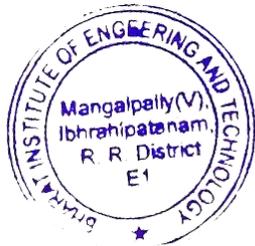


# BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY

Mangalpally (Village), Ibrahimpatnam (Mandal), Ranga Reddy (District), Telangana-501510

**1.3.3 : Percentage of students undertaking project work/ field work / internship**  
**(Data for the latest completed academic year) (10)**  
**Academic Year 2018-19**

S. No.	Department	Descriptions	Total Count
1.	B.Tech-CIVIL	Major Project Work	74
2.	B.Tech-EEE	Major Project Work	116
3.	B.Tech-MECHANICAL	Major Project Work	72
4.	B.Tech-ECE	Major Project Work	161
5.	B.Tech-CSE	Major Project Work	222
6.	B.Tech-IT	Major Project Work	43
7.	MBA	Major Project Work	10
8.	M.TECH	Major Project Work	19
9.	B.Tech-(CIVIL, EEE, MECHANICAL, ECE, CSE) MBA	Internship	134
10.	B.Tech-(EEE, MECHANICAL, ECE, CSE, 1 <sup>ST</sup> YEAR STUDENTS) MBA,	Industrial visit	693
TOTAL COUNT			1544



*Vethi Rao Subu*  
**PRINCIPAL**  
Principal  
Bharat Institute of Engg. and Tech  
Mangalpally (V), Ibrahimpatnam (M)  
Ranga Reddy (Dist)-Telangana-501510

**BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**

Mangalpally (V), Ibrahimpatnam (M), R.R.Dt -501510

DEPARTMENT OF MBA Final Year (2018-19)

S.NO	Hall Ticket No.	Name of the Student	project title	guide name
1	17E11E0016	P. Rajashree	An analysis ofn working capital structure and financial pattern of VST industeri	G.satyanarayana
2	17E11E0020	G.Vijaya Laxmi	prospective towards mutual funds at GOODWILL COMTRADERS pvt ltd	G.HARISH
3	17E11E0032	Mounika	Rural Banking in india at BAZAZ ALLIANZ PVT LIMITED hyderabad	G.HARISH
4	17E11E0045	K.Krishna	Money market analysis KARVYSTOCK BROKING HYDERABAD	G.HARISH
5	17E11E0048	Boga Swagath	Equity analysis of Automobile sector at REPCON CONSULTANCY SERVICES	G.HARISH
6	17E11E0049	M.Anusha	Credit Risk management at ICICI	G.HARISH
7	17E11E0051	Bindu	Ulip VS Mutual fund	G.HARISH
8	17E11E0054	P.Manasa	Forex market at HDFC LIMITED	G.HARISH
9	17E11E0068	A.Pradeep	Derivatives futures &options at RELIGARE SECURITIES LTD	G.HARISH
10	17E11E0069	Ch.Priyanka	Impact of Employee motivation on organisation effectiveness at SEANRGY DIG	Dr.SANASAIMA

**A PROJECT REPORT ON  
AN ANALYSIS OF WORKING CAPITAL STRUCTURE  
AND FINANCING PATTERNS OF  
VST INDUSTRIES LTD, HYDERABAD**

Submitted in partial fulfillment for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION  
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY OF HYDERABAD**

*Submitted By:*

**POTHARPALLI RAJASHREE**

**Hall Ticket No. 17E11E0016**

*Under the Guidance of*

**Dr. G.Satyanarayana**

Assistant Professor

**Department of MASTER OF BUSINESS ADMINISTRATION**



**BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**(Affiliated to JNTU - Hyderabad)**

**Mangalpally, Ibrahimpatnam, R.R. District, Hyderabad**

**Telangana, INDIA**

**(2017 – 2019)**



VST Industries Limited

27<sup>th</sup> June, 2019

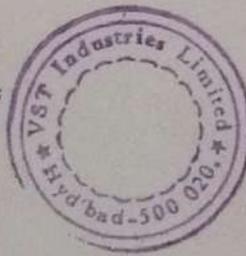
**CERTIFICATE**

This is to certify that Ms. Potharpalli Rajashree, bearing Hall Ticket No. 17E11E0016 student of Masters of Business Administration, from Bharat Institute of Engineering & Technology, JNTU, has successfully completed project from 13<sup>th</sup> May, 2019 to 26<sup>th</sup> June, 2019 on "A study on Analysis of Working Capital Structure and Financing Pattern at VST Industries Limited" under my guidance.

