

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5000 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	DYNAMIC AND CENTRALIZED NETWORK INTRUSION DETECTION SYSTEM FOR REAL TIME WEB APPLICATIONS <i>M. M. KARTHIKEYAN, DR. V. JAIGANESH & P. VASANTHA KUMAR</i>	1
2.	OVERVIEW OF TRAJECTORY DATA MINING AND THE TECHNIQUES USED <i>DR. R. KOUSALYA & S. DHARANI</i>	6
3.	THE MULTIFACETED INDIAN MIDDLE CLASS AND INDIA'S GROWTH STORY <i>DR. P. SHALINI</i>	11
4.	A STUDY OF THE RELATIONSHIP BETWEEN INCREASING NETWORK OF AUTOMATED TELLER MACHINES (ATMs) AND BANKS' PROFITABILITY <i>ABHINAV D. JOG</i>	13
5.	THE DEMAND FOR INTERNATIONAL RESERVES: A CASE STUDY OF INDIA <i>MOHAMMAD KASHIF & DR. P. SRIDHARAN</i>	16
6.	A STUDY ON CONFLICT MANAGEMENT STRATEGIES ADOPTED BY MOTOR PUMP SET INDUSTRIES WITH SPECIAL REFERENCE TO COIMBATORE CITY <i>DR. P. SEKAR & VISHAKA SATISH</i>	21
7.	LI-FI IS FUTURE TECHNOLOGY OF WIRELESS COMMUNICATION <i>SHAHID RAMZAN & MOHD. IRFAN</i>	24
8.	A STUDY OF BEHAVIOR ON INFORMATION SYSTEM IN A UNIVERSITY CAMPUS BY ANALYSIS OF PEOPLE MOBILITY <i>LAKSHMI NARAYANAN. J, BALAJEE. J & RANJITH. D</i>	29
9.	A STUDY OF INTERNET VOTING FOR THE ELECTIONS OF UNIVERSITIES IN SRI LANKA <i>JAYASUNDARA GAMAGE CHANDANI</i>	33
10.	MUTUAL FUND INVESTMENT: FUND MANAGERS VIEW <i>SHASHI KUMAR.C</i>	38
11.	INVESTORS PERCEPTION TOWARDS OPTION AND FUTURE TRADING WITH SPECIAL REFERENCE OF MALAPPURAM DISTRICT <i>ROHITH.R</i>	45
12.	WORKFORCE DIVERSITY: CHALLENGES AND ISSUES <i>AJAY R</i>	48
13.	STRESS MANAGEMENT IN BPO SECTOR <i>SINDHU A</i>	51
14.	DATA HIDING BY USING WATERMARKING TECHNIQUE ON HIGH DYNAMIC RANGE IMAGES <i>SHARANJEET SINGH, AMARDEEP SINGH & SHRUTI</i>	57
15.	CUSTOMER RELATIONSHIP MANAGEMENT FOLLOWED BY COMPANIES SELLING ORGANIC PRODUCTS WITH REFERENCE TO PATANJALI AND ARJUNA NATURAL EXTRACTS <i>VIVEK P.S, VISHNU N BHAT & RAJATH K</i>	60
16.	ASSESSING THE ROLE OF MICRO AND SMALL LOANS CENTRE (MASLOC) IN ENHANCING THE GROWTH OF MICRO AND SMALL-SCALE ENTERPRISES (MSEs) AS A STRATEGY TO ALLEVIATE POVERTY IN THE CENTRAL REGION OF GHANA <i>BEN EBO ATTOM</i>	64
17.	A STUDY ON CUSTOMER SATISFACTORY LEVEL ABOUT E-BANKING IN MYSURU CITY: COMPARATIVE STUDY BETWEEN PRIVATE AND PUBLIC SECTOR BANKS <i>SWETHA.B.P & JYOTHI A N</i>	71
18.	REAL ESTATE BUSINESS IN KOCHI (KERALA): AN ANALYSIS OF ITS GROWTH AND THE FACTORS AFFECTING INVESTORS' SENTIMENT <i>PRINSHA SASEENDRAN & RAGHUNANDAN M V</i>	77
19.	CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE IN IRON AND STEEL INDUSTRY OF INDIA <i>POOJA PAL</i>	86
20.	SME's MARKETING PROBLEMS: CHALLENGES AND SOLUTION <i>NINGIREE DALEEN KAVEZEPA (KASUME)</i>	90
	REQUEST FOR FEEDBACK & DISCLAIMER	95

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

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

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

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

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

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. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

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

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

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. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

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

PROF. NAWAB ALI KHAN

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

ASHISH CHOPRA

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

FORMER TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

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

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

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

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. 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.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the 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 italic printing. 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 parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

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, Nigeria.

