



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ETHICS AND IT- UNSOLVED ISSUES OF ONLINE BASED BANKING <i>DR. V V R RAMAN & DR. VEENA TEWARI</i>	6
2.	PETROLEUM PROFIT TAX AND NIGERIA ECONOMIC DEVELOPMENT <i>ADEGBIE, FOLAJIMI FESTUS & FAKILE, ADENIRAN SAMUEL</i>	11
3.	WOMEN ECONOMIC EMPOWERMENT THROUGH SELF HELP GROUPS: A STUDY IN ANDHRA PRADESH <i>DR. B. V. PRASADA RAO, S. R. PDALA & DR. NEDURI SURYANARAYANA</i>	19
4.	THE ROLE OF CELEBRITY ADVERTISING ON BRAND PREFERENCE <i>OKORIE NELSON & ADEYEMI ADEROGBA</i>	27
5.	WOMEN BUILDING BUSINESSES IN A MAN'S WORLD – THE SAGA OF WOMEN ENTREPRENEURSHIP <i>J. EDUKONDALA RAO</i>	34
6.	COMMUNITY DEVELOPMENT INITIATIVES IN ENGINEERING COLLEGES IN BENGALURU, INDIA <i>PROF. B.N.BALAJI SINGH</i>	38
7.	BANKING ON IT: PROBLEMS AND PROSPECTS IN STATE BANK OF INDIA <i>TIMIRA SHUKLA & ANITA SINGH</i>	45
8.	BUSINESS RISK ANALYSIS THROUGH GINNI'S COEFFICIENT: A STUDY OF SELECT IT COMPANIES IN INDIA <i>DR. DEBASISH SUR & DR. SUSANTA MITRA</i>	49
9.	EMOTIONAL COMPETENCY CLUSTERS AND STAR PERFORMER IN SOFTWARE PROJECT TEAM <i>DR. A VELAYUDHAN, DR. S GAYATRIDEVI & MS. S. SRIVIDYA</i>	56
10.	IMPACT OF FLEXI-TIME (A WORK-LIFE BALANCE PRACTICE) ON EMPLOYEE PERFORMANCE IN INDIAN IT SECTOR <i>DR. S. SUMAN BABU, DR. U. DEVI PRASAD, FAKHRUDDIN SHEIK & K. BHAVANA RAJ</i>	65
11.	TRIPS, TECHNOLOGY AND EXPORTS: EVIDENCE FROM THE INDIAN PHARMACEUTICAL INDUSTRY <i>MADHUR MOHIT MAHAJAN</i>	72
12.	CORPORATE SOCIAL RESPONSIBILITY (CSR) OF A TOBACCO COMPANY: A PARADIGM PERSPECTIVE OF AN EXCLUSIVE CASE <i>DR. S. P. RATH, PROF. BISWAJIT DAS & PROF. RAKESH KATYAYANI</i>	79
13.	REFLECTIONS OF SELF HELP GROUPS AND THEIR MAMMOTH GROWTH IN THE STATE OF TAMILNADU, INDIA <i>R. LAKSHMI & PROF. DR. G. VADIVALAGAN</i>	85
14.	CONSUMERS' PERCEPTION ON MATCHING QUALITY OF CELEBRITY AND BRAND FEATURES IN ADVERTISEMENT <i>DR. P. RAJA, PROF. (DR.) R. ARASU & D. KARTHIK</i>	88
15.	ROLE OF THE URBAN COOPERATIVE BANKS IN THE AFTERMATH OF GLOBAL FINANCIAL CRISIS: A STUDY WITH REFERENCE TO VELLORE DISTRICT <i>E. GNANASEKARAN & PROF. (DR.) M. ANBALAGAN</i>	92
16.	RISK ASSESSMENT OF DEFAULT BEHAVIOUR OF HOUSING LOANS OF A PUBLIC SECTOR BANK (AN EMPIRICAL STUDY) <i>SHUBHA B. N & DR. (MRS.) S. GOMATHI</i>	102
17.	DYNAMICS OF IPO – A STUDY WITH REFERENCE TO SELECTED CORPORATE SECTORS <i>DR. P. NATARAJAN & S. BALAJI</i>	106
18.	RETURN - BASED PERFORMANCE ANALYSIS OF SELECTED EQUITY MUTUAL FUNDS SCHEMES IN INDIA – AN EMPIRICAL STUDY <i>DR. R. SHANMUGHAM & ZABIULLA</i>	113
19.	A STUDY ON PROBLEMS AND PROSPECTS OF EXPORTING INDIAN HIGHER EDUCATIONAL SERVICES <i>DR. SHEELAN MISRA</i>	120
20.	PERFORMANCE APPRAISAL OF CENTRAL COOPERATIVE BANKS IN INDIA IN LIBERAL ECONOMIC SCENARIO <i>DR. SUBRATA MUKHERJEE & DR. SAMIR GHOSH</i>	127
21.	ROLE OF INFLATION IN INVESTMENT DECISIONS - AN ANALYTICAL STUDY <i>DR. SAMBHAV GARG</i>	134
22.	EMPOWERMENT OF WOMEN IN GADAG DISTRICT- A STUDY OF SELF HELP GROUPS ENTREPRENEURS <i>DR. A. S. SHIRALASHETTI</i>	138
23.	AN EVALUATION OF COOPERATIVE SOCIETIES FINANCED BY ICDP IN HIMACHAL PRADESH – A STUDY OF KULLU DISTRICT <i>DR. GAGAN SINGH & MAST RAM</i>	145
24.	MANAGEMENT OF DETERMINANTS OF WORKING CAPITAL – AN UPHILL TASK <i>BHAVET</i>	153
25.	DEPOSIT MOBILIZATION IN ICICI AND SBI BANKS IN INDIA <i>ESHA SHARMA</i>	157
	REQUEST FOR FEEDBACK	162