During the period of her project work with us, we found her conduct and character are Good.

We wish her good luck and all the best in her Career.

M. Venu Madhav  
Asst. General Manager – Finance



Registered Office: Azamabad, Hyderabad – 500 020; Phone: 91-40-27688000; Fax:91-40-27615336;  
CIN: L29150TG1930PLC000576; Email:corporate@vstind.com; website: www.vsthyd.com

# TABLE OF CONTENTS

## ABSTRACT

Working capital management involves the relationship between a firm's short-term assets and its short-term liabilities. The goal of working capital management is to ensure that a firm is able to continue its operations and that it has sufficient ability to satisfy both maturing short-term debt and upcoming operational expenses. The management of working capital involves managing inventories, accounts receivable and payable, and cash. The purpose of this Paper is to examine the trends in working capital management and its impact on firms' performance and to analyze the working capital financing pattern of VST industries. The trend in working capital needs and profitability of firm is examined to identify the causes for any significant differences in the firm. Operating profit is used as a measure of profitability and the relation between working capital management and corporate profitability is investigated using data analysis for the period 2014–2018.

### CHAPTER II

#### REVIEW OF LITERATURE

18-25

### CHAPTER III

#### COMPANY PROFILE

26-29

### CHAPTER IV

#### DATA ANALYSIS & INTERPRETATION

30-35

## CHAPTER – 6

### SUGGESTIONS AND CONCLUSIONS

#### Suggestions

Suggestions can be use by the firm for the betterment increased of the firm after study and analysis of project report on study and analysis of WC. I would like to suggest

1. Company should raise funds through short term sources for short term requirement of funds, which comparatively economical as compare to long term funds.
2. Company has to take control on cash balance because cash is non earning assets and increasing cost of funds.
3. The inventory holding period is high Company should reduce the inventory holding period with use of zero Inventory concepts.
4. Company should maintain positive WC, the CA are excess over the CL.
5. The company should reduce the credit period to suppliers. It is important to look after creditors - slow payment may create ill-feeling and can signal that company is inefficient (or in trouble!).
- 6The company should maintain the balance between liquidity and profitability as in the year.
7. The WC of VST Ind. have been change since five years. In 2016 and 2017 the WC value 113.52, and it went low in the year 2017-18 -150.1.

**A PROJECT REPORT  
ON  
"RURAL BANKING IN INDIA  
AT  
BAJAJ/ALLIANZ"**

*Submitted in partial fulfillment for the award of the Degree of*

**MASTER OF BUSINESS ADMINISTRATION**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY OF HYDERABAD**

*Submitted By:*

**CH.MOUNIKA**

**Hall Ticket No. 17E11E0032**

*Under the Guidance of*

**G.HARISH**

**Assistant Professor**

Department of MASTER OF BUSINESS ADMINISTRATION



**BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**(Affiliated to JNTU - Hyderabad)**

**Mangalpally, Ibrahimpatnam, R.R. District, Hyderabad  
Telangana, INDIA**

**(2017 – 2019)**

*Jiyo Befikar*

Date: 26-06-2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Miss. CH MOUNIKA bearing Hall Ticket No. 17E11E0032 student of "BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY" Mangalpally, Ibrahimpatanam, Hyderabad, Telangana, for the academic project work in our organization that the project entitled "A STUDY ON RURAL BANKING IN INDIA" as a partial fulfillment for the award of her Master of Business Administration in our organization for the duration of 45 days and she successfully completed the project work.

This is issued as a partial fulfillment of this academic program/curriculum.

