Chapter 2.

Research Methodology

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Chapter 2.
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2.1. Introduction:

Asset management is to select and invest in the best available assets. It is also important that the assets are monitored continuously so that any kind of risk may be avoided. The procedures of asset management may be categorized. A few of these categories are the selection process of the asset, investing in the asset, making proper assessment of risks and developing proper strategies to save the assets from exposure to risks.

Continuous monitoring of assets is also a necessary part of asset management. There are a number of investment instruments that are regarded as assets. Among these investments are stocks, bonds, gold, silver, real estate and various commodities. It is important to analyze the market situation and development prospects of each one of these assets.

Investment then takes place according to the developmental prospects of the assets. Another important part of asset management is to set goals and time limits. Financial goals are important. Any strategy followed by the investor depends on investment objectives. It should be noted that identifying the proper asset and ensuring good performance of the asset in the long-term is a significant component of the asset management procedure. Determining the tolerable amount of risk is also done by asset management. Another important factor is diversification of the investment portfolio. This diversification is necessary to ensure proper growth of the portfolio, as well as to protect from risks.

In other words, asset management is the systematic process of long term maintenance of assets, with the objective of bringing out the best results from the assets. Asset management is an important part of the financial sector throughout the world. It manages huge amounts of investments and helps clients reach a financial goal within a specific period of time. Asset management offers a wide range of investment options. However, with the growing complexity in financial markets,
investors are demanding more options. The asset management is constantly looking to develop new options.

The journey of the industry has been nothing less than spectacular particularly in the last 5 years or so a host of factors has contributed to the phenomenal growth of the industry first and foremost as a result of the increased competition industry players has to facts used on products innovations to drive growth. This has not only helped the industry players to tap the latent needs of the investors but also unable them to expend markets as more and more investors, including retail investors, have begun to look at AMC’s as a suitable investment avenue.

Second the need of greater market has foxed industry players of devise innovative channels of delivery to gain and strengthen their market share. Today we see new channels and models of distribution emerging as the race among the fund houses heats up to enhance reach to potential investors.

Third a flood of tax incentives. Which include rationalizing of capital gains tax, aiming to boost equity investing coupled with a benign interest rate Regina have helped mutual funds gains popularity with investors.

Finally a slew of regulatory measure taken by SEBI has late a crucial role in instilling confidence among investors specially retail investors. No doubt these factors have attributed significantly to the growth of the AMC’s in the country, particularly in recent times.

2.2. Identification of Research Problem:

The asset management mutual fund industry has been operating for the last four decades in India. Thus, it’s not too early to evaluate their operation. Evaluation is very important as their reveals the real character of the system in brief, following are some of the shortcomings in operation of mutual funds.

1. Many of the investors are not willing to invest in asset management mutual funds industry unless there is a promise of a minimum return.
2. Unrestrained fund raising by schemes without adequate supply of scrip’s creates servers imbalance in the market.
3. Mutual fund in India is formed as trusts. As there is no distribution made between sponsors, trustee and fund manager the trustee play the role of fund manager.

4. The increase in the know of asset management mutual funds under various schemes as increased competition. As a result the fund loses their stabilizing factor in the markets.

5. Asset management mutual funds industry have eroded the financial clout of the institution in the stock market for which cross transaction between mutual fund & financial institution not only allow speculators to manipulate price but also provide cash leading to distortion in the balance growth of the market.

6. NAV is the one of the important factors which decided the performance of the mutual funds schemes regulation of SEBI state that every mutual fund follows a formula approved by the SEBI for computing the NAV for each of the schemes. But till date no regulation specifies the formula to be used for computations of NAV.

7. India is a vast country with a comprehensive demographic profile but mutual funds are only confined to urban and semi urban market moreover mutual funds till now, not have been able to introduce the schemes suitable to the needs of formers, small entrepreneurs, and merchants to tap the rural savings.

8. Investor’s relations play a vital role in mobilization the resources most of the Indian companies and mutual funds have ignored this and failed to communicate to the investors about their organization and operation.

9. Unlike bank, mutual funds do not have a strong distribution network apart from few most mutual funds have to depend on the broker networks.

