Project Report on

"AN ANALYSIS OF PRICE MOVEMENT OF SHARES AND COMPANY PERFORMANCE WITH RESPECT TO IT FIRMS"

BY

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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It's faith which makes anything possible

CERTIFICATE

This is to certify that **Mr. Ajith Kumar K (USN: 4LV16MBA01)**, II year (IV Semester), MBA student of **Alva's Institute Of Engineering And Technology, Mijar, Moodbidri** has undertaken project work regarding "**An Analysis Of Price Movement Of Shares And Company Performance With Respect IT Firms**" in our organisation for the period from 15th January 2018 to 24th March 2018 and has successfully completed his project work.

During this period, the interest shown by the student in undergoing this project and the conduct of the student in the learning process were very good. He has gained the practical knowledge in the stock market during this period.

We wish him all the best for his bright future.

For the Aditya Trading Solutions Pvt. Ltd. Mangalore.

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CERTIFICATE

It is hereby certified that **Mr. AJITH KUMAR K** bearing **USN: 4LV16MBA01** is a bonafide student of the Master of Business Administration course of the Institute (2016-18), affiliated to Visvesvaraya Technological University, Belgaum.

The project report on **"AN ANALISYS OF PRICE MOVEMENT OF SHARES AND COMPANY PERFORMANCE WITH RESPECT TO IT FIRMS "** is prepared by him under the guidance of **Prof. VIDYADHARA,** assistant Professor, Department of MBA, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration under Visvesvaraya Technological University, Belgaum, and Karnataka.

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DECLARATION

I, **Ajith Kumar K**, hereby declare that the Project report entitled **"An Analysis of Price Movement of Shares And Company Performance With Respect IT firms"** with reference to **"Aditya Trading Solution Pvt. Ltd., Mangalore"** prepared by me under the guidance of **Prof. Vidyadhara**, Assistant Professor M.B.A Department, Alva's Institute of Engineering and Technology and external assistance by **Mr. Sandeep**, Branch Manager, Aditya Trading Solution Pvt. Ltd. Mangalore.

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

I have undergone a summer project for a period of Twelve 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: Moodbidri — Signature

Date: 25/5/18 — (Ajith Kumar K)

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.

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Ajith Kumar K

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EXECUTIVE SUMMARY

The project is undergone in “Aditya Trading Solutions Pvt. Ltd.” includes a study on “An Analysis of Price Movement of Shares and Company Performance With Respect To IT firms”

The Study mainly aimed at an overall exposure to the working of an organisation and to relate the theoretical concept learnt in the classroom to the organisational function. The study has been conducted by collecting relevant secondary data. The report prepared thereon and presented here which is divided mainly into two parts.

The study had made use of basic tool Correlation analysis to determine the correlation between share price of the company and market index price of the company this tool is used by every technical analyst in the modern days. The study has mainly focused on the historical Price pattern and formation are used to prove the relevance of technical analysis.

The first part includes a detailed study on the stock exchange. Back ground, study on the financial and services provided by Aditya Trading Solutions Pvt. Ltd.

The second part includes background of the study and detailed Data analysis and Interpretation of selected companies for study.

Finally summary of findings, suggestion and conclusions which provides the clear picture of my finding about the study and my solutions on the basis of the technical analysis and finally about the overall study.