Her Performance during training was found to be satisfactory.

For Bajaj Allianz

Branch Manager  
Mr. Gopinath Roy

## ABSTRACT

Rural banking in Asian nation has been the topic of study Survey Committee Report in 1954, virtually thousands of reports have examined and investigated the issues concerning the credit delivery for agriculture and geographical area. Latest work of art on the topic is that the National Agricultural Credit Review report 2010. The knowledgeable Committee on Rural Credit (Chairman: prof V.S.Vyas) submitted its report in 2012. One more High Power Committee headed by prof Vyas established by the bank of Asian nation recently to review and recommendation on rising credit delivery to agriculture has additionally given its report.

Because the majority of the Indian population lives in rural areas, there's Associate in Nursing pressing ought to deliver national services to them in an exceedingly price effective approach with assured quality. This involves in the main the following:

1. Sanctioning the prepared access at the place of the villagers.
2. Reducing group action price to create the services cheap.
3. Reduction in delays.
4. Rising the standard of services offered.

The criticality of this want is also seen from the very fact that even with cooperative and in depth tries to fulfil the credit wants of the farmers for agricultural operations etc., informal agencies as well as cash lenders are presently providing substantial portion of the overall credit to the present sector. Besides, the agricultural credit flows themselves are inadequate and therefore the gross capital formation are often improved as long as substantial quantity of assets flow to the agricultural areas within the type of credit

## CONCLUSION

RRBs' performance in respect of some necessary indicators was actually higher than that of economic banks or maybe cooperatives. RRBs have conjointly performed higher in terms of providing loans to little and retail traders and petty non-farm rural activities. In recent years, they need taken a number one role in funding assistance teams (SHGs) and different micro-credit establishments and linking such groups with the formal credit sector.

RRBs ought to extremely be reinforced and supplied with a lot of resources with that they'll undertake more of those necessary activities. And most actually they must be unbroken except for a profit-oriented company motivation that will cut back their capability to supply a lot of required money services to the agricultural areas, together with to agriculture. Ideally, the simplest use of the resources raised by RRBs through deposits would be through intensive cross-subsidisation. This, in turn, extremely needs AN apex body that will cowl and manage all the RRBs, one thing sort of a National Rural Bank of Bharat (NRBI).

The number of rural branches should be inflated instead of reduced; they must be inspired to develop a lot of refined strategies of credit delivery to satisfy the dynamical desires of farming; and most of all, there ought to be bigger coordination between district coming up with authorities, Panchayati dominion establishments and also the banks operational in rural areas. solely then can the RRBs fulfill the promise that's thus essential for rural development.

**A PROJECT REPORT  
ON  
MONEY MARKET ANALYSIS  
AT  
KARVY STOCK BROKING**

*Submitted in partial fulfillment for the award of the Degree of*

**MASTER OF BUSINESS ADMINISTRATION**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY OF HYDERABAD**

*Submitted By:*

**GANGJI POOJA**

**Hall Ticket No. 17E11E0045**

*Under the Guidance of*

**G.HARISH**

**Assistant Professor**

Department of MASTER OF BUSINESS ADMINISTRATION



**BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**

(Affiliated to JNTU - Hyderabad)

**Mangalpally, Ibrahimpatnam, R.R. District, Hyderabad  
Telangana, INDIA**

**(2017 – 2019)**

Date: 26-06-2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Miss. G POOJA bearing Hall Ticket No. 17E11E0045 student of "BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY" Mangalpally, Ibrahimpatanam, Hyderabad, Telangana, for the academic project work in our organization that the project entitled "A STUDY ON MONEY MARKET ANALYSIS" as a partial fulfillment for the award of her Master of Business Administration in our organization for the duration of 45 days and she successfully completed the project work.

This is issued as a partial fulfillment of this academic program/curriculum.

Her Performance during training was found to be satisfactory.

