

# Bachelor in international business and management studies

[Business](#)



**ASSIGN  
BUSTER**

PREFACE BBA is the stepping-stone to management career. In order to achieve practical, positive and concrete result, the classroom learning has to be effectively supplemented in relation to the situation existing outside the classroom for developing healthy managerial and administrative skills in a potential manager. It is necessary that the theoretical knowledge must be supplemented with exposure to the real environment. This Project provided me with an opportunity to do an in depth study of the recent trends in market and investors . Starting from consulting books, management journals, surfing internet for latest details, carrying out a research study and survey, at the end of this research dissertation I have gained a considerable understanding of the topic of my study- “ A Comparative analysis of MUTUAL FUNDS & LIFE INSURANCE” A sincere effort has been made in the report to present my viewpoints on the project report and enough literature has been derived from various sources, which have been acknowledged in the Bibliography. Acknowledgment It took great deal of help, tolerance and understanding on the part of a variety of people and organizations to prepare this project report.

I would particularly thank to “ BAXIS PATEL” as they provided me guide line and support during my project. To all the above and the many colleagues whose ideas and practice I adopted in the project I wish to express my warmest appreciation for their help and support along the way. Chapter 4 Objective Main objective of conducting the survey is to know the public awareness regarding various investment option and their knowledge , attitude , and preference towards arious investment Sub objective This study is conducted in order to find out:- To find out the most preferred channel. To

know why one has invested or not invested in mutual fund and life insurance  
To know the Preferences for the portfolios. – Current trends of mutual funds  
and life insurance in the Indian market.

Investor's perception towards mutual funds and life insurance investment  
option. – Different views of professional advisors. RESEARCH METHODOLOGY  
This report is based on primary as well secondary data, however primary  
data collection was given more importance since it is overbearing factor in  
attitude studies. One of the most important users of research methodology is  
that it helps in identifying the problem, collecting, analyzing the required  
information data and providing an alternative solution to the problem . It also  
helps in collecting the vital information that is required by the top  
management to assist them for the better decision making both day to day  
decision and critical ones. Data sources: Research is totally based on primary  
data.

Secondary data can be used only for the reference. Research has been done  
by primary data collection, and primary data has been collected by  
interacting with various people. The secondary data has been collected  
through various journals and websites. 4. 6 Data collection Time Period This  
project took time span of 3 week to conduct a survey . .

7 Sampling i. Sample Size for conducting a survey a sample size of 100  
person is selected randomly without any bias Survey Tool ; Method A brief  
questionnaire is prepared for conducting a survey this question are prepared  
on the base of study and results are properly analysed and use of statistical  
method and other method to draw out conclusion and result. 4. 8 Response

<https://assignbuster.com/bachelor-in-international-business-and-management-studies/>

Rate The rate of response of sample population is good most of them are famalier with this investment option. LIMITATIONS OF THE STUDY The survey was conducted in chandnichowk and ashok vihar. The standard of living, per capita income of people, earning style, etc.

of this region is different from other areas. Therefore, the inferences drawn from the survey can't be generalized. Another major limitation was unwillingness of respondents to reveal information. Due to lack of sufficient time and hesitation to reveal information regarding their investments, it was a difficult task to extract information from them. Sample size was also small i.

e. 100. Therefore, it is very difficult to infer correct conclusions from small sample.