

**A PROJECT REPORT ON
A STUDY ON EFFECTIVENESS OF RELATIVE
STRENGTH INDEX SIGNALS IN TRADING STRATEGIES.**

Submitted By

HARSHITH D

4AL21BA034

Submitted To



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELAGAVI**

**In partial fulfilment of the requirements for the award of the
degree of**

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

DR. VISHNU PRASANNA K N

Professor MBA Department

PG Department of Business Administration

Alva's Institute of Engineering and

Technology, Mijar, Modabidri



Alva's Institute of Engineering & Technology Shobhavana
Campus, Mijar, Moodbidri, D.K – 57422

May 2023



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **HARSHITH D** bearing **USN 4AL21BA034** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "**A STUDY ON EFFECTIVENESS OF RELATIVE STRENGTH INDEX SIGNALS IN TRADING STRATEGIES**" is prepared by him under the guidance of **Dr. Vishnu Prasanna K N, Professor**, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide

Mrs. Priya Sequira

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIDAR - 574 225

Signature of Principal
PRINCIPAL

Alva's Institute of Engg. & Technology,
Midar, MOODBIDRI - 574 225, D.K

Shobhavana Campus, Midar, Moodbidri - 574225, Mangalore, Karnataka, India

☎ 08258-262724 (O), 262725 (P) ✉ principal@iet08@gmail.com 🌐 www.aiet.org.in

DECLARATION

I **Harshith . D**, hereby declare that the project report entitled "A study on effectiveness of relative strength index signals in trading strategies." prepared by me under the guidance of **Dr. Vishnu Prasanna K. N**, Professor M.B.A Department, Alva's Institute of Engineering and Technology.

I also declare that this project work is towards the partial fulfilment of the university regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other University/ Institution.

Place: **Mijuv**

Date: **01/09/2023**

Harshith . D

Signature of the student

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I express my deep sense of gratitude to my internal guide **Dr. Vishnu Prasanna K N** Professor MBA Department, for his constant support and encouragement to carry out my project successfully without much difficulty.

I would like to express my sincere thanks to **Dr Peter Fernandes**, Principal of Alva's Institute of Engineering and Technology, Mijar, Moodabidiri.

I am grateful to **Mrs Priya Sequeira**, HOD of the MBA department, Alva's Institute of Engineering and Technology, Mijar, Moodabidiri. whose timely suggestions and encouragement support me to complete this project.

With Regards,

Harshith D

TABLE OF CONTENTS

Sl.No	Contents	Page No's
Chapter-1	Introduction	1-2
Chapter - 2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	3-8
2.1	Theoretical background of the study	
2.2	Literature review with a research gap	
Chapter - 3	RESEARCH DESIGN	9-11
3.1	Statement of the Problem	
3.2	Need of the Study	
3.3	Objectives of the Study	
3.4	Scope of the Study	
3.5	Research Methodology	
3.6	Limitations of the study	
Chapter - 4	ANALYSIS AND INTERPRETATION	12-47
Chapter – 5	SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS	48-50
5.1	Findings	
5.2	Suggestion	
5.3	Conclusions	
	BIBLIOGRAPHY	51-53

LIST OF GRAPHS

Sl.No	Contents	Page No's
4.1	Share price of ICICI Bank	13
4.2	Volume of ICICI Bank	14
4.3	Relative Strength index of ICICI Bank	14
4.4	Simple Moving Average of ICICI Bank	15
4.5	Exponential Moving Average of ICICI Bank	16
4.6	Share price of Bharti Airtel	17
4.7	Volume of Bharti Airtel	17
4.8	Relative Strength index of Bharti Airtel	18
4.9	Simple Moving Average of Bharti Airtel	19
4.10	Exponential Moving Average of Bharti Airtel	19
4.11	Share price of Cipla	20
4.12	Volume of Cipla	21
4.13	Relative Strength index of Cipla	21
4.14	Simple Moving Average of Cipla	22
4.15	Exponential Moving Average of Cipla	23
4.16	Share price of Hero MotoCorp	23
4.17	Volume of Hero MotoCorp	24
4.18	Relative Strength index of Hero MotoCorp	25
4.19	Simple Moving Average of Hero MotoCorp	26
4.20	Exponential Moving Average of Hero MotoCorp	26
4.21	Share price of ITC Limited	27
4.22	Volume of ITC Limited	28

4.23	Relative Strength index of ITC Limited	28
4.24	Simple Moving Average of ITC Limited	29
4.25	Exponential Moving Average of ITC Limited	30
4.26	Share price of MRF	30
4.27	Volume of MRF	31
4.28	Relative Strength index of MRF	32
4.29	Simple Moving Average of MRF	32
4.30	Exponential Moving Average of MRF	33
4.31	Share price of Nestle	34
4.32	Volume of Nestle	34
4.33	Relative Strength index of Nestle	35
4.34	Simple Moving Average of Nestle	36
4.35	Exponential Moving Average of Nestle	37
4.36	Share price of Reliance	37
4.37	Volume of Reliance	38
4.38	Relative Strength index of Reliance	39
4.39	Simple Moving Average of Reliance	39
4.40	Exponential Moving Average of Reliance	40
4.41	Share price of TCS	41
4.42	Volume of TCS	41
4.43	Relative Strength index of TCS	42
4.44	Simple Moving Average of TCS	43
4.45	Exponential Moving Average of TCS	43
4.46	Share price of Vedanta Limited	44
4.47	Volume of Vedanta Limited	45

4.48	Relative Strength index of Vedanta Limited	45
4.49	Simple Moving Average of Vedanta Limited	46
4.50	Exponential Moving Average of Vedanta Limited	47

EXECUTIVE SUMMARY

Technical analysis uses charts of previous market activity to forecast price changes and future market patterns..Technical analysis is a popular tool among traders and investors, especially in recent years, as it can be used to manage investments in a variety of markets. A technical indicator used in the study of financial markets is the Relative Strength Index RSI. Based on the closing prices of a recent trading period, it is estimated to chart the current and historical strength or weakness of a market. An indicator of momentum, the RSI measures the velocity and scope of directional price moves. Technical analysis and its tools, including the Relative Strength Index (RSI), have been gaining popularity among traders and investors in recent years. However, it is important to use multiple technical indicators and fundamental analysis when making investment decisions. The RSI is based on the concept of momentum, which is the rate of the rise or fall in price. It measures the strength of a stock by monitoring the changes in the closing prices over a recent trading period. It is important to use a combination of tools, including fundamental analysis and market knowledge, to make informed investment decisions.