

# **A study on share market in reference to Bombay stock exchange**

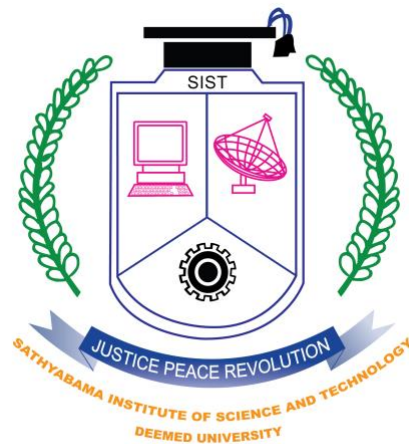
Submitted in partial fulfillment of the requirement for the reward of

## **BACHELOR OF COMMERCE**

**By**

**NASHEETA N**

**39740154**



**BACHELOR OF COMMERCE**

**SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA  
INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

Accredited with grade "A" by NAAC | 12B status by UGC | Approved by AICTE  
Jeppiar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600119

APRIL 2022





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[www.sathyabama.ac.in](http://www.sathyabama.ac.in)

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**BONAFIDE CERTIFICATE**

This is to Certify that this Project Report is the Bonafide work of **NASHEETA.N (39740135)** who has done the Project work entitled "**A STUDY ON SHARE MARKET**" under my supervision from December 2021 to April 2022.

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**EXTERNAL GUIDE**

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**Submitted for the Viva Voce Examination held on \_\_\_\_\_**

**Internal Examiner**

**External Examiner**

## DECLARATION

I am **NASHEETA.N (39740154)** hereby declare that the Project Report entitled “**A STUDY ON SHARE MARKET**” done by me under the guidance of **Dr. LAVANYA** is submitted in Partial fulfillment of the requirements for the award of **Bachelor of Commerce**.

**DATE:**  
**PLACE: CHENNAI**

**NASHEETA.N**  
**SIGNATURE OF THE CANDIDATE**

## ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. BHUVANESHWARI.G (Dean - School of Management Studies)** and **Dr. PALANI.A (Head of the Department of Business Administration)** for

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I wish to express my gratitude to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the training.

**NASHEETA.N**

### **ABSTRACT**

Stock markets are without any doubt, an integral and indispensable part of a country's economy. But the impact of stock markets on the country's economy can be different from how the other countries' stock markets affect their economies. This is because the impact of stock markets on the economy depends on various factors like the organization of stock exchanges, its relationship with other components of the financial system, the system of governance in the country etc. All of these factors are distinct for each country; therefore, the impact of stock markets on a country's economy is also distinct. Over the years, the Indian capital market system has undergone major fundamental institutional changes Which resulted in reduction in transaction costs, significant improvements in efficiency transparency and safety. All these changes have brought about the economic development of the economy through stock markets. In the same way, economic expansion fueled by technological changes, products and services innovation is expected to create a high

demand for stock market development. The present paper is divided into two parts: in the first section, the evolution of international stock markets and the developments in Indian stock markets are briefly reviewed to help us understand how stock markets have emerged as the driving economic forces that they are today; and the second part presents a number of studies that review the impact of financial development, stock market development and its functions and its possible impact on economic growth.

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# **CHAPTER - 1**

## **INTRODUCTION**

### **1. INTRODUCTION**

Established in 1875, BSE (formerly known as Bombay Stock Exchange), is Asia's first & the Fastest Stock Exchange in world with the speed of 6 micro seconds and one of India's leading exchange groups. Over the past 143 years, BSE has facilitated the growth of the Indian corporate sector by providing it an efficient capital-raising platform. Popularly known as BSE, the bourse was established as 'The Native Share & Stock Brokers' Association 'in 1875. In 2017 BSE become the 1st listed stock exchange of India.

Today BSE provides an efficient and transparent market for trading in equity, currencies, debt instruments, derivatives, mutual funds. BSE SME is India's largest SME platform which has listed over 250 companies and continues to grow at a steady pace. BSE StAR MF is India's largest online mutual fund platform which process over 27 lakh transactions per month and adds almost 2 lakh new SIPs ever month. BSE Bond, the transparent and efficient electronic book mechanism process for private placement of debt securities, is the market leader with more than Rs 2.09 lakh crore of fund raising from 530 issuances. (F.Y. 2017-2018).

Keeping in line with the vision of Shri Narendra Modi, Hon'be Prime Minister of India, BSE has launched India INX, India's 1st international exchange, located at GIFT CITY IFSC in Ahmedabad.

Indian Clearing Corporation Limited, a wholly owned subsidiary of BSE, acts as the central counterparty to all trades executed on the BSE trading platform and provides full novation, guaranteeing the settlement of all bonafide trades executed.