For Karvy Stock Broking

General Manager  
S.R. Sudhakarshan

"Karvy House", 46 Avenue 4, Street No. 1, Banjara Hills, Hyderabad 500 034.  
No: (+91-40) 23312454, 23320751, Fax No: (+91-40) 23311968, E-mail: support@karvy.com  
website: www.karvy.com

## ABSTRACT

The seventh largest and second most thickly settled country within the world, Asian nation has long been thought-about a rustic of unsuccessful potential. a replacement spirit of economic freedom is currently stirring within the country, transportation sweeping changes in its wake. A series of formidable economic reforms geared toward release the country and stimulating foreign investment has moved Asian nation firmly into the front ranks of the chop-chop growing Asia Pacific region and unleashed the latent strengths of a fancy and rapidly dynamic nation.

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 [\*fr1] 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.

## Findings

---

- In a view of the various defects in the Indian money market, the following suggestions have been made for its proper development:
  - From my study I have found that recession is more effecting investment decision.
  - There is high holding of money market instruments for long period of time.
  - Through my study have found that many customers has a knowledge of money market instruments.
- 
- Hundies used in the money market should be standardised 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.
  - For raising the efficiency of the money market, the number of the clearing houses in the country should be increased and their working improved.
  - Adequate and less costly remittance facilities should be provided to the businessmen to increase the mobility of capital.
  - Variations in the interest rates should be reduced.

**A PROJECT REPORT ON  
EQUITY ANALYSIS OF AUTOMOBILE SECTOR  
AT**

**REPCON CONSULTANCY & SERVICES, HYDERABAD**

Submitted in partial fulfillment for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY OF HYDERABAD**

*Submitted By:*

**BOGA SWAGATH**

**Hall Ticket No. 17E11E0048**

*Under the Guidance of*

**MR.G.HARISH**

Assistant Professor

**Department of MASTER OF BUSINESS ADMINISTRATION**



**BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**(Affiliated to JNTU – Hyderabad)**

**Mangalpally, Ibrahimpatnam, R.R. District, Hyderabad**

**Telangana, INDIA**

**(2017 – 2019)**



# REPCON CONSULTANCY & SERVICES.

Door No. 2-2-1130/26/A/2, Plot No. 1B, 1st Floor, Sai Seela Apartment,  
Nallakunta, Hyderabad - 500044

Ph No. 04023243671, 09848308963

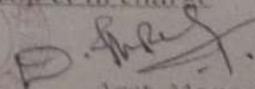
## TO WHOM SO EVER IT MAY CONCERN

This is to certify the that following students from **BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY** have carried their project titled "**EQUITY ANALYSIS ON AUTOMOBILE SECTOR**" for fulfillment of requirement for is "**Master of Business Administration (finance)**" in our organization during period of 45 days (13 MAY 2019 TO 26 JUNE 2019) , a part of their major project for academic requirement.

S.NO	REGISTRATION NO	NAME OF THE STUDENT
1	17E11E0048	BOGA SWAGATH

The students have put in tremendous efforts in understanding the project work .They have demonstrated excellent skills, attitudes and perseverance in satisfactory completing the project assigned to them

We wish them all success in their future endeavors.

 Project In charge  
  
Asst. Manager

## ABSTRACT

The intention of this project is to identify the factors that affect employee motivation and examine the relationship between organizational effectiveness and employee motivation. The study focused on defining the motivation concepts and methods, identifying the most motivating factors, and the linkage of employee motivation with an organization's productivity and effectiveness. In addition, suggestions to increase employee level of motivation and direction for further study were also discussed. There is a positive relationship between organizational effectiveness and employee motivation. The organizational achievement and attainment will be superior when more the employees are motivated to complete the tasks. The study focuses on two factors, empowerment and employee recognition to enhance employee motivation which leads to organizational effectiveness. The organizations should design their policies, rules and structures that give make employee work well and appreciate them on their achievements. This will lead to organizational growth.