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

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "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.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

INVESTORS PERCEPTION TOWARDS OPTION AND FUTURE TRADING WITH SPECIAL REFERENCE OF MALAPPURAM DISTRICT

ROHITH.R
ASST. PROFESSOR
DEPARTMENT OF COMMERCE
RAJAGIRI COLLEGE OF SOCIAL SCIENCES (AUTONOMOUS)
RAJAGIRI

ABSTRACT

this paper presents the Investors perception towards Option and Future trading with special reference of Malappuram District. The main focus of the paper was on to understand the Investors perception towards option and future trading, risk involved in this trading and aware about the investors desired time and sector of investment in option and future in Malappuram District. The data for this study collected 100 respondents in Malapuram district. Simple percentage analysis is used for the analysis purpose and it is find that the Awareness about the various uses of Future & options can help investors to reduce risk and increase profits. The study concludes that; future & option trading is an unavoidable weapon for the investors to hedging.

KEYWORDS

desired time, future, investors perception, option, sector of investment.

INTRODUCTION

The Indian capital market has witness impressive growth and qualitative changes, especially over the last two decades. The process of liberalization of the Indian economy since the early nineties has contributed to changes in the capital market scenario. The entry of foreign investors in the market has resulted in a substantial change in the scale of operations. Now, we are on the threshold of introduction of trading in derivatives including futures and options, which is expected to bring a qualitative change in the capital market.

Future and option trading have a vital role to play in enhancing shareholder value by ensuring access to the cheapest source of funds. Furthermore, active use of derivative instrument allows the overall business risk profile to be modified, thereby providing the potential to improve earnings quality by offsetting undesired risk. In this study investigator will discuss about the investors perception towards Option and future trading in Indian capital market.

REVIEW OF LITERATURE

A research by Abdulla Yameen delivered message, investors will need to be alert to any new development in capital market and take advantage of the Investor Education and Awareness Campaign program which to be undertaken by the Capital Market Section to acquaint of the risks and rewards of investing on the Capital market.

P. M. Deleep Kumar and G. Raju showed that the capital market is becoming more and more risky and complex in nature so that ordinary investors are unable to keep track of its movement and direction. The study revealed that the Indian market is probably more volatile than developed country markets, which is probably why a much higher proportion of savings in developed countries go into equities.

NEED AND IMPORTANCE OF THE STUDY

Growth in the Indian capital market is unbelievable. In the present scenario peoples are more conscious about their investments or stock trading than ever before. The Option and Future trading plays a vital role in the investment field. In this context, the scope of study has been aroused in order to see the preference, awareness and the investors' perception regarding the Option and Future trading.

OBJECTIVES OF THE STUDY

1. To find out the risk involved in option and future trading.
2. To know the role of option and future trading in hedging.
3. To aware about the investors desired time and sector of investment in option and future.

RESEARCH METHODOLOGY

This present study is descriptive as well as exploratory in context of option and future trading. The primary data for this was collected from different background people in Malapuram district. The people were approached with a structured questionnaire and requested them to participate in the study. The secondary data was collected from reliable database of SEBI, NSE etc. As the population covered was large, sample size of 100 individuals belonging to different fields, classes, age group were taken.

RESULT AND DISCUSSION

The investigator used simple percentage analysis for analysing the whole primary data collected

TABLE 1: MONTHLY INCOME LEVEL OF RESPONDENTS

No. of Respondents		Percentage of Response
Below 10000	26	26%
10000-25000	32	32%
25000-50000	24	24%
Above 50000	18	18%
Total	100	100%

The above table indicates that the middle income peoples are more interested to investing in future and option trading

TABLE 2: MOST PREFERRED INVESTMENT PATTERN

No. of respondents	Percentage of Respondents	
Cash	72	72%
Futures	16	16%
Option	12	12%
Total	100	100%

Table indicates that major part of investors is interested to invest in cash trading practices.

TABLE 3: MOTIVE BEHIND THE INVESTMENT IN FUTURE & OPTION

No. of Respondents	Percentage of Response	
Hedging	38	38%
Speculation	30	30%
Availability of free fund	14	14%
Due to loss in cash investment	12	12%
Others	6	6%
Total	100	100%

The above table indicate that major part of investors used option and future trading for hedging because hedging reduces their risk. To conclude, major investors are risk averse.

TABLE 4: OPTION TRADING HELP TO HEDGE RISK

No. of Respondents	Percentage of Response	
Yes	84	84%
No	16	16%
Total	100	100%

The above table indicate that major part of investors think that option and future is helpful for hedging, around 84% of investors agree that. And balance 16% investors don't agree that option and future is helpful for hedging.

