



H.K.E. SOCIETY'S

**SMT.CHINNAMMA BASAPPA PATIL ARTS AND
COMMERCE DEGREE COLLEGE CHINCHOLI**



**DEPARTMENT OF COMMERCE
PROJECT WORK**

Program code	Program Name	Name of the students	Guided By
B .Com V sem 2019-20	"A corporate governess an ethical diamansation"	Nagaraj .Mallikarjun Soumya .Rajshekhar Chaitra .Shivaraj Anand .Hanumant Gouri . Veerndra	Dr. Laxman. T
B .Com VI sem 2019-20	"Consumer behavior"	Mukhesh.Shrishailam Megha.Mahendrakumar Anilkumar.Erappa Alla Patel .Mainoddin Arati.Avinathrao	Kum. Roopakala

2019-20

Project report on A corporate governance an ethical dimansation

H.K.E.SOCIETY

**SMT. CHINNAMMA BASAPPA PATIL ARTS AND
COMMERCE DEGREE COLLEGE CHINCHOLI 585307**

Bachelors of commerce

A PROJECT REPORT ON

“A Corporate Governess an Ethical Diamansation”

2019-20

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Certificate

I hereby certify that the project work entitled "**A corporate governess an ethical diamansation**" submitted by **Nagaraj.Mallikarjun, Soumya.Rajshekhar, Chaitra.Shivaraj, Anand.Hanumant, Gouri.Veerndra** has been prepared under the guidance of **Dr. Laxman.T** in partial fulfilment of the requirement for the award of the degree of master of commerce, for the academics year **2019-20** and this project report or any part thereof has not been formed the basis for the award of any degree, diploma or any similar title.

Date: 17/03/2020
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CORPORATE GOVERNANCE: AN ETHICAL DIMENSION

INTRODUCTION

There has been much interest in the among the business entities in practicing the code of conduct in corporate governance practices since 2001. Corporate Governance principles and codes have had been developed in different countries and issued by various regulatory bodies and organizations established under statute with the support of governments and international organizations. Since a long back the business organizations in different countries have been trying to implement the code of business ethics in various ways. In the recent days and investors expect the companies they invest in their hard saved money, are not only managed properly, but also practice good ethical practices to exhibit and furnish a true and fair view of the entity to the owners, and others users of information and the society at large.

REVIEW OF LITERATURE

Arijit Sen 1 in his research paper concluded that while corporate governance framework in the country is seen at par with the developed countries the same has to be implemented in letter as well as in spirit, Ashok K. Mohanthy and pramod K. Sahu 2 have revealed that a consensus on the desirability of sound corporate governance in modern corporations has been unanimous throughout the world. The spread of market economy and globalization put mounting pressures on companies to raise capital on more competing terms. M.N.A. Ansari 3 explained that good corporate governance seeks to protect the interest of not only the management but also of shareholders including minority shareholders, creditors, employees, consumers and society at large.

OBJECTIVE OF THE PAPER

The objective of the paper is to know the effective measures for best practicing and the benefits of ethical practices in Corporate Governance in the current competitive business scenario.

METHODOLOGY

The data required for the paper has been collected from various secondary sources like Internet, Journals and Books.

CORPORATE GOVERNANCE

Corporate governance involves a set of relations between a company's management, its board, its shareholders and other stakeholders. Corporate governance also provides the structure through which the objectives of the company are set, and the means of attaining those objectives and monitoring performance are determined."

ETHICS

Ethics is concerned with the code of values and principles that enables a person to choose between right and wrong, and therefore, select from alternative courses of act. The deregulation and liberalization of the world economies have paved the way for the adoption of ethics in corporate governance.

EFFECTIVE CORPORATE GOVERNANCE

In order to maximize the share holder's wealth and profitability of the concern effective corporate governance with a great ethical value is an imperative need for an organization. The following

are some of the principles of corporate governance through which a business concern may achieve success.

- 1 The concerns have to fix the responsibilities and accountability on the part of various levels of employees and management so that everyone performs efficiently and ensure the best practices of business.
- 2 The business organizations can earn lot of goodwill and corporate image in the competitive world with the practices of integrity and trusteeship maintenance among the individuals of the organization.
- 3 The Corporations, while adopting the reporting practices they need to practice a transparent view in financial statements, so as to give a fair and true picture of profitability and financial position.
- 4 Shareholders have to exercise their rights in a most appropriate manner and the entity should respect the rights of the shareholders, as they elect the board of directors for decision making for the goodness of the organization.
- 5 Disclosure of material matters concerning the organization should be timely and balanced to ensure that all investors have access to clear, factual information.

BENEFITS:

Adoption of ethical values and code of conduct in corporate governance practices fetches the following benefits;

- 1 Good corporate practices with a better code of conduct ensures the organization to be more successful and even leads to economic development
- 2 Company can raise capital efficiently and effectively with the strong corporate governance practices. As they win the confidence of the investors looking for investments and lowers the capital cost.
- 3 Better Ethical practices in corporate governance will have a positive impact on the share prices of the company.
- 4 It is also able to minimize wastages, corruption, risks and mismanagement.
- 5 It also helps the organization in creating goodwill and a good brand image for the business concern.
- 6 Organizational and shareholders objectives can be easily accomplished with the practicing of ethical values in corporate governance.
- 7 It can create a best competitive image and can gain competitive advantages in this global business scenario.
- 8 Corporate Governance helps in determining ways to take effective strategic decisions

CONCLUSION

Ethical practices in corporate governance lead to the success of the organization in a most competent manner and it has become more imperative on the part of the business concerns to adopt the ethical practices and code of conduct in reporting the financial statements.