## FINDINGS:

- Hindustan Motors Limited average return is -8.38 and the standard deviation is 16.27. In 10 years, the highest return is 35.73 in 2017, and the lowest return is -38.76 in 2011 year. There are negative returns in the years 2012, 2013, 2015, 2016 and 2018.
- Force Motors Limited average return is 64.33 and the standard deviation is 37.35. In 10 years, the highest return is 256.09 in 2010, and the lowest return is -42.11 in 2018 year. There are negative returns in the years 2012 and 2013.
- Eicher Motors Limited average return is 67.08 and the standard deviation is 19.00. In 10 years, the highest return is 176.63 in 2014, and the lowest return is -8.65 in 2018 year.
- SML Isuzu Motors limited average return is 26.37 and the standard deviation is 19.62. In 10 years, the highest return is 138.32 in 2014, and the lowest return is -32.51 in 2013 year. There are negative returns in the years 2016 and 2018.

**A PROJECT REPORT  
ON  
CREDIT RISK MANAGEMENT  
AT  
ICICI BANK**

*Submitted in partial fulfillment for the award of the Degree of*

***MASTER OF BUSINESS ADMINISTRATION***

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY OF HYDERABAD**

***Submitted By:***

**M.ANUSHA**

**Hall Ticket No. 17E11E0049**

***Under the Guidance of***

**G.HARISH**

**Assistant Professor**

Department of MASTER OF BUSINESS ADMINISTRATION



**BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**(Affiliated to JNTU - Hyderabad)**

**Mangalpally, Ibrahimpatnam, R.R. District, Hyderabad  
Telangana, INDIA**

**(2017 – 2019)**

Date: 26-06-2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Miss. M. ANUSHA bearing Hall Ticket No. 17E11E0049 student of "BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY" Mangalpally, Ibrahimpatanam, Hyderabad, Telangana, for the academic project work in our organization that the project entitled "A STUDY ON CREDIT RISK MANAGEMENT" as a partial fulfillment for the award of her Master of Business Administration in our organization for the duration of 45 days and she successfully completed the project work.

This is issued as a partial fulfillment of this academic program/curriculum.

Her Performance during training was found to be satisfactory.

  
r.S.Srinivas Sharma

## ABSTRACT

Financial management refers to that part of the management activity which is concerned with the planning and controlling of firm's financial resources. It deals with finding out various sources for raising funds for the firm. The sources must be suitable and economical for the needs of the business. The most appropriate use of such funds also forms a part of financial management.

The main objectives of finance function are:-

- 1 Acquiring sufficient funds.
- 2 Optimum utilization of funds.
- 3 Increasing profitability.
- 4 Maximizing shareholders wealth.

In the present business context, a finance manager is expected to do financial forecasting and planning. Financial manager has to plan the funds needed in the future. How these funds will be acquired and applied is an important function of a finance manager. The sources of supply of funds are shares, debentures, financial institutions, commercial banks, etc. The pros and cons of various sources should be analyzed before making a final decision.

The cost of acquiring funds and the returns should be compared. Capital budgeting technique is used for this purpose. The objective of maximizing profits will be achieved only when funds are efficiently used and they do not remain idle any time. A number of mergers and consolidations take place in present competitive Industrial world. A finance manager is supposed to assist management in making valuation etc. For this purpose, he should understand various methods of valuing shares and other assets so that correct values are arrived.

## CONCLUSSION

- Periodically customer meet should be conducted and category wise the best customer should be appreciated and if possible rewarded by way of cash prize or in kind. This helps in creating good publicity for the bank as well as to penetrate in to market.
- Post disbursement contact with the loanee should be maintained. This process not only builds report but also gives important clues about loanee's ability to honour the payment responsibility. At the same time this also leads to good customer care.
- There should be good coordination among sales department, credit department and risk department where they should go through the loanee's profile and should sanction the amount through proper stringent verification when the amount is huge.
- Future status of loanees business, if he is a business man, should be assessed. Reserves, environment, competition, capabilities etc. should be considered before sanctioning a loan based on past performance. Future analysis is more important for a new customer than to an old customer. Whereas, in case of employee, the job security, skill base, proof of past financial discipline, property owned etc. should be considered. Simply not with numerical parameters but also with other qualitative factors.
- Government employee is also an important segment, bulk applicants can be attracted by influencing the undertaking office or accounts officer of the concerned department for taking letters to see that installments payments are directly deducted from their salaries. This segment is definitely useful in boosting up the loan selling if proper verification and strict scrutinisation is done with corresponding undertaking officers. Good rapport with government officers by risk department will help in recovering the targeted amount from government employee's proper branch network and good force in risk department will solve if there is any transfer of employees.
- To safeguard the loan and improve the risk especially when there is a probability of mobility of a loan for example: in case of a personal loan property attachment or guaranteed of government employee is to be taken. Hence such defaulters can be reduced.