10. Mutual fund have not yet development product structuring to tap target customers.

11. Most of the older schemes have been designed with complicated exit procedures. Further, investors are not adequately informed about the available exit options which create a lot of confusion for the investors and they are compelled to liquidate their investments at a highly discounted price.
12. Fund managers invest in unlisted securities also sometimes in private ltd. Companies to get better return which leads to new risk profile.
13. There is a restriction corporate investments up to a maximum of 60% of the net worth of mutual funds. But there is no such stipulation for bank fixed deposits and gilt securities.
14. There is a lack of access to call money market. As a result redemption risk which is the second most important risk of open ended scheme arise could not be mitigated.
15. There is a lack of product conceptualization and innovation in mutual funds industry.
16. Perhaps funds are the most misunderstood financial product in India neither the investor nor the corporate finance manager perceives the product in a proper perspective further, mutual funds are not making efforts in investors awareness programmed which is the need of the day.
17. The lack of the proper marketing and distribution system in another problem facing the mutual funds industry in India.
18. The biggest problem the asset management industry face today in India is the lack of investors confidence.

2.3. **Purpose of the Research**-

With liberalization privatization and globalization there has been a molar change in the Indian mf industry the momentum is on and one is sure to see similar Hetic activity at the offices of the new entrants especially after the 90s as the private sector gained entry in the Indian market.

With the private sector penetration, a large number of schemes have also been introduced due to which the average consume has become very sensitive to the new scheme coming its way. So to ensure about the various consumer attenuated, a survey was undertaken.

De facto, to ensure what the consumer think & what it thinks the best “we undertook a consumer survey to get a clear picture of the future of the mf companies who are busy wooing the consumer with their lucrative schemes, to survive the rat race & emerge as no. 1 in this filed.
2.4. **Research objective** –

Research objective address the purpose of the investigation. It is here that you layout exactly what is being planned by the proposed research, the research objective flows naturally from the problem statement, giving the sponsor specific, concrete and achievable goal it is best to list the objectives either in order of importance or in general terms first moving to specific terms. Research objective is the basis from judging the research process.

2.4.1. **Objective of Present Study** :-

The main objective of the present study is to critically evaluate the performance of asset management mutual fund company in terms of financial performance working criteria, marketing policies, customers scarification new achievements etc. Whether the industry has clear direction or it is at cross road. If so factors responsible for the same.

The objective of the main comparative strengths asset management mutual funds company, like product innovation strong risk management system. Personalized service. Marketing and distribution polices, for maximizing customer scarification. Find out of major areas of customer expectation from asset management mutual funds industry.

To have an assessment of the impact of implementation of the measures imitated by the government of India, SEBI and AMFI from time to time from improving control mechanism and regulatory framework extent of its impact on economy of the country.

To study available data and examine their efficacy in present scenario. The examine as to how far the players in the industry like asset management company, sponsor, board of trustees, intermediaries involved in distribution and marketing are fulfilling their responsibilities.

2.5. **Review of Literature**-

Over the past two decades mutual funds have been become one of the most popular vehicles for individual investors. While mutual funds have received a great deal of attention in the literature, little has been done to formally explain the existence, the size or the asset pricing implications of the mutual fund industry. Households and fund managers are asymmetrically informed. Paralleling the rapid growth in the mutual
In the fund industry, the number of academic studies on fund performance has been equally explosive. While initially dealing with the timing/investment abilities of fund managers (and the obvious implications for market efficiency), recent efforts have addressed the more subtle factors that may impact fund performance. These include potential measurement errors from survivorship bias and misspecification of the benchmark, the impact of fund expenses and economies of scale, and the personal characteristics of fund managers.

Despite the growth in the traditional mutual fund literature over the past several decades, academics still reach contradictory conclusions regarding the ability of fund managers to consistently outperform the market and the fund specific organizational and managerial factors that impact performance. An attempt has been made to review some existing literature available and having broad relatively with the subjective area.

1. **Invest know how Sept 2007,** publications from Punjab national bank in association with Vijay bank, issuing by principal assets management company. Assets management company has responsibility to issue every month fact sheets and key information memorandum.

2. **Portfolio statement Sept 2007,** fund manager speaks, Tata mutual fund under Tata assets management company. Tata mutual fund issued every month fact sheet which mentioned fund performance and compare with indices returns, also mentioned systematic investment plan return compare with lump sum investment.