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi
 Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON**SH. RAM BHAJAN AGGARWAL**

Ex. State Minister for Home & Tourism, Government of Haryana
 Vice-President, Dadri Education Society, Charkhi Dadri
 President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**BHAVET**

Lecturer, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

ADVISORS**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

CO-EDITORS**DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD**DR. AMBIKA ZUTSHI**

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A.

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. SATISH KUMAR

Director, Vidya School of Business, Meerut, U.P.

PROF. ROSHAN LAL

Head & Convener Ph. D. Programme, M. M. Institute of Management, M. M. University, Mullana

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

DR. KULBHUSHAN CHANDEL

Reader, Himachal Pradesh University, Shimla, Himachal Pradesh

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

ASSOCIATE EDITORS**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

DR. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

DR. ASHISH JOLLY

Head, Computer Department, S. A. Jain Institute of Management & Technology, Ambala City

DR. PARDEEP AHLAWAT

Reader, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitguppa, Bidar, Karnataka

SUNIL KUMAR KARWASRA

Vice-Principal, Defence College of Education, Tohana, Fatehabad

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

MOHITA

Lecturer, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

TECHNICAL ADVISORS**AMITA**

Lecturer, E.C.C., Safidon, Jind

MONIKA KHURANA

Associate Professor, Hindu Girls College, Jagadhri

SURUCHI KALRA CHOUDHARY

Head, Department of English, Hindu Girls College, Jagadhri

NARENDRA SINGH KAMRA

Faculty, J.N.V., Pabra, Hisar

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, **info@ijrcm.org.in** or **infoijrcm@gmail.com**.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

Dated: _____

The Editor
IJRCM

Subject: Submission of Manuscript in the Area of (Computer/Finance/Marketing/HRM/General Management/other, please specify).

Dear Sir/Madam,

Please find my submission of manuscript titled ' _____ ' for possible publication in your journal.

I hereby affirm that the contents of this manuscript are original. Furthermore It has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name(s) as co-author(s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your two journals i.e. International Journal of Research in Commerce & Management or International Journal of Research in Computer Application & Management.

Name of Corresponding Author:

Designation:

Affiliation:

Mailing address:

Mobile & Landline Number (s):

E-mail Address (s):

2. **INTRODUCTION:** Manuscript must be in English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 12 point Calibri Font with page numbers at the bottom and centre of the every page.

3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in 12-point Calibri Font. It must be centered underneath the title.

5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain background, aims, methods, results and conclusion.

6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.

9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.

10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- Use endnotes rather than footnotes.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

Books

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

Contributions to books

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

Journal and other articles

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

Conference papers

- Chandel K.S. (2009): "Ethics in Commerce Education." Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

Unpublished dissertations and theses

- Kumar S. (2006): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

Online resources

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

Website

- Kelkar V. (2009): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on February 17, 2011 <http://epw.in/epw/user/viewabstract.jsp>

RETURN - BASED PERFORMANCE ANALYSIS OF SELECTED EQUITY MUTUAL FUNDS SCHEMES IN INDIA – AN EMPIRICAL STUDY

DR. R. SHANMUGHAM

MEMBER, SOCIETY OF CAPITAL MARKET RESEARCH & DEVELOPMENT, NEW DELHI

PROFESSOR

SCHOOL OF MANAGEMENT

BHARATHIAR UNIVERSITY

COIMBATORE – 641 046

ZABIULLA

SENIOR LECTURER (FINANCE & CONTROL)

DEPARTMENT OF MANAGEMENT STUDIES

SAMBHRAM ACADEMY OF MANAGEMENT STUDIES

BANGALORE – 560 097

ABSTRACT

Risk and return plays a key role in most individual investors' decision making process. Every investor wants to avoid risk and maximize return. Investment decisions, therefore, involve a trade off between risk and return, which is considered to be central to the investment decision making. In today's environment, it is prudent for a rationale investor to look into the real interest on an investment as the inflation is moving out of the gear. While investors like return they abhor risk. This necessitates for optimization of risk and reward. Mutual fund is considered to be the most suitable investment option for the common man as it offers the opportunity to invest in a diversified, professional managed basket of securities at a relatively low cost. Mutual funds provide investment opportunities depending on investor's risk, return expectations. The present paper address the financial performance of mutual funds in the framework of risk – return dimensions. In order to achieve the objectives set, investment performance measures, cluster analysis and correlation analysis are used.