BSE Institute Ltd, another fully owned subsidiary of BSE runs one of the most respected capital market educational institutes in the country.

BSE has also launched BSE Sammaan, the CSR exchange, is a 1st of its kind initiative which aims to connect corporate with verified NGOs

BSE's popular equity index - the S&P BSE SENSEX - is India's most widely tracked stock market benchmark index. It is traded internationally on the EUREX as well as leading exchanges of the BRICS nations (Brazil, Russia, China and South Africa)

Stock markets have been identified as locations for engaging in economic transactions of buying and selling stocks or shares which are the ownership claims on businesses. This represents an aggregation of buyers and sellers of stock and need not be a physical location or a discrete entity. Stock markets are also known by different names as share markets and equity markets. A stock exchange, also called a securities exchange or bourse is the name given to the facility for engaging in buying and selling of shares of stock or bonds or other financial instruments. For a security to be traded on a stock exchange, it must be listed on a major stock exchange. In short, different stock exchanges and the inter relationships among them constitute the system of stock markets.

Stock markets are without any doubt, an integral and indispensable part of a country's economy. But the impact of stock markets on the country's economy can be different from how the other countries' stock markets affect their economies. This is because the impact of stock markets on the economy depends on various factors like the organization of stock exchanges, its relationship with other components of the financial system, the system of governance in the country etc. All of these factors are distinct for each country; therefore, the impact of stock markets on a country's economy is also distinct. Stock markets have also grown to be a global phenomenon. Developed countries and developing countries around the world have developed their stock markets with some of the most active stock markets existing in countries like the US, the UK, Japan, India, China, Canada, Germany, France, South Korea and the Netherlands. In this section the evolution of international stock markets and the developments in Indian stock markets are briefly reviewed to help us understand how stock markets have emerged as the driving economic forces that they are today.

## **1.1 COMPANY PROFILE**

Established in 1875, BSE (formerly known as Bombay Stock Exchange), is Asia's first & the Fastest Stock Exchange in world with the speed of 6 micro seconds and one of India's leading exchange groups. Over the past 143 years, BSE has facilitated the growth of the Indian corporate sector by providing it an efficient capital-raising platform. Popularly known as BSE, the bourse was established as 'The Native Share & Stock Brokers' Association 'in 1875. In 2017 BSE become the 1st listed stock exchange of India. The Bombay Stock Exchange (BSE) is the first and largest in India and was established in 1875 as the Native Share and Stock Brokers' Association. Based in Mumbai, India, the BSE lists close to 6,000 companies and is one of the largest exchanges in the world, along with the New York Stock Exchange (NYSE), Nasdaq, London Stock Exchange Group, Japan Exchange Group, and Shanghai Stock Exchange. The BSE has helped develop India's capital markets, including the retail debt market, and has helped grow the Indian corporate sector. The BSE is Asia's first stock exchange and also includes an equities trading platform for small-and-medium enterprises (SME). BSE has diversified into providing other capital market services including clearing, settlement, and risk management.

### **Key takeaways**

- Established in 1875 as the Native Share and Stock Brokers' Association, the Bombay Stock Exchange (BSE) is Asia's first exchange and the largest securities market in India.
- The BSE has been instrumental in developing India's capital markets by providing an efficient platform for the Indian corporate sector to raise investment capital.
- The BSE is known for its electronic trading system that provides fast and efficient trade execution.
- The BSE enables investors to trade in equities, currencies, debt instruments, derivatives, and mutual funds.
- The BSE also provides other important capital market trading services such as risk management, clearing, settlement, and investor education.

Today BSE provides an efficient and transparent market for trading in equity, currencies, debt instruments, derivatives, mutual funds. BSE SME is India's largest SME platform which has listed over 250 companies and continues to grow at a steady pace. BSE StAR MF is India's largest online mutual fund platform which process over 27 lakh transactions per month and adds almost 2 lakh new SIPs ever month. BSE Bond, the transparent and efficient electronic book mechanism process for private placement of debt securities, is the market leader with more than Rs 2.09 lakh crore of fund raising from 530 issuances.

### **How the Bombay Stock Exchange (BSE) Works**

In 1995, the BSE switched from an open-floor to an electronic trading system. There are more than a dozen electronic exchanges in the U.S. alone with the New York Stock Exchange (NYSE) and Nasdaq being the most widely known.

The BSE's overall performance is measured by the sensex, a benchmark index of 30 of the BSE's largest and most actively traded stocks covering 12 sectors. Debuting in 1986, the Sensex is India's oldest stock index. Also called the "BSE 30," the index broadly represents the composition of India's entire market.

