

Internship Report on

**“AN ANALYTICAL STUDY ON THE SEASONAL STOCK PRICE TRENDS
(MONTHLY EFFECT): A STUDY CONDUCTED AT ADITYA BIRLA
MONEY LTD., KADUR”**

BY

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

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Shobhavana campus, Mijar, Moodbidri

2015-2017

ADITYA BIRLA



MONEY

Date: 10-3-2017

"To Whom So Ever it May Concern"

This is to certify **Mr. Sachin C R (4LV15MBA14)** bonafide student doing his MBA at Alva's Institute of Engineering and Technology, Moodbidri, Karnataka, has doing a project titled **"An Analytical study on the Seasonal Stock Price Trends (Monthly Effect)"** in our Organization From **2nd January 2017** to **10th March 2017**. His Character and Conduct is Uniformly Good. He deserves all Encouragement.

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Authorized Signatory

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Certificate

This is to certify that **Mr. Sachin C R** bearing **USN 4LV15MBA14** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on **An Analytical study on the Seasonal Stock Price Trends (Monthly effect): A study conducted at Aditya Birla money Ltd, Kadur** is prepared by him under the guidance of **Dr. Vishwanath G Y, Senior Associate Professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Dr. Vishwanath G Y
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, **SACHIN C R**, hereby declare that the internship report entitled "**An Analytical study on the Seasonal Stock Price Trend (Monthly Effect): A study conducted at Aditya Birla Money Ltd, Kadur**" was prepared by me under the guidance of **Dr. Vishwanath G Y**, Associate Professor, Department of M.B.A, Alva's Institute of Engineering and Technology. External assistance was provided by **Mr. Amarnath** Branch Manager, Aditya Birla Money Ltd, Kadur.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Vishvesvaraya Technological University, Belagavi.

I have undergone the project for a period of Ten 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.



Signature of the student

Place: Mijar

Date: 20/05/2017

ACKNOWLEDGEMENT

Completion of a task by shaping and achieving the objective is often a result of valuable contribution from number of individuals, directly or indirectly.

Firstly, I thank almighty God for showering his choicest blessing and keeping me in good health throughout the tenure of the project.

I wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Dr. Ramakrishna chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. Vishwanath G Y**, Senior Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Amarnath K A** Branch Manager, Aditya Birla Money ltd, Kadur and his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our beloved principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

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SACHIN C R

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EXECUTIVE SUMMARY

Market efficiency is the most important factor in stock market to determine the seasonal stock price trends. Equity prices are no longer random and can be predicted based on past pattern, so the seasonality in stock returns violates the weak form of market efficiency. The monthly patterns or changes are common in stock market. So compared to others months, certain months provide better returns i.e. the monthly effect of stock returns. Similarly, the day of the week and also the week of the month provides the same results i.e. certain days or weeks the stock returns are high or low compared to others. The present study is conducted for analyzing the seasonal stock price trends i.e. monthly effect of stock market in India.

The study has been undertaken at Aditya Birla Money Ltd, Kadur. This study will help to analyze the monthly stock price patterns by using samples of 100 companies of NSE, CNX Nifty and Bank Nifty prices. For this purpose, the researcher has taken FIVE types of stocks like; Nifty Index, Bank Nifty, Nifty Fifty and Nifty Next Fifty stocks. In Nifty fifty and Nifty next fifty companies are selected based on their market capitalization. At the end, all stocks returns are evaluated based on ANOVA single factor, Rank correlation, Chi-Square test and T-test paired comparison. In the overall period, most of the months have given positive returns for the investors (markets were in Bull Run). Based on the study's findings we can concluded that an investor who invests in the month of April and May is likely to earn more returns than an investor starts in December.