KEYWORDS

Cluster Analysis, Equity Mutual Funds, Return – Based Performance, Risk and Return trade off

INTRODUCTION

Risk and return plays a key role in most individual investors' decision making process. Every investor wants to avoid risk and maximize return. In general, risk and return go hand in hand. If an investor wishes to earn higher returns than the investor must appreciate that this will only be achieved by accepting a commensurate increase in risk. Risk and return are positively correlated; an increase in one is accompanied by an increase in the other. Investment decisions, therefore, involve a trade off between risk and return, which is considered to be central to the investment decision making.

In today's environment, it is prudent for a rationale investor to look into the real interest on an investment as the inflation is moving out of the gear. While investors like return they abhor risk. This necessitates for optimization of risk and reward. A common investor necessarily has to invest in bank deposits, post office savings, public provident funds for reasons such as liquidity, safety, assured return, tax benefits and so on. Here comes the need for the investors to invest something beyond these investment avenues with an appetite for higher rewards and of course with minimum risk. Mutual fund is considered to be the most suitable investment option for the common man as it offers the opportunity to invest in a diversified, professional managed basket of securities at a relatively low cost. Mutual funds provide investment opportunities depending on investor's risk, return expectations.

The rest of the paper is organised as follows. Section 2 presents the brief review of existing literature. Section 3 provides the data and their sources. The methodology employed for the present study is presented in section 4. Section 5 describes the empirical findings and discussions based on which the final section gives the summary of the paper along with conclusions.

REVIEW OF LITERATURE

Treynor (1965) developed a methodology for evaluating the fund performance called reward to volatility measure. In his path breaking study, Sharpe (1966) developed reward to variability measure and found 11 funds reported superior performance out of 34 funds to that of DJIA. Jensen's (1968) devised a measure based on CAPM and reported that mutual funds did not appear to achieve abnormal performance when transactions cost were considered. Fama (1972) developed a methodology for evaluating investment performance of managed portfolios. He suggested that overall performance could be broken down into several components.

Gupta (1974) evaluated the performance of select mutual funds categorized in terms of their broad investment objectives for the period 1962-71. He reported that all fund types outperformed the market irrespective of choice of market index and performance measure.

Jayadev (1996) evaluated the performance of two growth -oriented mutual funds on the basis of monthly returns compared to benchmark returns over a study period of 21 months (June 1992 to March 1994). He employed risk- adjusted performance, measures suggested by Jensen, Treynor and Sharpe for evaluation. He found that both the funds were poor in earning better returns either adopting market timing strategy or in selecting under – priced securities. Further, the study concluded that the two growth -oriented funds have not performed better in terms of total risk and were not offering advantages of diversification and professionalism to the investors.

Sethu (2001) attempted to evaluate the performance of 18 open-ended growth schemes in India for the period April 1995 to July 1999. Using three alternative indices for equity markets, viz., NSE Nifty, Sensex and S&P CNX 500, the study concluded that fund portfolios are not sufficiently diversified and portfolios do not show any market timing.

Noulas et al (2005) evaluated the performance of 23 Greek equity funds using risk – return analysis. The ranking of the mutual funds was based on the techniques used by Treynor, Sharpe and Jensen. The study showed that the equity funds have neither the same risk nor the same return. They reported that there were big differences among the equity mutual funds with respect to risk and return.

Muthappan and Damodharan (2006) evaluated the performance of Indian mutual fund schemes in the risk and return framework during the period April 1995 to March 2000 employing Sharpe, Treynor, Jensen, Sharpe differential measure and Fama's components of performance measures. The results indicated that the risk and return of mutual fund schemes were not in conformity with their investment objectives. The sample schemes were found to be inadequately diversified. However, the funds were able to earn higher returns due to selectivity.

Tripathy (2006) empirically investigated the market timing abilities of Indian fund managers of thirty one tax planning schemes in India over the period December 1995 to January 2004 using Treynor and Mazuy Model and Henriksson and Merton Model. The study reported that the fund managers were not successful in reaping returns in excess of the market returns; rather they were timing the market in wrong direction.

Deb et al (2007) employed conditional and unconditional approaches to find the stock selection and market timing abilities of 96 Indian mutual fund managers. The study reported lack of market timing abilities and presence of stock selection abilities among the fund managers in both conditional as well as unconditional approaches. Further, from pooled regressions, they confirmed the strong evidence of positive stock selection and negative market timing.

Sehgal and Jhanwar (2008) evaluated the performance of 60 growth and growth – income mutual fund schemes in India from January 2000 to December 2004. They examined both the stock selection skills and the timing abilities of the sample fund managers and argued that multi-factor benchmarks provide better selectivity and timing measures compared to one-factor CAPM as they control for style characteristics such as size, value and momentum. It found that the evidence on selectivity improved marginally when higher frequency data such as daily returns are used instead of monthly returns.

Zabiulla (2010) examined the investment performance of twelve selected sector funds during April 2006 to July 2009 using high frequency data. The study revealed that performance measured in terms of downside and relative risk criteria revealed that almost all the schemes posted poor performance. The study concluded that time tested models alone cannot give a fair view of the fund manager's competence skills in delivering abnormal returns; downside risk measures could definitely augment the performance evaluation framework of managed portfolios.