### **Dalal Street**

The Bombay Stock Exchange is located on Dalal street in downtown Mumbai, India. In the 1850s, stockbrokers would conduct business under a banyan tree in front of the Mumbai town hall. After a few decades of various meeting locations, Dalal Street was formally selected in 1874 as the location for the Native Share and Stock Brokers' Association, the forerunner organization that would eventually become the BSE.

Mumbai is now a major financial center in India and Dalal Street is home to a large number of banks, investment firms, and related financial service companies. The importance of Dalal Street to India is similar to that of wall street in the United States. Indian investors and the press will cite the investment activity of Dalal Street and will use it as a figure of speech to represent the Indian financial industry.

## **Other Major International Stock Exchanges**

In addition to the Bombay Stock Exchange (BSE), other major international stock exchanges include:

### **The New York Stock Exchange (NYSE)**

The New York Stock Exchange (NYSE) is considered the largest equities-based exchange in the world, based on the total market capitalization of its listed securities. NYSE was formerly a private organization but became public in 2005 after it acquired the electronic trading exchange Archipelagos.

### **Nasdaq**

Nasdaq is a global electronic marketplace and the benchmark index for U.S. technology stocks. National Association of Securities Dealers (NASD) created Nasdaq in 1971 to enable investors to trade securities on a rapid, computerized, and transparent system. Today "Nasdaq" also refers to the Nasdaq Composite, an index of more than 3,000 listed technology companies including Apple, Google, Microsoft, Oracle, Amazon, Intel, and Amgen.

### **London Stock Exchange (LSE)**

The London Stock Exchange (LSE) is the primary U.K. stock exchange and largest in Europe. The LSE developed after several regional exchanges merged in 1973. LSE was first called the Stock Exchange of Great Britain and Ireland. One hundred of the top blue chips on the LSE form the Financial Times Stock Exchange (FTSE) 100 Share Index or "Footsie."

The BSE is Asia's first stock exchange and also includes an equities trading platform for small-and-medium enterprises (SME). BSE has diversified into providing other capital market services including clearing, settlement, and risk management.

## **1.2 NEED FOR THE STUDY**

Stock market analysis enables investors to identify the intrinsic worth of a security even before investing in it. All stock market tips are formulated after thorough research by experts. Studying and evaluating past and current data helps investors and traders to gain an edge in the markets to make informed decisions.

## **1.3 SCOPE OF THE STUDY**

The objectives of this comparative study are to generate analytical insights into the role of venture capital as a means of financing new technology based firms. Venture capital does not solely focus on new technology based firms. For example, financing the expansion of established companies as well as the financing of management buyouts and buyins constitutes a major part of this investment business. However, with regard to the historical role VC has played in the development of today's large businesses such as Apple, Advanced Micro Devices, Digital Equipment, or Intel, new technology based firms can be seen as important vehicle in the commercialization of technological inventions. It is well-known that the process of developing new technology involves uncertainty and risk. Hence, venture capital - in its traditional role - is a suitable means of fostering technological development.

## **1.4 OBJECTIVES OF THE STUDY**

- The objective is to study the investors awareness in the Stock Markets.
- To study the influence of stock and investment strategies.
- To study the influence of demographic profile on investors awareness in stock markets.

## **1.5 LIMITATIONS OF THE STUDY**

The important Limitations of the study include

- Study is not free from limitations. Some of the limitations of the study are as follows;
- Lack of uniformity and control of Stock Exchanges.
- Failure to control unhealthy speculation. Allowing more than one exchange in a place.
- No proper regulation on the listing of securities.

## **CHAPTER -2**

### **REVIEW OF LITERATURE**

Stock markets are without any doubt, an integral and indispensable part of a country's economy. But the impact of stock markets on the country's economy can be different from how the other countries' stock markets affect their economies. This is because the impact of stock markets on the economy depends on various factors like the organization of stock exchanges, its relationship with other components of the financial system, the system of governance in the country etc. All of these factors are distinct for each country; therefore, the impact of stock markets on a country's economy is also distinct. Over the years, the Indian capital market system has undergone major fundamental institutional changes which resulted in reduction in transaction costs, significant improvements in efficiency, transparency and safety. All these changes have brought about the economic development of the economy through stock markets. In the same way, economic expansion fuelled by technological changes, products and services innovation is expected to create a high demand for stock market development. The present paper is divided into two parts: in the first section, the evolution of international stock markets and the developments in Indian stock markets are briefly reviewed to help us understand how stock markets have emerged as the driving economic forces that they are today; and the second part presents a number of studies that review the impact of financial development, stock market development and its functions and its possible impact on economic growth.

## **CHAPTER - 3**

### **RESEARCH METHODOLOGY**

To study the investors awareness about investment in Stock Market, a structured questionnaire was prepared. The questionnaire was distributed through personal contacts, and others. The questionnaires were distributed to various people and about 120 responses were gathered on the same study.