TABLE 5: LEVEL OF RISK IN DERIVATIVES

No. of Respondents	Percentage of Response	
Very High Risk	34	34%
High Risk	28	28%
Average Risk	38	38%
Low Risk	0	0%
Total	100	100%

Most investors feel future and option trading a risky matter.

TABLE 6: THE RISKY INVESTMENT ALTERNATIVE

No. of Respondents	Percentage of Response	
Option	26	26%
Future	74	74%
Total	100	100%

Option is the preferred investment for most investors.

TABLE 7: RISK AND RETURN IN DERIVATIVES

No. of Respondents	Percentage of Response	
Yes	36	36%
No	64	64%
Total	100	100%

The above table indicate that major part of investors didn't get a fair return as they desired. In fact, derivatives are not a fully believable type of investment. It has its own risk.

TABLE 8: NATURE OF RETURN

No. of Respondents	Percentage of Response	
Negative returns	40	40%
No returns	12	12%
The return below bank interest	6	12%
The return above bank interest	36	36%
Total	100	100%

Major part of investors gets negative results. Negative results mean actual loss

TABLE 9: BROKERAGE CHARGE IN FUTURE & OPTION

No. of Respondents	Percentage of Response	
Too high	10	10%
High	32	32%
Average	38	38%
Low	20	20%
Too low	0	0%
Total	100	100%

The table indicates that our brokering institutes charging only fair charges from investors.

TABLE 10: MOST DESIRABLE SECTOR FOR FUTURE & OPTION TRADING

No. of Respondents	Percentage of Response	
Reality & Infrastructure	34	34%
Banking	28	28%
Automobile	12	12%
Steel	6	6%
IT	6	6%
Telecommunication	4	4%
Oil & Gas	4	4%
Others	6	6%
Total	100	100%

On the investors point view most desirable sector for future and option trading is reality and infrastructure

TABLE 11: MOST PREFERRED TIME FOR DOING OPTION & FUTURE TRADING

No. of Respondents		Percentage of Respondents
Quarterly Results	18	18%
Budgeting	16	16%
Monetary policy	28	28%
Election Results	16	16%
Economic Reforms	22	22%
Total	100	100%

Investors choose their time for doing option and future trading is at the time of budgeting election results.

SUGGESTION

It is desirable to investors to study fundamental analysis and technical analysis of companies before they investing and the investors must analyse the risk return factors before investing. It is beneficial to new investors to get experience in stock investment before doing Future and Option trading. It is desirable for brokerage firms to fix brokerage charges in a competitive level.

CONCLUSION

Integration in the world's commodity and financial market because of globalization and liberalization of the countries across the world, various types of risks for market players have increased. The future and option trading is such like that. The growth of the future and option trading in India has been an unprecedented one. In the current scenario, investing in stock markets is a major challenge ever for professionals. Future & options acts as a major tool for reducing the risk involved in investing in stock markets for getting the best results out of it. The investors should be aware of the various hedging and speculation strategies, which can be used for reducing their risk. Awareness about the various uses of Future & options can help investors to reduce risk and increase profits. The study concludes that; future & option trading is an unavoidable weapon for the investors to hedging.

LIMITATION

The research conducted on the basis of samples, so it would have sampling error and the respondents may not give their actual financial or personal data. Bias cannot be ignored on the part of the respondent.

SCOPE FOR FURTHER RESEARCH

Only a few studies were conducted in this area in Kerala and thus there is a scope for further study. This research is only in the investors perception towards option and future trading with special reference of Malappuram district. The further researches can be conducted on the financial aspects of the derivatives and its impact on the growth of the Kerala economy.

REFERENCES

1. B. Prasanna Kumar, M.V. Supriya, "S&P CNX Nifty Futures at NSE, India: An Empirical Analysis", Asia-Pacific Business Review, Vol. 3, No. 1, pp. 67-90, January-June 2007.
2. Bhatia Shalini, "Do the S&P CNX Nifty Index and Nifty Futures Really Lead/Lag?" NSE research paper, November, 2007.
3. Chaturvedula Chakrapani Venkata IBS Hyderabad, "Price Effects of Introduction of Derivatives: Evidence from India", The ICFAI University Journal of Applied Economics, Vol. VII, No. 5, pp. 59- 75, September 2008
4. Hull John.C., "Options, Futures and others Derivative", Sixth Edition and Third Impression 2007
5. Masih A.M., Masih R, "Global Stock Futures: A Diagnostic Analysis of a Selected Emerging and Developed Markets with Special Reference to India", Quarterly Review of Economics and Finance, 2007, Volume: 37, Page: 859-885
6. Rakshit Debdas, Chartterjee Chanchal, "Accounting for Financial Derivatives: An Overview", The ICFAI Journal of Accounting Research, Vol. 7, No. 1, pp. 24-35, January 2008.

REQUEST FOR FEEDBACK

Dear Readers

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

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