DATA AND THEIR SOURCES

SAMPLE: We have used a sample of 30 equity diversified mutual fund schemes to examine the risk – return relationship. These schemes are aggressive in nature and are ranked based on their three year performance by ICRA as on 31st December 2009.

PERIOD OF STUDY: Data concerning this study covers a period of recent 45 months that span from April 2006 to December 2009.

DATA: This study is both descriptive and empirical in nature. The overall data set up for the analysis in this study is based on secondary data. Daily NAVs of the sample equity diversified schemes are taken from the website of Association of Mutual Funds in India (AMFI). S&P CNX 500 is used as a proxy for the market return and the daily index close values are retrieved from the website of National Stock Exchange (NSE). The bank rate is used as a surrogate for risk free rate of return and is taken from the Reserve Bank of India (RBI) website.

OBJECTIVES THE STUDY: The study aims at analyzing the risk – return relationship of select equity diversified mutual fund schemes using emerging market data.

TOOLS USED FOR ANALYSIS: In order to examine the return based performance of the sample equity mutual fund schemes, the following tools are employed:

- Performance measures: Average Returns, Standard Deviation, Beta, R – Squared, Jensen's Alpha and Sharpe Index.
- Cluster Analysis for stratification of schemes based on average cluster centres.
- Correlation Analysis for understanding the relationship between the performance measures.

Data collected from different sources was analysed through SPSS 17.0 (Statistical Package for Social Sciences).

METHODOLOGY

RISK BASED PERFORMANCE MEASURES

The daily NAV data have been converted into daily return using the equation $R_{it} = \ln (NAV_t / NAV_{t-1}) * 100$. Daily return on market portfolio has been calculated using equation except that in place of NAV, closing index values are used. The series so developed is averaged to arrive at the average return for the scheme as well as the benchmark portfolio. Standard deviation is a measure of variability in returns. The higher the standard deviation, higher will be the risk and vice – versa.

The systematic risk of a portfolio is measured by beta. Systematic risk is the variability in the portfolio return caused by the changes in the economy or the market. A higher variability would indicate higher systematic risk and vice – versa. Regression method is used for calculating beta in the present study. Excess portfolio return is regressed over excess market return to estimate the beta coefficient. A beta of 1.0 indicates a fund of average risk. A fund with beta greater than 1.0 has above average risk. Its returns would be more volatile than the market return. A fund with a beta less than 1.0 would have below average risk variability in its return and would be comparatively lower than the market variability. Beta can also be negative, implying that the fund return moves in a direction opposite to that of the market return.

R – Squared is the ratio of the explained variation to the total variation. It measures the extent of portfolio diversification. In other words, it measures the extent to which market index has been able to explain the variation in mutual fund. The high value of R – Squared indicates the fund manager has exploited the diversification strategy to the optimum extent.

Jensen's alpha measures the difference between the actual return earned on a portfolio and a return expected from the portfolio given its level of risk. The differential return gives an indication of the portfolio manager's predictive abilities of stock selection. The differential return is

calculated as $\alpha_p = R_p - E(R_p)$ where α_p is the differential return earned, R_p is the actual returned earned on the portfolio and $E(R_p)$ is the expected return and is obtained using CAPM methodology. A positive alpha indicates that superior return has been earned due to superior management skills, when alpha is zero, it indicates neutral performance meaning that the portfolio manager has done just as well as

an unmanaged randomly selected portfolio with a naïve buy – hold strategy. A negative alpha reflects that the portfolio performance has been worse than that of the market or a randomly selected portfolio of equivalent risk.

Sharpe index measures the risk premium of the portfolio relative to the total amount of risk in the portfolio. The larger the Sharpe index, the better the fund has performed and vice – versa. Sharpe index has been calculated as:
$$\frac{(R_p - R_f)}{\sigma_p}$$
, where $R_p - R_f$ is the excess portfolio return over risk free rate of return and σ_p is the standard deviation of portfolio return.

CLUSTER ANALYSIS

Cluster Analysis is a multivariate statistical tool that attempts to identify relatively homogeneous groups of cases based on selected characteristics. The cluster analysis is an exploratory data analysis which aims at sorting different objects into groups in a way that the degree of association between two objects is maximal if they belong to the same group and minimal otherwise. It is regarded as data reduction technique. For the purpose of this study, the researcher has selected updating cluster centers iteratively for classifying cases.

CORRELATION ANALYSIS

Correlation Analysis is a statistical device which helps us in analysing the correlation of two or more variables. The problem of analysing the relation between different series should be broken into three steps:

- (i) Determining a whether a relation exists and, if it does, measuring it,
- (ii) Testing whether it is significant, and
- (iii) Establishing the cause and effect relation, if any.

In the present study, Karl Pearson correlation coefficient is used.