Free-float methodology is a method of calculating the market capitalization of a stock market index's underlying companies. Using this methodology, the market capitalization of a company is calculated by taking the equity's price and multiplying it by the number of shares readily available in the market.

#### **2.1 RESEARCH DESIGN**

A research design is the 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. This research design applied for the study is “Descriptive Research”

#### **2.2 DESCRIPTIVE RESEARCH DESIGN**

Descriptive research aims to accurately and systematically describe population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

#### **2.3 SOURCES OF DATA**

Sources of data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources are

### **2.3.1 Primary data**

The primary data for this study was collected through questionnaire.

### **2.3.2 Secondary data**

Secondary data was collected from external sources like websites, journals etc.

## **2.4 STRUCTURE OF THE QUESTIONNAIRE**

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of questions and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows

### **2.4.1 Basic Introduction**

The questionnaire begins with small and simplified description regarding the questionnaire

- Title and description of the topic.

### **2.4.2 Personal details**

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

### **2.4.3 Research related questions**

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion.

### **2.4.4 Perception questions**

The next set of questions in the questionnaire focus on the general questions which are all about the stock exchange system.

#### **2.4.5 Suggestion questions**

The last and final questioner in the questionnaire focus on the suggestion questions of the participants regarding the questionnaire.

### **2.5 HYPOTHESIS**

H1 : There is significant difference in factors influencing the satisfaction of male and female customers.

H2: There is significant difference in factors influencing the purchase decision of male and female customers.

#### **2.5.1 ANALYTICAL TOOLS**

Tools used in this esearch are simple percentage method.

## **CHAPTER - 4**

### **DATA ANALYSIS AND INTERPRETATION**

#### **DATA ANALYSIS**

Customer satisfactions is the best indicator of how likely customer will make a purchase in the future. Asking customers to rate their satisfaction on a scale basis is a a good way to see if they will become repeat customers. Ongoing satisfaction leads to loyalty and repurchase. This chapter makes an analysis of customer satisfaction of stock exchange / stock market.

The data collected through structured questionnaire from 100 samples are analyzed carefully and interpretations are made accordingly.

For this purpose the methods of percentage analysis and chi square test are applied. Diagrams such as Simple bar diagram, Pie chart, and other charts were employed for presenting the data.

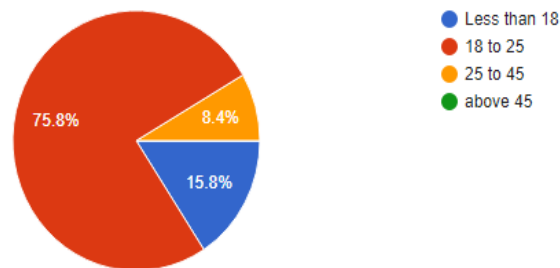
**TABLE 4.1**  
**CLASSIFICATION ON THE BASIS OF AGE**

| AGE      | NO OF RESPONDENTS | PERCENTAGE |
|----------|-------------------|------------|
| Below 18 | 15                | 15%        |
| 18 - 25  | 75                | 75%        |
| 25 - 45  | 8                 | 8%         |
| Above 45 | 2                 | 2%         |

**Source : Primary data**  
**INTERPRETATION**

In this chart we can observe that 75.8% respondents are between ages 18 to 25 years. 15.6% of the respondents are below 18 years. 8.2% of respondents are between 25 to 45, Therefore most of the respondents age group are between from 18 to 25 years.

**FIGURE 4.1**  
**CLASSIFICATION ON THE BASIS OF AGE**



**INFERENCE :**

Majority 75.8% of the respondents of my questionnaire belong to the age group 18 - 15.

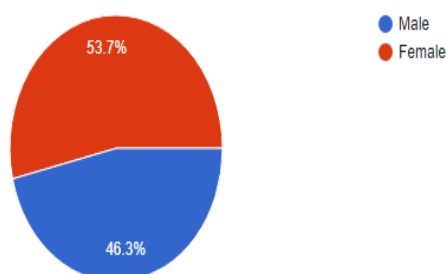
**TABLE 4.2**  
**GENDER WISE CLASSIFICATION**

| Gender | No of respondents | Percentage |
|--------|-------------------|------------|
| Male   | 46                | 46%        |
| Female | 53                | 53%        |

**Source : Primary data**  
**INTERPRETATION**

From this chart we can observe that 46.9% are the male respondents and 46.3% are female respondents.

**FIGURE 4.2**  
**GENDER WISE CLASSIFICATION**



### INFERENCE :

Majority 53.7% of the respondents of my questionnaire are female.

