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THE STUDY ON THE ANALYSIS OF RISK AND RETURN ON FLUCTUATION OF SHARE PRICE ON SELECTED SECTORS

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ABSTRACT

Risk and Return is the core concept in financial analysis of an investment. It helps in decision making, which leads to attain main two objectives, that is profit maximization and wealth maximization. So, it is necessary for an investor to consider the influence of expected return along with risk factor. The risk and return trade off reveals that the potential return rises with increasing risk factors. In short, when the return is higher, risk is also higher. The COVID 19 pandemic created a huge impact on overall stock market. Thus the art of investment is to see that, return is maximized with minimum risk. Therefore, the combination of securities with different risk-return characterizes constitute a portfolio of the investor.

CONSUMERS' ATTITUDES TOWARDS ECO-FRIENDLY PRODUCTS WITH REFERENCE TO FMCG SECTOR

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ABSTRACT

Migration of consumers towards ecofriendly products is posing a paradigm change in the present business environment. Businesses are quickly learning this concept how to address the issues of green marketing strategy. Green Marketing appears frequently and many governments around the world are regulating it. The green marketing has different perspectives from the global scenario. This study focuses on examining some of the reason that why consumers are adopting a green marketing philosophy specially in FMCG products and find out ways to improve consumer appeal for environmentally preferable products through different marketing strategies.

ANNOTATED BIBLIOGRAPHY OF INVESTMENT BEHAVIOUR OF INDIVIDUAL INVESTORS

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ABSTRACT

The emergence of behavioural finance has presented a new realm for analysing the ways in which investors make decisions that includes psychological factors as well as providing new grounds upon which it question conventional methods of modelling investor behaviour. It also places an emphasis upon impact of investor behaviour on various market anomalies. This Annotated bibliography primarily draws on the recent research works and scholarly articles of Economists, financial experts, finance professors, and research scholars who supported their work with empirical results. This paper provides Annotated bibliography of 72 research articles on the subject Behavioural finance and its major component investment behaviour investors along with glossary of various dependent and independent factors used in the literature which are published in academic journals.

AN OVERVIEW OF DATA WAREHOUSING AND OLAP TECHNOLOGY FOR DECISION MAKING

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ABSTRACT

Operational databases (OLTP) are not optimized for data access only they have to balance the requirement of data access with the need to ensure integrity of data. OLTP is customer-oriented and is used for transaction and query processing by clerks, clients and information technology professionals. Most of the times the users need to read data fast, over a large volumes of data. There is a great need for tools that provide decision makers with information to make decisions quickly and reliably based on historical data. The above functionality is achieved by Data Warehousing and Online analytical processing (OLAP). An OLAP system is market-oriented and is used for data analysis by knowledge workers, including managers, executives and analysts. OLAP and Data Warehouses are complementary. A Data Warehouse stores and manages data. OLAP transforms Data Warehouse data into strategic information. OLAP ranges from basic navigation and browsing (often known as "slice and dice"), to calculations, to more serious analyses such as time series and complex modeling. As decision-makers exercise more advanced OLAP capabilities, they move from data access to information to knowledge. This paper overviews the functionality provided by Data warehouse to make decisions. Also, how OLAP in data warehouse are beneficial than OLTP are discussed in this paper.

ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES IN HIMACHAL PRADESH

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ABSTRACT

Entrepreneur is the key feature of entrepreneurship and economic growth. Entrepreneurship is a recent incident and in the entrepreneurial process entrepreneurs have to face various problems. In this paper attempts have been made to study the demographic profile of entrepreneurs and analyze the major problems faced by entrepreneurs. For this purpose, primary as well as secondary data has been used. The secondary data have been collected from journals, internet, magazines, newspaper annual reports etc. For primary data a sample of 400 entrepreneurs was taken from high hills zone of Himachal Pradesh. Simple random sampling technique was used to conduct this research paper. Finally, the study reveals that relating to land, availability of raw materials, availability of labour skilled and unskilled, relating to building and machinery equipment, availability of transport facility, marketing and advertisement, registration, industrial licensing and long term finance, high cost of doing business were the major problems faced by entrepreneurs in the high hills zone. Government need to provide financial as well as others facilities like transport, communication and organize awareness programmes regarding different promotional activities and credit facilities for further expansion.

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