ANALYSIS OF RESULTS

RESULTS OF PERFORMANCE MEASURES

Table 1(a) summarises the results of performance measures of the sample equity mutual fund schemes. Table 1(b) presents the descriptive statistics of the performance measures. The average daily returns were positive for all the schemes under consideration. The maximum daily average returns was found in Reliance Diversified Power Fund – Growth (0.102%); while two schemes have posted least average returns namely, Birla Sun Life India Opportunities Fund – Growth (Plan B) and Taurus Bonanza Fund – Growth (0.01%). The average returns for all the schemes stood at 0.046%. Majority of the schemes (16 schemes) have posted above average returns of 0.046% during the sample period. All the schemes have standard deviation greater than unity. LIC Equity Fund – Growth is more volatile in comparison with the other sample schemes while Birla Sun Life MNC Fund – Growth has recorded least estimate of standard deviation among the sample schemes. Further, LIC Equity Fund – Growth is highly risky as its beta exceeds the market beta of one. Other schemes are less volatile than the market index. It is interesting to note that almost all the schemes have exploited the diversification strategy as evidenced by their higher R–squared values. Alpha predicts the stock selectivity skills of a fund manager. Nine schemes have recorded negative alpha, which is a true indicator of poor performance. Reliance Diversified Power Fund – Growth has shown better performance in terms of alpha. LIC Equity Fund – Growth, SBI MSU – Emerging Businesses – Growth, Taurus Bonanza Fund – Growth and Birla Sun Life India Opportunities Fund – Growth (Plan B) has shown poor performance in terms of providing excess returns per unit total risk exposure a fund is confronted with as revealed by their negative Sharpe ratios.

TABLE 1(A): RESULTS OF PERFORMANCE MEASURES

Sl. No.	Mutual Fund Scheme	μ	σ	β	R^2	α	SI
1	Birla Sun Life Basic Industries – Growth	0.040	2.050	0.947	0.952	0.004	0.008
2	Birla Sun Life Buy India Fund – Growth	0.040	1.710	0.753	0.859	0.002	0.010
3	Birla Sun Life India GenNext Fund – Growth	0.040	1.650	0.731	0.867	-0.001	0.010
4	Birla Sun Life India Opportunities Fund – Growth (Plan B)	0.010	1.790	0.799	0.881	-0.029	-0.007
5	Birla Sun Life MNC Fund – Growth	0.030	1.430	0.619	0.831	-0.004	0.005
6	Canara Robeco Infrastructure Fund – Growth	0.050	2.110	0.971	0.941	0.008	0.013
7	Fidelity Equity Fund – Growth	0.050	1.800	0.837	0.966	0.016	0.015
8	Fidelity India Special Situations Fund – Growth	0.060	1.920	0.875	0.916	0.006	0.019
9	Franklin India Flexi Cap Fund – Growth	0.050	1.960	0.913	0.957	0.007	0.014
10	HDFC Capital Builder Fund – Growth	0.050	1.730	0.771	0.884	0.008	0.015
11	HDFC Core & Satellite Fund – Growth	0.040	1.900	0.857	0.903	-0.002	0.009
12	HDFC Equity Fund – Growth	0.060	1.870	0.857	0.929	0.024	0.020
13	HDFC Top 200 – Growth	0.070	1.880	0.871	0.954	0.027	0.025
14	ICICI Prudential Infrastructure Fund – Growth	0.070	2.050	0.943	0.942	0.031	0.023
15	ICICI Prudential Service Industries Fund – Growth	0.030	1.890	0.860	0.920	-0.007	0.004
16	LIC Equity Fund – Growth	0.020	2.310	1.039	0.911	-0.019	-0.001
17	PRINCIPAL Services Industries Fund – Growth	0.030	1.880	0.862	0.933	-0.013	0.004
18	Reliance Diversified Power Fund – Growth	0.100	1.890	0.844	0.886	0.064	0.041
19	Reliance Growth – Growth	0.070	1.820	0.826	0.916	0.028	0.026
20	SBI Magnum Multiplier Plus 93 – Growth	0.050	1.800	0.808	0.893	0.012	0.015
21	SBI MSU – Emerging Businesses – Growth	0.020	2.090	0.894	0.817	-0.023	-0.002
22	Sundaram BNP Paribas CAPEX Opportunities Fund – Growth	0.050	2.020	0.884	0.848	0.011	0.013
23	Sundaram BNP Paribas Rural India Fund – Growth	0.040	1.940	0.856	0.871	-0.006	0.009
24	Tata Dividend Yield Fund – Growth (App)	0.050	1.800	0.798	0.869	0.010	0.015
25	Tata Equity P/E Fund – Growth	0.070	1.910	0.856	0.895	0.030	0.024
26	Tata Infrastructure Fund – Growth	0.050	2.110	0.980	0.958	0.011	0.013

27	Tata Life Sciences and Technology Fund – Appr.	0.040	1.640	0.672	0.747	0.009	0.010
28	Tata Select Equity Fund – Appr	0.030	1.950	0.878	0.902	-0.008	0.003
29	Taurus Bonanza Fund – Growth	0.010	2.140	0.964	0.903	-0.029	-0.006
30	UTI Opportunities Fund – Growth	0.050	1.820	0.831	0.922	0.011	0.015

TABLE 1(B): DESCRIPTIVE STATISTICS OF PERFORMANCE MEASURES

Descriptive Statistics	μ	σ	β	R^2	α	SI
Mean	0.046	1.895	0.853	0.899	0.006	0.012
Median	0.050	1.890	0.857	0.903	0.008	0.013
Maximum	0.100	2.310	1.039	0.966	0.064	0.041
Minimum	0.010	1.430	0.619	0.747	-0.029	-0.007
Std. Dev.	0.019	0.175	0.089	0.048	0.020	0.010

