

Internship Report on
**REACTION OF STOCK MARKET FOR THE RELEASE OF CORPORATE
QUARTELY RESULTS;**

A STUDY CONDUCTED AT PRIMER INVESTMENTS, UDUPI

BY

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGUM

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

MASTERS OF BUSINESS ADMINISTRATION

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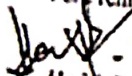
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CERTIFICATE

This is to certify that Mr. Thouseeq. (USN 4LV15MDA33), student of M.B.A. at Alva's Institute of Engineering and Technology, Moodbidri, Karnataka has done a project work on "Reaction of Stockmarket for the release of Corporate Quarterly Results : A Study Conducted at Premier Investments, Udupi" a franchisee of Motilal Oswal Securities Limited, Mumbai from 02nd January 2017 to 10th March 2017.

During this period, his conduct and performance were good.

For Premier Investments,


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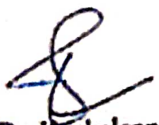
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The internship report on **Reaction of Stock Market for the Release of Corporate Quarterly Results: A Study Conducted at Premier Investments, Udupi** is prepared by him under the guidance of **Dr. Kushalappa S**, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.


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DECLARATION

I, **THOUFEEQ**, hereby declare that the internship report entitled "**Reaction of Stock Market for the Release of Corporate Quarterly Results**" prepared by me under the guidance of **Dr. Kushalappa S**, Associate Professor, Department of Business Administration, Alva's Institute of Engineering and Technology and external assistance by **Mr. Harish B**, Branch Manager, Premier Investments Udupi.

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

I have undergone a summer project for a period of 10 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: 10/May/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.

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EXECUTIVE SUMMERY

Investors assign a great deal of significance to announcement of earnings reports as it reflects the financial performance of the company and is an indicator of the future direction of the company. Earnings announcement provide the market participants with the single most important piece of public information by which they can evaluate the performance of a firm. The market is filled with anticipation at the time when financial result of a company are to be announced as they form the basis for revalidation of the future growth prospects of a company which would be reflected in a buy, hold or sell strategy. Thus, the adjustment of stock price to the announcement of earnings reports is an important empirical issue.

The study has been undertaken at Premier Investments Udipi. The study comprises of 185 individual stocks listed in the Bombay stock Exchange (BSE) announced earnings announcement during the period from 2012 to 2016. The study makes an attempt to analyze the performance of various stocks on the date of earnings announcement, during the past fifty days before the announcement and fifty days after the earnings announcement. The concept of impact of earning announcement and stock market reaction, the literature review, the research methodology used, result of hypotheses tested are explained in detail.