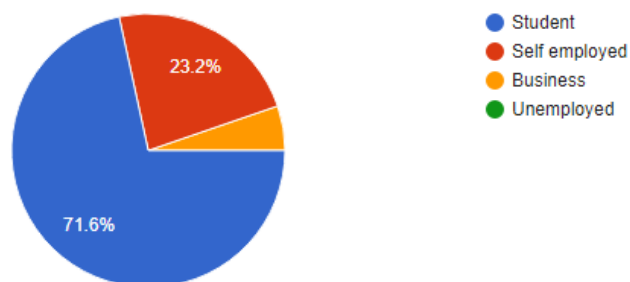
**TABLE 4.3**  
**OCCUPATION OF RESPONDENTS**

| Occupation      | No of respondents | Percentage |
|-----------------|-------------------|------------|
| Student         | 71                | 71%        |
| Self - employed | 23                | 23%        |
| Business        | 7                 | 7%         |
| Unemployed      | 1                 | 1%         |

Source : Primary data  
**INTERPRETATION**

The above table shows that the largest group belongs to student with 71%. The major respondents of my questionnaire who are aware of share market are student. The second sector sector of occupation represents the others with 23%, 7%, 1% respondents are self - employed, business professional and unemployment.

**FIGURE 4.3**  
**OCCUPATION OF THE RESPONDENTS**



### INFERENCE :

Majority 71.6% of respondents are students.

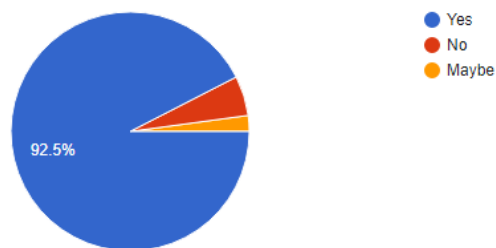
**TABLE 4.4**  
**AWARENESS ABOUT SHARE MARKET**

| YES / NO | No of respondents | Percentage |
|----------|-------------------|------------|
| Yes      | 92                | 92.5%      |
| No       | 7                 | 7%         |
| Maybe    | -                 | -          |

Source : Primary data  
**INTERPRETATION**

The above table states that 92.5% of the respondents are aware of the share market and 7% of the respondents are not much aware of share market.

**FIGURE 4.4**  
**AWARENESS ABOUT SHARE MARKET**



**INFERENCE :**

Majority 92.5% of my respondents are well aware of share market and 21.2% of my respondents are not aware of share market.

**TABLE 4.5**  
**REASONS TO INVEST IN SHARE MARKET**

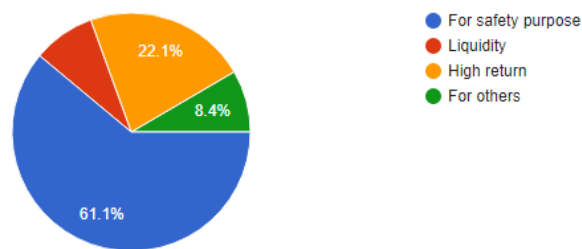
| Reason             | No of respondents | Percentage |
|--------------------|-------------------|------------|
| For safety purpose | 61                | 61%        |
| Liquidity          | 4                 | 4%         |
| High return        | 22                | 22%        |
| Others             | 8                 | 8%         |

Source : Primary data

## INTERPRETATION

Out of 100 respondents 61.1% of them choose safety purpose as a reason to invest in share market. Followed by 22.1% respondents who chose high return whereas 8.4% and 4.3% have chosen others and liquidity as a reason to choose to invest in share market.

**FIGURE 4.5**  
**REASONS TO INVEST IN SHARE MARKET**



## INFERENCE :

Majority 61.1% of respondents chose safety purpose as the reason to invest in share market.

**TABLE 4.6**  
**INFORMATION SOURCES OF SHARE MARKET**

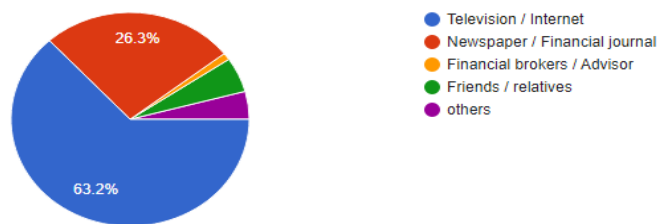
| Sources                     | No of respondents | Percentage |
|-----------------------------|-------------------|------------|
| Television / Internet       | 63                | 63%        |
| Newspaper / Journal         | 26                | 26%        |
| Financial broker / advisors | 2                 | 2%         |
| Friends / relatives         | 8                 | 8%         |
| Others                      | 4                 | 4%         |

**Source : Primary data**  
**INTERPRETATION**

The above table discloses that 63.2% respondents source the information of share market through Television / Internet while the others 26%, 8%, 4%, 2% sources it through various

different options such like newspaper / journal, financial broker / advisors, friends / relatives and others.