4. **Applied finance, Sept 2007 volume 13 no: 9.** The institute of chartered financial analysts of India, university press ICFAI, how to maximum take the benefit for fluctuation of the capital market. Here the author accent how to take maximum benefits for fluctuation of capital market, trading of units.
5. Rajesh chakrabarti ,Indian school of business (July 1, 2009) , the asset management industry in India the asset management industry in India consists of a vibrant and rapidly growing mutual funds sector, an insurance sector that is dominated by unit-linked insurance plans, and venture capital funds, both domestic and foreign. Also foreign institutional investors form a category that pool foreign retail or institutional funds and invest in Indian debt and equity. Private equity funds – both domestic and foreign – constitute a booming segment as well. In the last decade or so, this industry has witnessed a wide range of regulatory changes that have brought about increased competition and a very impressive growth rate. Mutual funds and insurance sectors have been opened up to private players only 16 and 8 years ago respectively. Venture funds have been allowed even more recently. The Indian equity market with its remarkable bull run throughout most of this decade right up to the crisis has boosted major growth in the asset management industry. Even now, India stands poised at the threshold of major regulatory changes that can open up new segments like real estates and pension funds to retail investors and private and foreign fund managers. The rapid growth of the sector is likely to continue once the dampening effects of the ongoing crisis are behind us.


7. NAV 2007 mutual fund, insight, volume v, number 2, value research in this journal Sanjeev Pandiya has evaluate the market and needs of mutual funds. He had evaluated NAV of selected fund and shows the fluctuations on unit price. Sanjeev mentioned highlight market capitalization of mutual fund.

8. Nucleus investment, 15 September to 15 October 2007, volume 1, publication by Asit Mehta investment intermediates ltd, the agency providing the facility for investor for mutual fund investment. Asit
Mehta has own researcher team doing work on performance measurement of the fund input and capital appreciation.

9. Investment monitors, the complete magazine for Indian investors, volume viii issue 12 under the analysis of technical and mutual funds scheme cost and data of last three years performance of risk and return. The magazine shows the technical analysis and how much investor paid for transaction cost and tax.

10. Money today, make you richer your financial diet, the Indian today group, Rni no. Deleng/ 2006 / 18800, Indian GDP growing, how it’s affected the number of the investment opportunities in the capital market.

11. Journal of financial management and analysis volume – 20 no; 1, us congress library card no; 90 – 640754, the financial analyses based on how to used different types of ratio. (financial decision making): the fund having own features of investment on equity, debt and money market mutual fund.

12. E.J. Elton and M.J. Gurber (1996) have tried to prove that past performance is predictive of future risk adjusted performance and form a combination of actively managed portfolios with the same risk as a portfolio of index fund but higher mean return. The research paper weight on portfolio index return means market return and could fund provided same return.

13. Fisher and Gorden, security analysis and portfolio management, his study based on how to verified the risk under the calculated of beta and Portfolio risk adjustment return. Beta played role for risk measurement of the fund. Risk involved on the fund than tried to reduce it and increased return. Beta indicates diversification of the portfolio.

14. Bala Ramasamy, Mattew C.H., have examined the growth in terms of size and choice, in the Mutual Funds industry among emerging markets has been impressive. The papers give you an idea about future market of Mutual Fund, Also highlight tax benefit received to invest in mutual fund.

15. Kuo – Ping Chang —Evaluating Mutual Fund Performance and application of minimum convex input requirement set approach,
Computer and Operational research, Vol – 39, Issue – 6, may – 2006. The papers evaluating the performance of the fund with follow the operational research technique. The author pursue computer excel sheet to measure the performance of the funds.

16. The Character Accountant; Journal of the Institution of Character Accountants of India, Volume 56; No 03 September 2007. Guide the researcher how to calculate the risk and return. The papers are evidence for total risk which mention systematic and unsystematic risk. How to calculate the beta value.

17. Funds Watch; NJ Investment Mutual Funds; September 15 2007. NJ investment consultancy, selected investor portfolio, how to construction of the portfolio for individual investor in mutual fund. NJ investment mutual fund magazine explained individual portfolio construction and selection of selected fund for active investment strategic.

18. Accounting & finance; publisher of Tata Mcgraw Hill & Mcgraw Hill, how to calculated the beta and price earning ratio. The fund performance also communicated return inform of price earnings ratio and price book ratio.

19. Economy review, capital market publisher India private limited. Over all review for assets management company, strategies follow by the fund managers. The capital market publisher high light the economic situation and how the fund performance under particular political and business risk.

