



**A STUDY ON INVESTORS PERCEPTION TOWARDS "INVESTMENT AND SERVICES"
DIVISION OF DHANLAXMI BANK**

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ABSTRACT

"The task on the subject "A STUDY ON INVESTORS PERCEPTION TOWARDS "Venture AND SERVICES" DIVISION OF DHANLAXMI BANK". In money related markets, "desires" of the financial specialist assumes an essential job in impacting the cost of securities and the volume of exchange. The primary goal of the investigation was to discover the financial specialists disposition towards shared subsidizes conveyed by the bank and to examine the dimension of fulfillment of speculators on their interests in Mutual Funds. Expressive sort of research was embraced for the investigation. Essential information was gathered utilizing poll, and the auxiliary information was gathered from sites and books. Comfort testing procedure is utilized and the example measure is 110. Measurable instruments like rate examination, weighted normal and chi-square has been utilized for investigation. In light of discoveries appropriate recommendations have been advertised.



KEY WORD: *Speculator Perception, Attitude of financial specialists, Mutual Funds.*

INTRODUCTION

A common store is only the interfacing span or a monetary middle person that enables a gathering of financial specialists to pool their cash together with a foreordained speculation objective. The common reserve will have a store chief who is in charge of putting the accumulated cash into explicit securities (stocks or bonds). When you put resources into a common store, you are purchasing units or bits of the shared reserve and along these lines on contributing turns into an investor or unit holder of the reserve.

Shared assets are considered as outstanding amongst other accessible speculations as contrast with others they are exceptionally cost effective and furthermore simple to put resources into, in this manner by pooling cash together in a common store, financial specialists can buy stocks or bonds with much lower exchanging costs than if they endeavored to do it all alone. Be that as it may, the greatest favorable position to common assets is broadening, by limiting danger and boosting returns.

TYPES OF MUTUAL FUNDS SCHEMES IN INDIA

Wide assortment of Mutual Fund Schemes exists to take into account the requirements, for example, money related position, hazard resistance and return desires and so on therefore common assets has Variety of flavors, Being an accumulation of numerous stocks, a financial specialists can go for picking a shared reserve may be simple. There are more than many common supports plan to look over. It is less demanding to consider common assets in classifications, referenced underneath.

Mutual Fund Category

By Structure

- **Open - Ended Schemes**
- **Close - Ended Schemes**
- **Equity finance**
- **Debt reserves**
- **Balanced reserves**

RESEARCH DESIGN :

An exploration configuration is the course of action of condition for gathering and investigation of information in a way which may result in an economy in technique. It represents early arrangement for gathering of the pertinent information and the strategies to be utilized in investigation, keeping in view the destinations of the exploration and accessibility of time.

DESCRIPTIVE RESEARCH DESIGN :

Clear research is utilized in the examination. It incorporates study and reality discovering enquiries of various types. The significant motivation behind this exploration is depiction of situation as it exists at present.

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