**FIGURE 4.6**  
**INFORMATION SOURCES OF SHARE MARKET**



**INFERENCE :**

Majority 63.2% of the respondents source information on share market through Television / Internet.

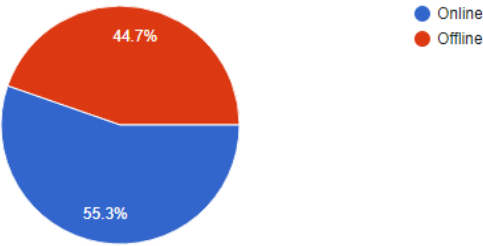
**TABLE 4.7**  
**MODE OF TRADING PREFERRED**

| Mode of trading | No of respondents | Percentage |
|-----------------|-------------------|------------|
| Online          | 55                | 55.3%      |
| Offline         | 44                | 44.7%      |

**Source : Primary data**  
**INTERPRETATION**

55.3% of them prefer online trading while the rest 44.7% prefer offline trading.

**FIGURE 4.7**  
**MODE OF TRADING PREFERRED**



**INFERENCE :**

Majority 55.3% of the respondents prefer online trading.

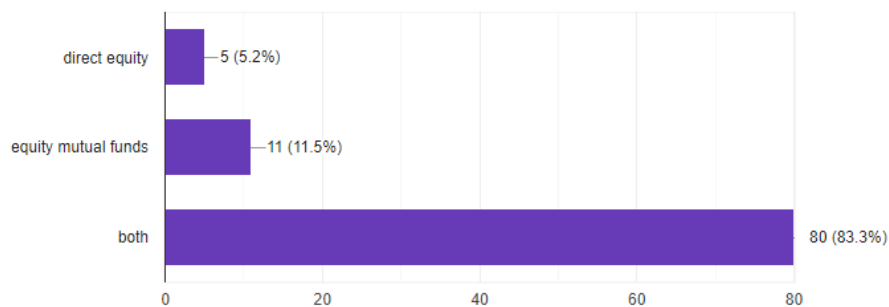
**TABLE 4.8**  
**INVESTMENT PREFERRED**

| Type of investment  | No of respondents | Percentage |
|---------------------|-------------------|------------|
| Direct equity       | 5                 | 5.2%       |
| Equity mutual funds | 11                | 11.5%      |
| Both                | 80                | 83.3%      |

**Source : Primary data**  
**INTERPRETATION**

Out of 100 respondents 83.3% of them willingly chose both as their preferred investement whilst 11.5%, 5.2% chose equity mutual funds and direct equity as their preferred investment.

**FIGURE 4.8**  
**INVESTMENT PREFERRED**



**INFERENCE :**

Majority 83.3% have chose both as their preferred investment method.

**TABLE 4.9**

**CAN ONE TRADE WHEN MARKET ARE SHUT OR CLOSED?**

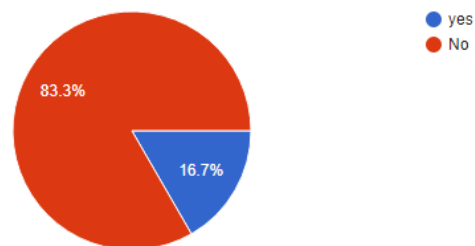
| Answer | No of respondents | percentage |
|--------|-------------------|------------|
| yes    | 16                | 16.7%      |
| no     | 83                | 83.3%      |

**Source : Primary data**  
**INTERPRETATION**

This table reveals that the majority 83.3% have chosen that one cannot purchase when the market are shut or closed while the other 16.7% has voted otherwise.

**FIGURE 4.9**

**CAN ONE TRADE WHEN MARKET ARE SHUT OR CLOSED?**



**INFERENCE :**

Majority of the respondents 83.3% chose that one cannot trade when market is closed or shut.

**TABLE 4.10**

**FUNCTIONS OF SHARE MARKET**

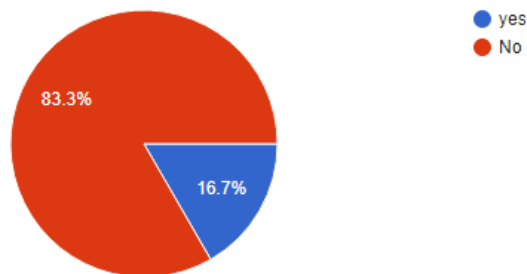
| Functions of share market  | No of respondents | Percentage |
|----------------------------|-------------------|------------|
| Role of economic barometer | 8                 | 8.3%       |
| Valuation of securities    | 24                | 24%        |
| All of the above           | 67                | 67.7%      |

**Source : Primary data**  
**INTERPRETATION**

67.7% of the respondents have chosen all the above and the rest 24% and 8.3% have chosen valuation of securities and role of economic barometer.