20. Indian Journal of Finance, Volume I Number – 2, June and July 2007. The data for balance scrod card of the selected schemes of mutual funds, the research paper was evidence for selected schemes performance and balance scored card of the fund.

21. India Today, Newspapers for India under NO. 28587/75, data based on the fund performance of the equity related scheme and how the FII investment affected the diversification of the assets. The Fund Performance also confirmed how Foreign Institutional Investors purchased Mutual Fund, might the Fund diversification of the portfolio.
22. Fund Manager, Business Standards October 2007, Going Global Market for Investment, Evolution of the diversification of the assets to one sector to another sector, Fund demonstrates return as well as risk. Equity diversification fund has highly risky compare with balance fund and risk.


25. Obaidullah M., (1992), Are Price / Earnings Ratios Indicators of Future Investment Performance?, Indian Journals of Finance and Research, vol 2 (1); 5-12: the future investment means portfolio diversification, every time need to adjustment of fund risk, that wise portfolio diversification.

26. Huang Stanely S.C. and Randall Maury R., Investment Theory, Englewood Cliffs, New Jersey (1987); Investment Theory proved when to invest, to hold, to sell. The theory indicates the investment process and when to invest, how much to save the money.

27. Mallikarrajunappa T., and Iqbal, (2003), Stock Price reactions to Earnings Announcement, Journals of IAMD and iucber, vol.26(1), 53-60


not just reduce risk but reduce average risk and increased average return.

30. In V. S. Bawa, S. J. Brown, and R.W. Klein, eds.: Estimation Risk and Optimal Portfolio Choice (North Holland, Amsterdam). The fund has need to identification of the risk and return. The estimation of risk and return was very difficult due to economy and political risk. The Optimal Portfolio means proportion of the fund allocation.


32. Chen, Zhiwu, and Peter J. Knez, 1996, Portfolio performance measurement: Theory and applications, Review of Financial Studies 9, 511—555. Portfolio performance evaluation was needed. Capital market affects by number of factors and political and market risk. Research team has been Assets Management Company pocket watch the market return or bench mark return.


Fund Performance shows the how the investor trade on unit, would Fund provided same return liked capital market provide.


42. Eugene, Fama (1972), —Components of Investment Performance, The Journal of Finance, June, pp. 551 – 567. The components of investment performance should shows sectors of investments and each of the sectors how much provided return, same fund provided return which shows the industry return, than diversification of the portfolio.


44. AMFI (2001) point out that is important that the investors of mutual fund agent / distributors, the investment advisor and even the fund
employees acquire better knowledge of what mutual fund are what they can do for investors and what they can and how the function differently from other intermediaries such as bank.

Comments – from the foregoing facts and views of eminent personalities having vast knowledge on the subject it is beyond about the during last decade, in particular the Indian mutual fund industry has made spectacular growth in terms of mobilization of the funds and increasing number of investors accounts. There is competition among fund houses to launch new schemes in one name or other. Some of the scheme are like old wine in new bottle. The product range offered by mutual fund need to be redesigned keeping in view the short medium and long-term changes in the savings and investment market. Innovative products are the need of the day not only for the conventional risk average types of investors but also for the emerging risk taking type. Not only this they need to set up there research infrastructure to bring up dampened sprit of mutual fund investors.

The regulatory authorities have also been keeping actives of mutual fund under and issuing necessary directives to curb the malpractices, noticed if any, some of the schemes have been able to come to the expectation of the investors though there number is small when seen with the plethora of schemes floated and running by various fund houses.

Notwithstanding, there has total dearth of product which can cater to the needs of rural population small entrepreneurs absence of product diversification in true sense coupled with lack of innovative marketing network and high expected returns have contributed to confusion in the minds of investors rather than building up confidence.

The argent oriented network has largely been failed because most of the agents are not specifically trained to sale MF products they have little knowledge about specific funds. Which is no less than a dangerous for the investors. this has given raise to a communication gap and adversely affected the industry marketing strategy need to shift their focus from fund based to schemes based marketing in order to reach specific target group.
The industry has proved incapable of maintaining steadying growth even in the area of recourses mobilization and also lost its lead in the house holding saving market.