RESULTS OF CLUSTER ANALYSIS

TABLE 2(A) – STRATIFICATION BASED ON AVERAGE RETURNS FINAL CLUSTER CENTERS

	Cluster		
	1	2	3
Return	.052	.023	.100

TABLE 2(B) – NUMBER OF CASES IN EACH CLUSTER

Cluster	1	21.000
	2	8.000
	3	1.000
Valid		30.000
Missing		.000

Source: SPSS 17.0 Output

Using K – Mean Cluster Analysis, all the 30 mutual fund schemes were classified into three clusters based on average returns. The final cluster centres, after all iterations, along with the number of funds in each cluster are computed using SPSS 17.0. Based on the average cluster centre, only one fund, Reliance Diversified Power Fund has performed better in terms of providing returns to the investors. Eight funds have shown poor performance proxied by average returns which includes Birla Sun Life India Opportunities Fund (Plan B), Birla Sun Life MNC Fund, ICICI Prudential Service Industries Fund, LIC Equity Fund, PRINCIPAL Services Industries Fund, SBI MSU – Emerging Businesses, Tata Select Equity Fund and Taurus Bonanza Fund. While remaining twenty- one sample equity diversified funds have posted average performance in generating average returns.

TABLE 3(A) – STRATIFICATION BASED ON STANDARD DEVIATION FINAL CLUSTER CENTERS

	Cluster		
	1	2	3
Std. Dev	2.110	1.872	1.632

TABLE 3(B) – NUMBER OF CASES IN EACH CLUSTER

Cluster	1	8.000
	2	17.000
	3	5.000
Valid		30.000
Missing		.000

Source: SPSS 17.0 Output

Standard deviation is a measure of portfolio risk. Using K – Mean Cluster Analysis, all the 30 mutual fund schemes were classified into three clusters based on standard deviation. The final cluster centres, after all iterations, along with the number of funds in each cluster are computed using SPSS 17.0. Based on the average cluster centre, five funds have posted least standard deviation. They include Birla Sun Life Buy India Fund, Birla Sun Life India GenNext Fund, Birla Sun Life MNC Fund, HDFC Capital Builder Fund and Tata Life Sciences and Technology Fund. Eight of the sample funds are considered to be more risky as evidenced by their highest estimate of standard deviation. The highly risky funds are Birla Sun Life Basic Industries Fund, Canara Robeco Infrastructure Fund, ICICI Prudential Infrastructure Fund, LIC Equity Fund, SBI MSU – Emerging Businesses, Sundaram BNP Paribas CAPEX Opportunities Fund, Tata Infrastructure Fund and Taurus Bonanza Fund. While remaining 17 funds falling under cluster -2 have posted moderate level of risk.

TABLE 4(A) – STRATIFICATION BASED ON BETA FINAL CLUSTER CENTERS

	Cluster		
	1	2	3
Beta	.97	.85	.69

TABLE 4(B) – NUMBER OF CASES IN EACH CLUSTER

Cluster	1	7.000
	2	19.000
	3	4.000
Valid	30.000	
Missing	.000	

Source: SPSS 17.0 Output

Beta is a measure of systematic risk. It measures the sensitivity of fund’s return in relation with the market return. By convention, the beta of the market portfolio is 1. If the beta of the fund’s return is higher than the market beta, the funds is highly risky and is aggressive in nature. On the other hand, if the fund’s return is lower than the market beta, the funds is less risky and is defensive in nature.

Using K – Mean Cluster Analysis, all the 30 mutual fund schemes were classified into three clusters based on beta. The final cluster centres, after all iterations, along with the number of funds in each cluster are computed using SPSS 17.0. It is observed from the above table that all the clusters have a beta less than unity. It implies that the sample mutual fund schemes are less volatile than the market portfolio. Based on the average cluster centre, the best funds with low beta in the sample include Birla Sun Life Buy India Fund, Birla Sun Life India GenNext Fund, Birla Sun Life MNC Fund and Tata Life Sciences and Technology Fund. The portfolios of these funds were prone to less fluctuation in comparison with the market portfolio. Cluster – 1 indicates the number of funds with highest beta. These schemes were tend to hold portfolios that replicate the market portfolio.

TABLE 5(A) – STRATIFICATION BASED ON R – SQUARED FINAL CLUSTER CENTERS

	Cluster		
	1	2	3
R – Squared	.94	.80	.88

TABLE 5(B) – NUMBER OF CASES IN EACH CLUSTER

Cluster	1	13.000
	2	3.000
	3	14.000
Valid	30.000	
Missing	.000	

Source: SPSS 17.0 Output

Diversification helps reduce the risk associated with the investments. Whether the fund manager has exploited the diversification strategy in forming their portfolio or not can be examined with the help of R – squared. It measures the extent to which market index has been able to explain the variation in mutual fund. The high value of R^2 indicates high diversification of portfolio while a low value of R^2 indicates less diversification of the portfolio.