**FIGURE 4.10**

**FUNCTIONS OF SHARE MARKET**



**INFERENCE**

Majority 67.7% of the respondents choose all of the above as the functions of share market.

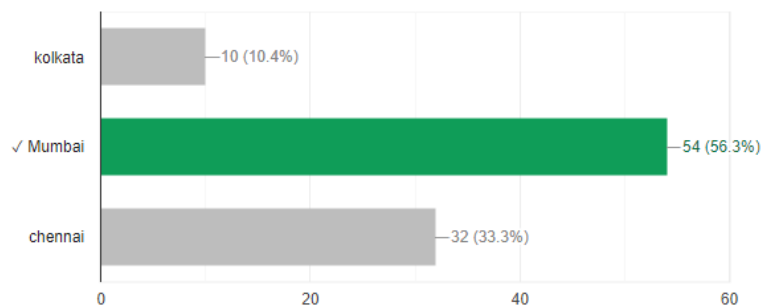
**TABLE 4.11**  
**HEADQUATERS OF NATIONAL STOCK EXCHANGE IS SITUATED IN ?**

| OPTIONS | NO OF RESPONDENTS | PERCENTAGE |
|---------|-------------------|------------|
| MUMBAI  | 54                | 56.3%      |
| KOLKATA | 10                | 10.4%      |
| CHENNAI | 32                | 33.3%      |

**Source : Primary data**  
**INTERPRETATION**

The above table stated that from the 100 respondents 56.3% have answered Mumbai and the rest 33.3% and 10.4% selected Kolkata and Chennai.

**FIGURE 4.11**  
**HEADQUATERS OF NATIONAL STOCK EXCHANGE IS SITUATED IN ?**



## INFERENCE

Majority of the respondents 56.3% answered the headquarters of national stock exchange to be in Mumbai.

**TABLE 4.12**

**THE FINANCIAL BODY THAT HAS ASKED INTERMEDIARIES AND COMPANIES TO MAKE REGULAR PAYMENTS IN DIGITAL MODE IS ?**

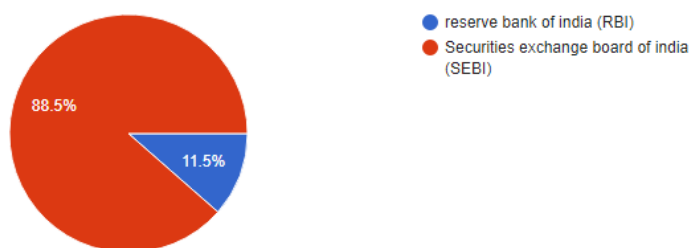
| Options                            | No of respondents | Percentage |
|------------------------------------|-------------------|------------|
| Reserve bank of India (RBI)        | 11                | 11.5%      |
| Securities exchange board of India | 88                | 88.5%      |

**Source : Primary data**  
**INTERPRETATION**

The above pie chart shows that The regulatory payments are made by securities exchange board of India (SEBI) for which 88.5% have voted and the rest 11.5% have selected reserve bank of India (RBI).

**FIGURE 4.12**

**THE FINANCIAL BODY THAT HAS ASKED INTERMEDIARIES AND COMPANIES TO MAKE REGULAR PAYMENTS IN DIGITAL MODE IS ?**



**INFERENCE :**

Majority of the respondents 88.5% responded for it being securities exchange board of India (SEBI).

**TABLE 4.13**

**CAN INVESTMENT BE REPEATED MORE THAN FOUR TIMES WITHIN FIVE BUSINESS DAYS PERIOD?**

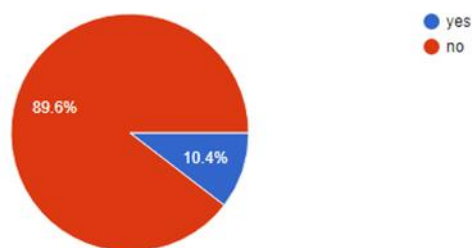
| Yes / no | No of respondents | Percentage |
|----------|-------------------|------------|
| Yes      | 10                | 10.4%      |
| No       | 89                | 89.6%      |

**Source : Primary data**  
**INTERPRETATION**

In the above table mentioned the majority of respondents have answered no 89.6% and the rest 10.4% has answered yes for if one can invest more than four times within five business days period.

**FIGURE 4.13**

**CAN INVESTMENT BE REPEATED MORE THAN FOUR TIMES WITHIN FIVE BUSINESS DAYS PERIOD?**



***INFERENCE :***

Majority of the respondents 89.6% answered no to if an investment can be repeated within five business days period.