The significant outflow indicates uncertainties initially people invest in mutual fund impressed with rose picture show to him but there unpleasant experience force many of them to opt out subsequently. This indicates decline in confidence of the investors. The confidence of the investors depends on the fulfillment of their expectations the performance of the funds and proven affiance of the fund managers. The lackluster showing of many funds / schemes reflected locking in all these areas.

Unless the industry the government and regulatory authority given serious though with open mind and improve on areas line investors friendly approach ( quality of after sales service , regulatory measure , taxation policy) reduction in cost of management consistent performance of the schemes adequate disclosure of all aspects effective risk management capable managers who have specialization in core areas of managing risk and enhancing the real return over a long period, the investors will not feel confident this is essential to change the perception of MF industry to clear direction the country economy will get real boost.

2.6. RESEARCH DESIGN: -

The research design is the conceptual framework within which researcher study is conducted and it construct the blue print for collection of data, measurement of data, statistical tools for analysis and analysis of variance. Research design included an outline of what the researcher will do from writing the hypothesis and its operational implication to the final analysis of data.

Decisions regarding what, when, how much, by what means concerning an inquiry or a research study constitute a research design, further more researcher design means 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. Good researcher design is often features like flexible, appropriate, efficient,
and economical. Here hypothesis testing research is those where the researcher tests the hypothesis of casual relationship between variables. Researcher ensures the minimization of bias and maximization reliability of the evidence collected. Coding should be done carefully to avoid error in coding and for this purpose the reliability of researcher to be believed.

Fund managers of the assets management company also do the researcher to identify the market and would find period to buy, to hold and to sell the scrip. Fund managers having good researcher team who continuous analysis of economic market, fundamental analysis, efficient market and technical analysis of the particular index. Today researcher team should identify the international financial market and how international financial instruments value could identified. Financial crisis affect market total risk and total return, its indicate how to diversified the portfolio, how to totally remove the unsystematic risk.

Researcher decided proper plan to action and define variable. Variable also identified dependent and independent. Researcher specified research processing and analyzing of the data.

The research design was exploratory type and the focus was a getting mutual fund’s employees views for various products, expectations from market.

2.6.1. **Exploratory Research** –

Exploratory study goes beyond description and attempts to explain the reasons for the phenomenon that the descriptive study only observed. The researcher use theories or at least hypotheses to account for the forces that caused a certain phenomenon to occur.

2.7. **Sources of Data** –

The gathering of data may range from a simple observation at one location to a grandiose survey of multinational corporations at sites in different parts of the world, the method selected will largely determine how the data are collected. Data is the facts presented to the research from the study’s environment. Characteristics of the data are as follows-

- Data are more metaphorical than real
Data are processed by our senses – often limited in comparison to the senses of other living organisms.
Capturing data are said to be trustworthy because they may be verified.
Data classify their verity by closeness to the phenomena

There are two kinds of data that can be collected for research purpose. Based on the requirement in the research appropriate data is collected.

2.7.1. **Primary Data Collection** — Primary data collected and gathered for the first time primary data are sought for their proximity to the truth and controls over error.

2.7.2. **Advantages of Primary Data Sources Are** —
- Researchers can collect precisely the information they want.
- They usually can specify the operational definitions used and can eliminate, or at least monitor and record the extraneous influences on the data as they are gathered.

2.7.3. **Secondary Data Source**— Someone else collects secondary data. So, it becomes secondary information for the research. Secondary data have had at least one layer of interpretation inserted between the event and its recording. Reasons for using the secondary data are listed below-
- They fill a need for specific reference or citation on same point.
- Secondary data are an integral part of a larger research study.
- Secondary data may be used as the sole basis for a research study, since in many research situations one cannot conduct primary research because of physical legal or cost influences.

Analyzing the requirement of data it was found that primary data is more important for achieving research objective.

(Primary data is collected with the help of questionnaire)

2.7.4. **Sampling Plan** — Collecting the required information from the right sources is very important. Sources from which the data are collected differ as per the required of researcher.
2.7.5. **Sampling Units** – The sampling units primarily consisted of investors like businessman, professional, salaried employees and others. The sample units is taken from the Jaipur city of Rajasthan region.

2.8. **SIGNIFICANCE OF THE RESEARCH:**

Asset management mutual fund company is one of the financial instruments play in capital market, after 2002 high growth of mutual fund industry in India. Asset management mutual fund company provides more benefit to small investors, who cannot easily play in capital market. Mutual fund pool the money for saving to investment.