Using K – Mean Cluster Analysis, all the 30 mutual fund schemes were classified into three clusters based on R- Squared. The final cluster centres, after all iterations, along with the number of funds in each cluster are computed using SPSS 17.0. It is observed from the above table that thirteen funds falling under cluster -1 could explain 94% of the total variation in fund’s return, while the other 6% of the total variation remains unexplained. It shows that these funds are highly correlated with the market index. Further, three funds under cluster – 3 could able to explain the variation in fund’s return to the extent of 80%. The analysis of the above table reveals 43% of the sample schemes are well diversified in churning their portfolios, while the others are reasonably diversified.

TABLE 6(A) – STRATIFICATION BASED ON ALPHA FINAL CLUSTER CENTERS

	Cluster		
	1	2	3
Alpha	.014	-.013	.064

TABLE 6(B) – NUMBER OF CASES IN EACH CLUSTER

Cluster	1	18.000
	2	11.000
	3	1.000
Valid	30.000	
Missing	.000	

Source: SPSS 17.0 Output

Alpha reflects the difference between the return actually earned on a portfolio and the return the portfolio was supposed to earn, given its systematic risk (beta). A positive alpha shows that the fund has performed better and has outperformed the market; while a negative alpha

suggests that the fund has underperformed as compared to the market. An alpha estimate of zero indicates that the fund has just performed what it is expected to.

Using K – Mean Cluster Analysis, all the 30 mutual fund schemes were classified into three clusters based on Alpha. The final cluster centres, after all iterations, along with the number of funds in each cluster are computed using SPSS 17.0. Based on average cluster centre, the best performing fund is formed under cluster – 3 viz., Reliance Diversified Power Fund. Of 35 schemes, 11 schemes have posted negative alpha values thus reflecting poor performance. These schemes failed to compensate the investors with the return that commensurate the level of systematic risk undertaken.

TABLE 7(A) – STRATIFICATION BASED ON SHARPE RATIO FINAL CLUSTER CENTERS

	Cluster		
	1	2	3
Sharpe Ratio	.041	.015	.000

TABLE 7(B) – NUMBER OF CASES IN EACH CLUSTER

Cluster	1	1.000
	2	21.000
	3	8.000
Valid		30.000
Missing		.000

Source: SPSS 17.0 Output

Sharpe ratio is a reward to variability ratio and uses the standard deviation as the measure of total risk. All other things being equal, higher Sharpe Index translates into a higher performance and vice – versa.

Using K – Mean Cluster Analysis, all the 30 mutual fund schemes were classified into three clusters based on Sharpe Ratio. The final cluster centres, after all iterations, along with the number of funds in each cluster are computed using SPSS 17.0. Based on average cluster centre, the best performing fund is formed under cluster – 3 viz., Reliance Diversified Power Fund. Of 35 schemes, 8 schemes have posted least value of Sharpe ratio thus reflecting poor performance. These include Birla Sun Life India Opportunities Fund, Birla Sun Life MNC Fund, ICICI Prudential Service Industries Fund, LIC Equity Fund, PRINCIPAL Services Industries Fund, SBI MSU – Emerging Businesses Fund, Tata Select Equity Fund, and Taurus Bonanza Fund.

RESULTS OF CORRELATION ANALYSIS

TABLE 8– CORRELATION MATRIX OF RISK AND RETURN MEASURES

		Average Return	Std. Deviation	Beta	R Squared	Alpha	Sharpe Ratio
Average Return	Pearson Correlation	1	-.092	-.014	.253	.977**	.997**
	Sig. (2-tailed)		.628	.942	.177	.000	.000
	N	30	30	30	30	30	30
Std. Deviation	Pearson Correlation	-.092	1	.972**	.432*	-.149	-.144
	Sig. (2-tailed)	.628		.000	.017	.432	.447
	N	30	30	30	30	30	30
Beta	Pearson Correlation	-.014	.972**	1	.630**	-.076	-.066
	Sig. (2-tailed)	.942	.000		.000	.690	.730
	N	30	30	30	30	30	30
R Squared	Pearson Correlation	.253	.432*	.630**	1	.201	.227
	Sig. (2-tailed)	.177	.017	.000		.287	.228
	N	30	30	30	30	30	30
Alpha	Pearson Correlation	.977**	-.149	-.076	.201	1	.978**
	Sig. (2-tailed)	.000	.432	.690	.287		.000
	N	30	30	30	30	30	30
Sharpe Ratio	Pearson Correlation	.997**	-.144	-.066	.227	.978**	1
	Sig. (2-tailed)	.000	.447	.730	.228	.000	
	N	30	30	30	30	30	30
** . Correlation is significant at the 0.01 level (2-tailed).							
* . Correlation is significant at the 0.05 level (2-tailed).							

Source: SPSS 17.0 Output

It is inferred from the above table that the average return is positively correlated (high) with alpha and Sharpe ratio and the association is found to be substantially significant at 1% level of significance. Average returns and standard deviation is negatively correlated but the magnitude is not high as evidenced by its correlation coefficient of 0.092.

