

ANJUMAN

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ANJUMAN ARTS, SCIENCE, COMMERCE COLLEGE & P.G. CENTRE

(AFFILIATED TO THE KARNATAK UNIVERSITY, DHARWAD)

Accredited "B" Grade by NAAC

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Golden Jubilee

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(ಉತ್ತರ ಕನ್ನಡ) ಕರ್ನಾಟಕ ರಾಜ್ಯ

ದೂರವಾರ್ತೆ : ೦೮೩೮೫ (೦) ೨೨೬೪೪೩ (ಫ್ಯಾಕ್ಸ್) ೨೨೮೪೪೩

(ಮೊ) ೯೮೮೬೨೧೨೬೯೨

Certificate

Certified that the project work titled "Security Analysis of Selected Five Different Industry Sector Securities Listed in Bombay Stock Exchange at Geojit Financial Services Ltd., Honnavar" is an original record of field work done by **Ms. Netravati Martu Naik** with Registration No. **18C011219** in a partial fulfillment of the award of degree of **Master of Commerce** of the **Karnatak University, Dharwad** during 2019-20. The project satisfies the academic requirements in respect of project work prescribed for the Degree of Master of Commerce and is a record her own independent work.

This project is based on the studies carried out by her has not submitted to any other University or Institution for the award of any degree or diploma.

Prof. Ganesh Naik

Project Guide

Prof. M.K. Shaikh


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CERTIFICATE

This is to certify that Miss. Netravati Martu Naik Register No. 18C011219, M.Com student of Anjuman Arts, Science & Commerce college and P.G. Centre, Bhatkal has satisfactorily completed the project in GEOJIT FINANCIAL SERVICES LTD, HONNAVAR on **Security Analyses of selected five different industry sector securities listed in Bombay stock exchange At Geojit Financial Services Ltd, Honnavar** or partial fulfillment of her degree in masters in commerce under Karnataka university Dharwad, Karnataka.

The effect put in by her in collecting the data and overall participation during the completion of project deserves highest appreciation.

We congratulate her and wish her all the success in her future endeavors.


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INTRODUCTION ABOUT THE TOPIC

The market for long term securities like bonds, equity stocks and preferred stocks is divided into primary market and secondary market. Primary market deals with the new issues of securities. Outstanding securities are traded in the secondary market, which is commonly known as stock market or stock exchange. In the secondary market, the investors can sell or buy securities. Stock markets predominantly deal in the equity shares. Well regulated and active stock market promotes capital formation. The health of the economy is reflected by the growth of the stock market. Stock broking is a growing industry in India. As a result of that both foreign and domestic investors are interested in investing in Indian stock market.

The topic selected for the study is "SECURITY ANALYSIS OF SELECTED FIVE DIFFERENT INDUSTRY SECTOR SECURITIES LISTED IN BOMBAY STOCK EXCHANGE" with reference to Geogit Financial Service Ltd. Honnavar.

The study is done for the purpose of conducting fundamental analysis and technical analysis of leading securities in the stock market. In the stock market share price of companies are determined by the demand and supply forces operating in the market. These demand and supply forces in turn are influenced by a number of fundamental factors as well as certain psychological or emotional factors. The combined impact of all these factors is reflected in the share price movement. The price movements of securities follow systematic and certain consistent patterns. Past movements in the prices of shares help to identify trends and patterns. It is useful for the prediction of future price movements. The companies selected are securities are STEEL INDUSTRY, TELECOM INDUSTRY, OIL AND GAS INDUSTRY, RETAIL INDUSTRY and REAL ESTATE INDUSTRY.

SECURITY ANALYSIS

Meaning of security analysis - Security analysis is an examination and evaluation of the various factors affecting the value of security. Security analysis refers to the analysis of tradable financial instruments. Financial instrument can be classified into debt securities, equities or some hybrid of the two

Classification of security analysis

Security analysis is broadly classified into two categories:

1. **Fundamental Analysis** – Fundamental Analysis refers to the evaluation of securities with the help of certain fundamental business factors such as financial statements, current interest rates as well as competitor's products and financial market.

CONCLUSION:

Security analysis is one of the widely used techniques to measure return and risk characteristics of securities of different companies. To achieve good return, investors should consider risk and return factors of the company. A company which is providing highest return may be too much risks and the company which has low risk may give less return. The investors who are new to the stock market are blindly investing and losing their money without analyzing the market before investing. So for such type of investors securities analysis shows a right path in order to select good companies and to earn good return.

The present study is very helpful for the investors to select a company which can give more return and it helps to know which company has high risk.