**A PROJECT REPORT  
ON  
ULIP V/S MUTUAL FUNDS  
AT  
HSBC**

*Submitted in partial fulfillment for the award of the Degree of*

**MASTER OF BUSINESS ADMINISTRATION**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY OF HYDERABAD**

*Submitted By:*

**M.BINDU**

**Hall Ticket No. 17E11E0051**

*Under the Guidance of*

**G.HARISH**

**Assistant Professor**

Department of MASTER OF BUSINESS ADMINISTRATION



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(Affiliated to JNTU - Hyderabad)

**Mangalpally, Ibrahimpatnam, R.R. District, Hyderabad  
Telangana, INDIA**

**(2017 – 2019)**

Date: 26-06-2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Miss. M. BINDU bearing Hall Ticket No. 17E11E0051 student of "BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY" Mangalpally, Ibrahimpatanam, Hyderabad, Telangana, for the academic project work in our organization that the project entitled "A STUDY ON ULIP VS MUTUALFUNDS AS AN INVESTMENT OPTION" as a partial fulfillment for the award of her Master of Business Administration in our organization for the duration of 45 days and she successfully completed the project work.

This is issued as a partial fulfillment of this academic program/curriculum.

Her Performance during training was found to be satisfactory.

Sincerely

For HSBC InvestDirect Securities(India) Ltd

  
K Uma Maheswari  
Branch Manager



## Abstract

There is recent controversy between SEBI and IRDA regarding the ULIPs to be treated as insurance product. Generally investors are confused between ulips and mutual fund. So in this project the between both the investment option was analyzed and it is also determined that which more suitable for the investors.

ULIPs are life insurance policies which offer a mix of investment and insurance. Mutual Fund is a trust that pools the savings of a number of investors who share a common financial goal. The money thus collected is then invested in capital market instruments such as shares, debentures and other securities.

In accordance with the requirement of MBA course I have summer training project on the topic "ULIPS v/s Mutual fund" as an investment option. The main objective of the research project was to study the two instruments and make a detailed comparison of the two.

While conducting the research project sample size of 100 customers of selected. The information regarding the project research was collected through the questionnaire formed by me which was filled by the customers there.

## Findings

- People are aware regarding ulips & Mutual fund but, the awareness regarding mutual fund is high comparative to ulips. People with high income group are more likely to invest their money but, people who invest in both ulips and mutual fund mostly belongs to the income group of more than 6 lacs. Broker and reference group plays an important role while making an investment decision of an investor. Open ended funds & closed funds are more popular among investors of Ludhiana.
- Insurance and tax rebate is the most important reason for investing in ulips & people are investing in mutual fund for the appreciation of the capital invested by them .among the various advantages liquidity & flexibility plays the most important role for the preference of mutual fund over ulips.
- Low risk is taken in case of ulips & moderate risk in case of mutual funds. The expected annual return is high for mutual fund comparative to ulips. The preferred tenure of investment is same for both ulips & mutual fund.
- The recent controversy related to ulips will going to affect its future demand & in future also more number of investors will like to invest their money in mutual fund. So future is bright for mutual funds.

**A PROJECT REPORT  
ON  
FOREX MARKET  
AT  
HDFC BANK**

*Submitted in partial fulfillment for the award of the Degree of*

***MASTER OF BUSINESS ADMINISTRATION***

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY OF HYDERABAD**

*Submitted By:*

**PARVATHAGIRI MANASA**

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*Under the Guidance of*

**G.HARISH**

**Assistant Professor**

**Department of MASTER OF BUSINESS ADMINISTRATION**



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**(Affiliated to JNTU - Hyderabad)**

**Mangalpally, Ibrahimpatnam, R.R. District, Hyderabad  
Telangana, INDIA**

**(2017 – 2019)**

Date: 26-06-2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Miss. P MANASA bearing Hall Ticket No. 17E11E0054 student of "BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY" Mangalpally, Ibrahimpatanam, Hyderabad, Telangana, for the academic project work in our organization that the project entitled "A STUDY ON FOREX MARKET ANALYSIS" as a partial fulfillment for the award of her Master of Business Administration in our organization for the duration of 45 days and she successfully completed the project work.

This is issued as a partial fulfillment of this academic program/curriculum.

Her Performance during training was found to be satisfactory.

**For HDFC Bank Limited**

**Manager HR**  
**Mr. V. N. Murthy**



## ABSTRACT

Foreign exchange trading is not bound to any one floor or specific market and is done electronically between networks of banks continuously over a 24-hour period there is no centralized location for trading activity and trading occurs over the internet at locations worldwide.

The advent of the internet has opened a whole new world for the small investors allowing them to trade this profitable market place on very sophisticated trading software and efficiently executed via a designated dealing desk.

Exchange rates affect every walk of life, not just financial market. Exchange rate movement can be significant for companies engaged in international trading, Exposed to revenues and costs in foreign currency, or competing with foreign firms. After years of a relatively 'Fixed' exchange rate regime where the government would announce exchange rates daily, Asian countries, particularly Thailand, woke up one day and found their currency floating.

The end to the fixed currency regime disrupted capital flow and put up local interest rate short run leading to a financial economic crisis. Most people are deeply shocked at the high volatility of floating exchange rates. The results were what began as a shock in the currency market will have a serious impact on inflation, employment, investment and economic growth. Many wonder how can one live with a floating currency regime.

## FINDINGS

The portfolio balance approach states that the value of currency is determined by two factors- the relevant demand and supply of money and the relevant demand and supply of bonds.

According to this approach, people can hold asset across different countries, denominated in different countries. Any change in exchange rates change the wealth of shareholders of these assets, which becomes an instrument for maintaining equilibrium in money and bond markets.

The theory provides an explanation for the change in the value of a currency arising from a change in the real GNP. A higher real GNP result in the higher demand for both money bonds. Both the shifts results in an appreciation of the currency, which is higher than that predicted by the monetary theory.

Volatility is expressed as the standard deviation of daily percentage change in the rate of the understanding currency. It is started as per percentage.

The longer the volatility, the larger is the chance for the spot rate moving in to the in-the-money zone and greater is the value of the option.

Vega express the impact of volatility on the option's value. In other words.

$$\text{Vega} = \text{Change in premium} / \text{Change in volatility.}$$

However the problem is that is that it is difficult to know the extent of vitality in advance. The trader's base their forecast on historical data but that is not always correct because the change in the spot rate are influenced by a number of economic and non-economic factor that may not happen to exit in the future.

**A PROJECT REPORT ON**  
**DERIVATIVES FUTURES AND OPTIONS**  
**AT**  
**RELIGARE SECURITIES LIMITED, HYDERABAD**

Submitted in partial fulfillment for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY OF HYDERABAD**

*Submitted By:*

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**Hall Ticket No. 17E11E0068**

*Under the Guidance of*

**MR.G.HARISH**

Assistant Professor

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**BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**(Affiliated to JNTU – Hyderabad)**

**Mangalpally, Ibrahimpatnam, R.R. District, Hyderabad**

**Telangana, INDIA**

**(2017 – 2019)**

Date: 26-06-2019.

## CERTIFICATE

This is to certify that **Mr. ARMOOR PRADEEP** (Hall Ticket Number: 17E11E0068) a student of “**BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**” has completed the Project Successfully on “**A study on Derivatives, Futures and Options**” for the fulfillment of requirement for his “**Master of Business Administration (Finance)**” for a period of 45 days (i.e. from 13.05.2019 to 26.06.2019) on regular basis in M/s. **Religare Securities Limited**.