Asset management mutual fund companies main feature is to analysis before investment how much risk and return. The confidential level or reliability is the expected percentages of times that the actual value will fall within the stated precision limits. The significance level indicates the likelihood that the answer will fall outside that range.

2.9. **HYPOTHESIS**

In order to realize the objective of the study the following hypothesis has been formulated. There exists significant relationship between level of satisfaction of age, gender, educational qualification, income, occupation, and family size.

The probabilities indicate the extent of HDFC that can be placed on conclusions drawn. The same technique is used in case of chi-square test and the table value chi-square are available at various probabilities level. These levels are called level of significance. Usually the value of chi-square is at 5% level of significance.

**The Broader Hypothesis For The Study Would Be As Under.**

**Ho:** There would be no significant difference in performance of various five starts mutual fund in various sectors.

**H1:** There would be significant difference in performance of various five starts mutual fund in various sectors.

Above hypothesis would be expected to review with Following Sub – Parameters Which Are As Under.-:
(H0): There is no significant relationship between the occupations of the investors invest in mutual funds.
(H1): There is significant relationship between the occupations of the investors invest in mutual funds.

(H0): There is no significant relationship between time horizons of the respondents.
(H1): There is significant relationship between time horizons of the respondents.

(H0): There is no significant relationship between investment information sources of the respondents.
(H1): There is significant relationship between investment information sources of the respondents.

(H0): There is no significant relationship between investment goals of the respondents.
(H1): There is significant relationship between investment goals of the respondents.

(H0): There is no significant relationship between types of scheme of the respondents.
(H1): There is significant relationship between types of scheme of the respondents invest in.

(H0): There is no significant relationship between parts of income ready to invest by the respondents.
(H1): There is significant relationship between parts of income ready to invest by the respondents.

(H0): There is no significant relationship between investment schemes selected by the respondents.
(H1): There is significant relationship between investment schemes selected by the respondents.

(H0): There is no significant relationship between the types of risks feel by investors in mutual funds
(H1): There is significant relationship between the types of risks feel by investors in mutual funds.
(H0):-There is no significant relationship between the types of benefits need feel by investors in mutual funds.

(H1):-There is significant relationship between the types of benefits need feel by investors in mutual funds.

(H0):-There is no significant relationship between the types of future needs feel by investors in mutual funds.

(H1):-There is significant relationship between the types of future needs feel by investors in mutual funds.

(H0):-There is no significant relationship between the investors who have hesitate to invest in mutual funds.

(H1):-There is significant relationship between the investors who have hesitated to invest in mutual funds.

2.10. FINANCIAL AND STATISTICAL TOOLS FOR MEASUREMENT

2.10.1. Tools for Analysis:-
In order to analysis the readers’ satisfaction of respondents, the following tables of analysis were used to obtain the various objectives of the study.

2.10.2. Chi-Square Test:-
A family of probability distribution, differentiated by this degree of freedom is used to test a member of different hypothesis about variances, proportions, and distributional goodness of fit.

\[
\text{Chi-Square Test } ( X^2 ) = \frac{(O - E)^2}{E}
\]

Degree of Freedom = (R - 1) (C - 1)

Wherein,

\begin{align*}
O &= \text{Refers to the observed frequency.} \\
E &= \text{Refers to the expected frequency.} \\
R &= \text{Refers to the number of rows.} \\
C &= \text{Refers to the number of columns.}
\end{align*}
2.10.3. Null Hypothesis (Ho) -:

“Null hypothesis is one that would be true if the alternative hypothesis were false”. It is very useful tool in testing the significance of difference. It assets that there is no real difference in the sample and the population in the particular matter under consideration. It is usually denoted by the symbol h0 .the level of significance is always the same percentage (usually 5%) this should be chosen with great care, thought and reason. H0 will be rejected when the sampling result is less than 0.05 probability of occurring it. H0 is true and vice versa in case of 5% level of significance.

2.10.4. Finding for Chi-Square Test –

- Table of occupation of the respondents shows that the calculated value of chi-square is greater than the table value. Hence the null hypothesis is rejected and it is concluded that there is significant relationship between occupations of the respondents.
- Table of the time horizon (period for which cum stay invested) of the respondents shows that the calculated value of chi-square is greater than the table value. Hence the null hypothesis is rejected and it is concluded that there is significant relationship between time horizon (period for which cum stay invested) of the respondents.
- Table of investment information sources of the respondents shows that the calculated value of chi-square is greater than the table value. Hence the null hypothesis is rejected and it is concluded that there is significant relationship between investment information sources of the respondents.
- Table of investment goal of the respondents shows that the calculated value of chi-square is greater than the table value. Hence the null hypothesis is rejected and it is concluded that there is significant relationship between investment goals of the respondents.
- Table of types of scheme of the respondents invest in mutual funds shows that the calculated value of chi-square is greater than the table value. Hence the null hypothesis is rejected and it is concluded that there is significant relationship between types of scheme of the respondents invest in mutual funds.
Table of part of income ready to invest by the respondents shows that the calculated value of chi-square is greater than the table value. Hence the null hypothesis is rejected and it is concluded that there is significant relationship between parts of income ready to invest by the respondents.

Table of investment schemes selected by the investors shows that the calculated value of chi-square is greater than the table value. Hence the null hypothesis is rejected and it is concluded that there is significant relationship between investment schemes selected by the investors.

Table of the types of risks feel by investors in mutual funds shows that the calculated value of chi-square is greater than the table value. Hence the null hypothesis is rejected and it is concluded that there is significant relationship between the types of risks feel by investors in mutual funds.

Table of the types of benefits need by the investor feel at the time of mutual fund investment shows that the calculated value of chi-square is greater than the table value. Hence the null hypothesis is rejected and it is concluded that there is significant relationship between the types of benefits need by the investor feel at the time of mutual fund investment.

Table of the types of future needs feel by the investor at the time of mutual fund investment shows that the calculated value of chi-square is greater than the table value. Hence the null hypothesis is rejected and it is concluded that there is significant relationship between the types of future needs feel by the investor at the time of mutual fund investment.

Table of the investors why they hesitate to invest in mutual funds schemes shows that the calculated value of chi-square is greater than the table value. Hence the null hypothesis is rejected and it is concluded that there is significant relationship between the investors why they hesitate to invest in mutual funds schemes.
2.11. **Technique of Data Collection** -

“This step involves making a very specific plan about how will conduct your research and collect your data “the questionnaire has been designed and used to collect the needed primary data. Both open ended and closed ended questions were used.

Questionnaire is a prepared set of questions designed to generate data necessary for accomplishing the objectives of the research project.

2.11.1. **Area of the Study** - The study of the investors’ attitude towards assets management in mutual funds in India.

2.11.2. **Period of the Study** — The period of the study covers six months December 2012 – may 2013.

2.11.3. **Sample Size** — The sample size selected for the study is 100 respondents Jaipur city. The respondents are selected by convenience sampling method.

2.11.4. **Sampling Techniques** - Data on the various aspects directly and indirectly related to the investigation were gathered through questionnaires to the respondents.

The questions were necessary to ensure the reliability of the information. The question were simple to understand and contained simple alternative choice, so that information could be collected from various respondents. It should be seen that parties are not biased or prejudiced and are mentally sound.

2.12. **LIMITATION OF THE STUDY** -

1. The research done only selected a scheme which was related with five rating star and the value research magazine.
2. The data would not collect to the assets management company data sheet, but collection from the market or secondary source.
3. The research analysis was based on the past performance of the only selected equity diversified scheme.
4. The research had been based on the net assets value, that NAV continuous fluctuation.
5. The research analysis compares the net assets value and expense ratio, but NAV continuous fluctuation.
6. Fund manager investment style based on capital market situation. It could not possible always pursue the mentioned objectives.
7. Equity diversified schemes having different objectives due to sector wise allocation of the fund.
8. Performance measurement techniques should not give equal weight to each of the schemes.
9. Sharpen performance evaluation is based on variance, not cover market risk and that risk also affect fund return.

**CONCLUSION –**

In sum up most of the issue are operational and can be resolved urgent issue need to be addressed by the regulators, managements and AMFI to put the industry in strong footings. Some had decisions and actions may also be necessary. To name a few there is need to place really competent and of sound integrity fund managers they need to be accountable for their action. Risk management, corporate government and discloses of information’s need to be improved drastically. Until then the investors lacks confidence and sustainable growth of the mutual funds companies in India. As a fall out, impact on economy of the country can not remain unaffected.
Reference:

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13.Www.Findarticles.Com
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