Standard deviation and beta is highly correlated (positive) and statistically significant. A moderate correlation is found between standard deviation and coefficient of determination as measured by R – squared. Alpha and Sharpe ratio negatively correlated with standard deviation. Besides, beta and R – Squared are statistically significant and highly correlated. Beta bears an inverse relationship with alpha and Sharpe ratio.

CONCLUSION

Reliance Diversified Power Fund has performed better in terms of providing returns to the investors. Eight funds have shown poor performance proxied by average returns which includes Birla Sun Life India Opportunities Fund (Plan B), Birla Sun Life MNC Fund, ICICI Prudential Service Industries Fund, LIC Equity Fund, PRINCIPAL Services Industries Fund, SBI MSU – Emerging Businesses, Tata Select Equity Fund and Taurus Bonanza Fund.

Eight of the sample funds are considered to be more risky as evidenced by their highest estimate of standard deviation. The highly risky funds are Birla Sun Life Basic Industries Fund, Canara Robeco Infrastructure Fund, ICICI Prudential Infrastructure Fund, LIC Equity Fund, SBI MSU – Emerging Businesses, Sundaram BNP Paribas CAPEX Opportunities Fund, Tata Infrastructure Fund and Taurus Bonanza Fund

The sample mutual fund schemes are less volatile than the market portfolio. The results showed that 43% of the sample schemes are well diversified in churning their portfolios, while the others are reasonably diversified. Of 35 schemes, 11 schemes have posted negative alpha values thus reflecting poor performance. These schemes failed to compensate the investors with the return that commensurate the level of systematic risk undertaken.

The results of correlation matrix showed that the average return is positive and highly correlated with alpha and Sharpe ratio and the association is found to be statistically significant. Standard deviation and beta is highly correlated (positive) and statistically significant. Alpha and Sharpe ratio are negatively correlated with standard deviation. Besides, beta and R – squared are statistically significant and highly correlated. Beta bears an inverse relationship between alpha and Sharpe ratio.

REFERENCES

- Chandra. P.,(2009), "Investment Analysis and Portfolio Management", 3rd Edition, Tat McGraw Hill Education Private Limited, New Delhi.
- Deb, Soumya Guha, Ashok Banerjee and B.B. Chakrabarti (2007), "Market Timing and Stock Selection Ability of Mutual Funds in India: An Empirical Investigation", *Vikapa*, Vol. 32, No. 2, pp. 39 – 51.
- Fama, Eugene F. (1972), "Components of Investment Performance", *Journal of Finance*, Vol. 27, pp. 551-567.
- Gupta, O.P., and S. Sehgal (1998), "Investment Performance of Mutual Funds: The Indian Experience", *A paper presented at UTI – ICM*, December 23-24.
- Jayadev M. (1996), "Mutual Fund Performance: An Analysis of Monthly Returns", *Finance India*, Vol. 10, No. 1, pp. 73 – 84.
- Jensen, Michael C. (1968), "The Performance of Mutual Funds in the Period 1645 – 1964", *Journal of Finance*, Vol. 23, No. 2, pp. 389 – 416.
- Treynor, J.L., and K. Mazuy (1966), "Can Mutual Funds Outguess the Market?", *Harvard Business Review*, Vol. 44, July – Aug, pp.131-136.
- Muthappan. P.K., and E. Damodharan (2006), "Risk – Adjusted Performance Evaluation of Indian Mutual Fund Schemes", *Finance India*, Vol. 10, No. 3, pp.965-983.
- Noulas, Athanasios G., John A .Papanastasiou and John Lazaridis (2005), "Performance of Mutual Funds", *Managerial Finance*, Vol. 31(2), pp. 101-112.
- Rastogi, R.P.(2007), "Investment Analysis and Portfolio Management", Sultan Chand and Sons, New Delhi.
- Sehgal, Sanjay, and Manoy Jhanwar (2008), "On Stock Selection Skills and Market Timing Abilities of Mutual Fund Managers in India", *International Research Journal of Finance and Economics*, Issue 15, pp. 307 – 317.
- Sethu, G. (2001), "The Mutual Fund Puzzle" in *Indian Capital Markets: Modern Perspectives and Empirical Evidences*, Allied Publishers, Mumbai.
- Sharpe, William F. (1966), "Mutual Fund Performance", *Journal of Business*, 39 Supplement, pp. 119-138.
- Tripathy, N.P. (2006), "Market Timing Abilities and Mutual Fund Performance – An Empirical Investigation into Equity Linked Saving Schemes", *Vilakshan – XIMB Journal of Management*, pp.127 – 138.
- Zabiulla (2010), "Measuring Risk - Adjusted Mutual Fund Performance: A Study of Select Sector Funds In India", *Prerana - Journal of Management Thought and Practice*, Vol. 2, No. 1, pp. 21-34.
- www.amfiindia.com
- www.mutualfundsindia.com
- www.nseindia.com
- www.rbi.org

REQUEST FOR FEEDBACK

Esteemed & Most Respected Reader,

At the very outset, International Journal of Research in Commerce and Management (IJRCM) appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to take this opportunity to request to your good self to supply your critical comments & suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **info@ijrcm.org.in** or **infoijrcm@gmail.com** for further improvements in the interest of research.

If your good-self have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator