AN EMPIRICAL STUDY ON INVESTMENTS OF PROFESSIONALS

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ABSTRACT
Investment avenues are multifold and each has its own risk-return characteristics. Risk less investments in the common parlance are bank deposits, Govt. securities, bonds of government and semi government bodies, post office savings schemes, post office deposits, Provident funds and pension fund schemes, Insurance for life, endowment, accident, etc. Investment avenues are multifold and each has its own risk-return characteristics. Risk less investments in the common parlance are bank deposits, Govt. securities, bonds of government and semi government bodies, post office savings schemes, post office deposits, Provident funds and pension fund schemes, Insurance for life, endowment, accident, etc. This study is to identify the factors influencing the preference of the investors, to measure the level of awareness of professionals regarding different investment avenues and to ascertain the annual investment of the professionals in financial, physical and marketable assets.

KEYWORDS: Investment, post office savings schemes, post office deposits, Provident funds.

References
Journals:

