A COMPARITIVE STUDY ON MARKET SHARE PRICE OF BANKING, IT AND FMCG SECTOR BY USING BETA VALUE

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ABSTRACT
In present scenario, the investors or general public are thinking off changing their investments from bank deposits to share market. They got better return from investment in capital market. Now there are different options available to the investors like investments in equity shares, mutual fund, derivatives, commodities etc., these are all giving the customers a number of different options for investment. Today in India and all over the world the businesses are growing very fast and almost all the companies are performing very well. So it is very much beneficial for the investors to invest in capital market because they get a better return for their investments, thus people are changing their investment patterns. The investment decision is made on the basis of general trends in all industrial sectors and the fundamental analysis, market efficiency and the risk profile of the selected six companies. In general a share is a part of the ownership of a company. A person who buys a portion of a company’s capital becomes a shareholder in that company’s assets and as such receives a share of the company’s profits in the form of an annual dividend. A company stock price is not necessarily based on the worth of the company but also reflects the investors thinking on the stocks of the company.

KEY WORDS: Mutual Fund, Derivatives, Commodities, Dividend