demand by the exporters and importers to introduce the second pair in money trading.

11.CONCLUSIONS

By a Very Long shot the Massive occasion Into consideration throughout the last ten years has become the remarkable improvement and development of dollars relevant subsidiaries... These tools upwards ranges the capacity to divide hazard and set it to all those financial pros generally capable and prepared to transport it-a process which has any uncertainty improved national efficiency development and tips of livings.

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