During the above training program he has been associated with all our departments enabling his to understand the various functions of our organization to complete the project successfully.

For **Religare Securities Limited**,



**M. Venkateswara Rao,**  
Sr. Relationship Manager.

## ABSTRACT

The intention of this project is to identify the factors that affect employee motivation and examine the relationship between organizational effectiveness and employee motivation. The study focused on defining the motivation concepts and methods, identifying the most motivating factors, and the linkage of employee motivation with an organization's productivity and effectiveness. In addition, suggestions to increase employee level of motivation and direction for further study were also discussed. There is a positive relationship between organizational effectiveness and employee motivation. The organizational achievement and attainment will be superior when more the employees are motivated to complete the tasks. The study focuses on two factors, empowerment and employee recognition to enhance employee motivation which leads to organizational effectiveness. The organizations should design their policies, rules and structures that give make employee work well and appreciate them on their achievements. This will lead to organizational growth.

### 5.3 CONCLUSION

In bullish market the call choice author brings about more misfortunes so the financial specialist is proposed to go for a call alternative to hold, where as the put choice holder endures in a bullish market, so he is recommended to compose a put alternative. In bearish market the call alternative holder will bring about more misfortunes so the financial specialist is proposed to go for a call choice to compose, where as the put choice author will get more misfortunes, so he is recommended to hold a put alternative.

In the above investigation the market cost of Appollo hospitals is having low instability, so the call choice author appreciates more benefits to holders. The future cost of APPOLLO is moving alongside the market cost. In the event that the purchase cost of things to come is not exactly the settlement cost, than the purchaser of a future gets benefit. On the off chance that the selling cost of things to come is not exactly the settlement cost, than the merchant acquire misfortunes. The future cost of BHEL is moving alongside the market cost. On the off chance that the purchase cost of things to come is not exactly the settlement cost, than the purchaser of a future gets benefit. On the off chance that the selling cost of things to come is not exactly the settlement cost, than the dealer cause misfortunes

**A PROJECT REPORT ON**  
**IMPACT OF EMPLOYEE MOTIVATION ON ORGANIZATIONAL**  
**EFFECTIVENESS AT**  
**SEANERGY DIGITAL, HYDERABAD**

Submitted in partial fulfillment for the award of the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY OF HYDERABAD**

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**Telangana, INDIA**

**(2017 – 2019)**

Date : 29<sup>th</sup> August, 2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that, Miss. CHINTAPATLA PRIYANKA, bearing Hall ticket no: 17E11E0069, MBA, BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY, MANGAPALLY (VI), IBRAHIMPATNAM (MO), RANGAREDDY (DIST), Has successfully completed her project on “ IMPACT OF EMPLOYEES MOTIVATION ON ORGANIZATIONAL EFFECTIVENESS” as a part of the academic course circular in our organization.

She has done the project from 13<sup>th</sup> May, 2019 to 26<sup>th</sup> June, 2019 for 45days under the guidance of Mr. Satish, Manager HR in Seanergy Consulting Services, Hyderabad.

She has completed the assigned project work well within the time frame. She is sincere, hardworking, and her conduct during the period is commendable.

We wish all the best in her future endeavors.

for Seanergy Consulting Services Pvt Ltd.,



Ch Satish  
(Manager HR)

## ABSTRACT

The intention of this project is to identify the factors that affect employee motivation and examine the relationship between organizational effectiveness and employee motivation. The study focused on defining the motivation concepts and methods, identifying the most motivating factors, and the linkage of employee motivation with an organization's productivity and effectiveness. In addition, suggestions to increase employee level of motivation and direction for further study were also discussed. There is a positive relationship between organizational effectiveness and employee motivation. The organizational achievement and attainment will be superior when more the employees are motivated to complete the tasks. The study focuses on two factors, empowerment and employee recognition to enhance employee motivation which leads to organizational effectiveness. The organizations should design their policies, rules and structures that give make employee work well and appreciate them on their achievements. This will lead to organizational growth.

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