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Project report on consumer behavior

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A PROJECT REPORT ON

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2019-20

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I hereby certify that the project work entitled "**Consumer behavior**" submitted by **Mukhesh.Shrishailam, Megha.Mahendrakumar, Anilkumar.Erappa, Alla Patel.Mainoddin, Arati.Avinathrao** has been prepared under the guidance of **Kum. Roopakala** in partial fulfilment of the requirement for the award of the degree of master of commerce, for the academics year **2019-20** and this project report or any part thereof has not been formed the basis for the award of any degree, diploma or any similar title.

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CONSUMER BEHAVIOUR

Introduction:

Consumer Behavior is a challenging task faced by private sector.

In development different strategies to achieve the marketing tasks, Management can adopt one of three different organizations and a consumer orientation, product orientation in selling a selling orientation, product orientation and a consumer orientation pressure that consumer will not buy the product unless there is a substantial promotional and selling effort. This approach will not buy the product unless there is a substantial promotional and selling effort. These approaches are heavy research and development cost an emphasis higher failure. The third orientation is the consumer orientation arises from the "Find out what they want and give it to them". The concept of consumer's behavior is very wide and different to define it involves an answer to following Six"W" s

- 1) who: Who is the consumer?
- 2) What: What does the consumer want to buy?
- 3) When: When does consumer want to buy?
- 4) Where: Where does the consumer want to buy?
- 5) How: How does the consumer want to buy?
- 6) Why: why does he want to buy?

The Economist had called the consumer as king. He is just like a voter in democracy. So in order to attract him more and more the marketing personnel should know his customer very well. Hence study of various types of customers and their behaviors is very important. it is said that "To prepare a marketing program and to hope to be successful without studying customer behavior is just like a leap in the
two
darkness".

1) Individuals up to the age of 30 years-Liberated:

These are young consumers who have himself esteem and are also driven by their need for self actualization. They are not much concerned about basic economic security wither has been provided by their parents. They believe more in making the statement through the product and service they subscribe to one research call this organization as "Liberalized Generation" This Generation is self confident, risk taker and professionally qualified.

2) Post Independence Era (1942-1991):

This generation, has struggled and has seen India change from an economy of security to an economy of surplus, from a country which had little to offer to its young people.

3) Freedom Fighter:

This is generation who is today more than 60 years of age. They have seen India emerge from the dark era of British Raj. They witness and participated in the independence straggle.

What is Consumer Behavior ?

How many times throughout the day do people make product decision? If you stop to think about it, many product decisions are made every day, some without much thought. The physiology of each individual considered the product or service on offer in relation to their own culture, attitude, previous learning, and personal perception. The consumer then decides whether or not to purchase, where to purchase, the brand that he or she prefers, and other choices.

David Statt

We buy goods service every day: to eat, to wear, to watch, to play, to travel, to exercise, to make us wealthy and perhaps wise. Consumption is so prevalent that we are often unaware of its impotence in shaping our lives. This elective adopts a psychological approach to consumer behavior and explores the implication for individual consumers and marketing and advertising influences.

Factor Influence consumer Behavior:

The buying behavior of customers weather in influenced by variable like cultural and social factor personal factor demographics, self concept life style and personality.

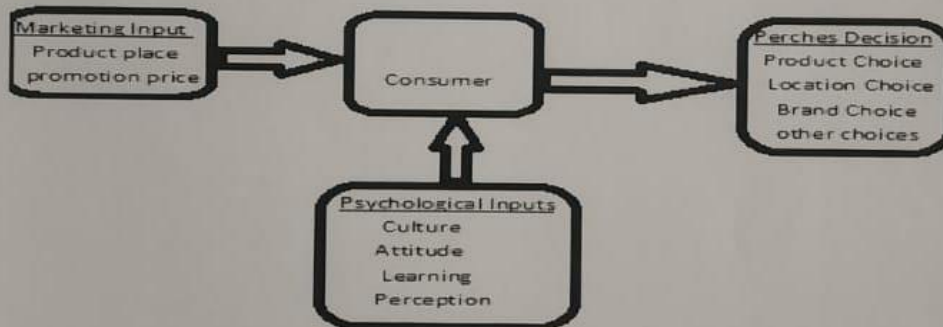
1) Cultural Influence:

Culture refers to set of values, tradition or believe. Which guide the individual behavior. Much of our behavior is determined by our culture or culture institutions family, school, temple, language custom tradition etc. provide guidelines to marketers. Technological advance may influence cultural change in Indian culture we have some important bases of sub-culture as caste, region, religion.

2) Social Influence: Man is social creature. Hence his behavior is greatly influenced by social factor like the references group pressures. Reference Group to peers, relatives, neighbors and friends other a product success or fails in the market because on these influence.

3) Demographic Influences:

Individuals customer's age. Sex, material status, income occupation and geographic location also affect his or her consumption.



Tools to study consumer Behavior

1) Surveys:

This is the most common technique used in studying consumers behavior it involves the use of question gives the problem with survey methodology is that it give to the market only conscious responses of the customer.

2) Project Techniques:

Projective techniques like word association, picture association have been used. Marketer provides valuable information on his product.

3) Focus Group Discussion:

This is another qualitative technique used to assess how customer perceive the product and use situation. It also provide marketer with valuable information on the target market.

Conclusion

The customer, the most critical component in the marketing strategy of an enterprises need to be studied in dept, even though consumer behavior cannot be precisely qualified and marketing decision have to be based on probabilities. It is much better to know this behavior and then take decision rather than taking them without any study. An excellent engineering product may fail just because the customer does not identify himself? Hence to must understand how the buyer decides in four of one brand. It is important to study how much time a customer spends an evaluating different brands and price in the same product category.

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