**TABLE 4.14****WHAT SHOULD ONE CHECK BUYING SHARES**

| Options             | No of respondents | Percentage |
|---------------------|-------------------|------------|
| Investment strategy | 4                 | 4.2%       |
| Time horizon        | 5                 | 5.2%       |
| Dividend history    | 16                | 16.7%      |
| All of the above    | 76                | 79.2%      |

**Source : Primary data**  
**INTERPRETATION**

The above pie chart shows that 79.2% of the respondents answered all of the above when asked what should one check before buying shares and the rest 16.7%, 5.2% and 4.2% chose dividend history, time horizon, investment strategy.

## **CHAPTER - 5**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

#### **FINDINGS OF THE STUDY:-**

1. It reveals that the majority of the participants were female who contributed in research of this study.
2. It is clear that the largest group belongs to the students.
3. It shows that 76% of the participants were well aware about share market / stock exchange.
4. This study shows that the knowledge gained on share market is majorly through television or internet.
5. The majority of the participants prefer online mode of training instead offline mode of trading.
6. It was found that the headquarters is situated in Kolkata.
7. SEBI is the financial body for making intermediaries and companies to make digital payments from.
8. In this study we learnt that one can invest into stock exchange more than four times in a week.
9. Bombay stock exchange is situated in Bombay, Dalal street.
10. We found that many in the population prefer investing in share market all because of it being a safe option.

## **SUGGESTIONS AND RECOMMENDS:-**

1. Select companies with strong fundamentals.
2. Avoid succumbing to emotional investment decisions.
3. Know which sectors to invest.
4. Remember stocks with low prices are not always profitable.
5. Select a trusted and reliable stockbroker.
6. Select specific companies
7. Set goals before investing.

## **CONCLUSION:-**

Every investment is inherently connected with risk. Its existence and diversity among various types of investments is one of the driving forces behind the development of the capital market. The risk has also caused emergence and development of alternative investments. Flourishment of this segment of the market has also been influenced by periodical financial crises, which have been the driving force behind the search for investments that would allow investment portfolio diversification and would provide opportunities for profiting, even during price declines on the market. Alternative investments constitute an effective tool for risk diversification, however, they are not suitable for all investors. Institutional investors, including the banks, pension funds, large companies as well as individual investors within the wealth management sector, constitute a dominant group of the investors on the alternative investments market. Investors considering such investments should rely on their own preferences regarding the acceptable risk as well as on the entities acting as the trustees of the investors' assets. Often, it is the experience gained during management of own alternative investment portfolio, which allows verification and assessment of the acceptable level of the risk, definition of the maximum loss tolerance, and designation of achievable financial targets. A stock exchange is an exchange where traders and stock brokers buy and sell shares of stock, bonds and other securities. It also offers facilities for issue and redemption of securities and other financial instruments. Stock issued by listed companies and unit trusts, bonds and pooled investment products can be traded on a stock exchange. A stock exchange functions as a 'continuous auction' market where transactions are conducted between the buyers and sellers.

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## **ANNEXURE**

### **QUESTIONNAIRE**

**1. AGE :**

- a. Less than 18 years
- b. 18 - 25 years
- c. 25 - 45 years
- d. Above 45 years

**2. GENDER:**

- a. Male
- b. Female

**3. OCCUPATION :**

- a. Student
- b. Self employed
- c. Business
- d. Unemployed

**4. Awareness on Share market :**

- a. Yes
- b. No
- c. Maybe

**5. Reasons to invest in share market :**

- a. For safety purpose
- b. Liquidity
- c. High return
- d. For others

6. Information sources about share market :

- a. Television / Internet
- b. Newspaper / Financial journal
- c. Financial brokers / advisors
- d. Friends / relatives
- e. Others

7. Mode of trading preferred :

- a. Online
- b. Offline

8. Preferred investment method :

- a. Direct equity
- b. Equity mutual funds
- c. Both

9. Can one trade when markets are shut or closed ?

- a. Yes
- b. No

10. Functions of the stock exchange are ?

- a. Role of economic barometer
- b. Valuation of securities
- c. All of the above

11. The headquarters of national stock exchange is situated in :

- a. Kolkata
- b. Mumbai
- c. Chennai

12. The financial body that has asked intermediaries and companies to make regulatory payments in digital mode is :

- a. Reserve bank of India (RBI)
- b. Securities exchange board of India (SEBI)

13. Can one invest in the same stock more than four times within a five business days period ?

- a. Yes
- b. No

14. What should one check buying shares ?

- a. Investment strategy
- b. Time horizon
- c. Dividend history
- d. All of the above