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## Study on equity share performance of particular group scrip in pharmaceutical zone and banking zone

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### Abstract

The recent development has been the entries of foreign institutional investors are participants to the first and secondary markets for the securities. Among the developing countries India has received significant capital inflows in recent years. The easement policy of the government of India has currently started fielding results. The economy of the country is especially supported the development of the company sectors. A better understanding of the stock market trend can facilitate allocation of monetary sources to the more profitable investment chance. The behaviour of stock can change the investors to create applicable investment choices it measures the strength of the money concerned in investment within the stocks. Simple moving average model is applied for elect firms which might offer the investor a sell signal or obtain signal. In India most of the industries need huge quantity of investments. Funds are raised principally through the problem of shares.

**Keywords:** Capital Inflows, Equity Share, Strength.

### 1. Introduction

The stock market has a crucial role within the allocation of the resources, each directly as a supply of funds and as a determinant of firm's price and borrowing capability. The big swings in equity costs in many countries throughout the 1980s provided further proof that market valuations were additional variable then the earnings prospects of companies. A growing body of empirical proof has raised some doubts concerning whether or not equity markets are economical within the sense of fittingly reflective relevant and accessible info.

### Factors Affected the Share Prices

**Inflation:** An increase within the price of products and services over a amount of your time decreases the getting power of the dollar. It's typically measured by the buyer indicator.

**Deflation:** The call in the price of products and services over a amount of your time. Usually caused by a shrinking provider of cash or credit or reduced disbursal by shoppers or government boosts getting power of the dollar.

**Interest Rates:** The fee paid to a leader to borrow its cash or a penalty charged for late payments typically shown as annual proportion rate.

**Exchange Rates:** The price of one country's currency expressed in another country's currency. In different words the speed at that one currency are often changed for an additional.

### Pharmaceutical Sector

The Indian pharmaceutical sector has an approximate market worth of about 8 billion dollar. It's at 4th rank in terms of pharmaceutical manufactured and 13th in term of value it's rowing at the average rate of 7.2% and expected to grow to US\$ 12 billion by 2012.

### Banking Sector

The Indian banking system is financially stable and resilient to the shocks that may arise due to higher non-performing assets (NPAs) and the global economic crisis, according to a stress test done by the Reserve Bank of India (RBI).

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### Literature Survey

Prof. Leopold A. Bernstein (1975) in his article had defended the function and value of fundamental investments analysis as the basis of successful investment in equity shares. He had argued that even though psychological and other factors accounted 50% of price changes the other 50% of it was only due to fundamental factors.

Balasubramaniam. K (1994) examined the behaviour of stock returns in India. He took the daily and weekly prices of 90 shares listed in BSE. He applied auto correlation analysis runs test and filter techniques for the study. He concluded that share price behaviour is not random walk hypothesis.

Chan Chen (1991) examined the difference in structural characteristics that lead firms of different size to react differently to the same economic news. By using time series analysis they found that return difference between small and large firms could be captured by the responses of high leverage firms and marginal firms to economic views.

Neeley (1998) reconciles the fact that using technical trading rules to trade against US intervention in foreign exchange market can be profitable yet long term intervention tends to be profitable.

Bennet, James A. *et al.* (2001) [4] have conducted a study on “can money flow predict is defined as the difference between up stick and down stick dollar trading volume. The study says that despite little published research regarding its usefulness, the measure has become an increasingly popular technical indicator because of its own means. The study summarizes its most important finding that money flow appears to predict across-sectional variation in future returns.

### Objectives of the Study

- To analyze the share price behaviour of the selected industries.
- To predict the day to day fluctuations in the stock market using technical analysis.
- To study the price movements in the stock exchange.
- To study the current trend and strength of the trend of selected industries.
- To recapitulate the key findings and offer suggestions to investors.

### Scope of the Study

A better understanding of the stock market trend can facilitate allocation of economic resources to the foremost profitable investment chance. The study on fluctuation in equity market helps in understanding the behaviour of equity market. The easy moving average indicates obtain and sell signal to the investors. This helps investors in taking smart selections once investment in equity shares.

### Research Methodology

Research methodology is that the primary and basic facet of any reasonably project report. During this half we've got to consider the strategy of knowledge collection, tools and techniques that are planning to applied in analysis and interpretation.

### Research Design

This project analyses the equity market and fluctuations in India. It measures the danger concerned in investment the stock. Moving Average is applied for elite firms which would offer the investors a sell or obtain signal. Money flow index is applied to understand the strength of money flowing in and out of the safety.

### Data and Sources of Data

Secondary data was used for the analysis print media and internet has been used for data collection. The data also obtained NSE websites. The sectors selected are as follows

- **Pharmaceutical Sector** - Cipla, Ranbaxy, Sun Pharm, Glen Mark, Aura Pharm.
- **Banking Sector** – SBI, Yes Bank, IOB, Dena Bank, Axis Bank.

### Tools Applied

#### Simple Moving Average

When the moving average moves above or below the daily chart it may generate buy or sell signal. We can interpret a moving average by comparing the relationship between the moving averages of security price with its security price itself.

- **Buy Signal:** When the securities price rises above its moving average.
- **Sell Signal:** When the securities price falls below its moving average.

**Table 1:** Moving Average of Pharmaceutical Sector

	Cipla		Ranbaxy		Sun Pharm		Glen Mark		Aura Pharm	
	Avg. Closing	MA	Avg. Closing	MA	Avg. Closing	MA	Avg. Closing	MA	Avg. Closing	MA
May	226.84		209.68		1315.36		226.94		5.893	
June	246.74	243.75	314.95	261.37	1231.37	1245.84	235.86	265.57	5.953	7.356
July	256.87	257.74	259.38	291.36	1190.88	1205.89	335.84	247.18	10.842	10.456
Aug	270.69	259.87	299.78	308.37	1195.35	1226.31	170.29	218.94	14.34	13.67
Sep	252.12	270.74	365.42	374.2	1293.34	1227.23	149.21	157.22	15.356	14.57
Oct	288.42	282.71	389.37	411.36	1374.93	1367.76	144.48	155.84	12.69	14.36
Nov	305.79	307.16	417.57	439.27	1433.73	1432.83	177.37	220.67	15.67	16.47
Dec	327.26	322.53	510.36	474.47	1488.24	1504.76	338.92	321.65	20.35	19.588
Jan	335.24	325.85	495.22	489.22	1592.56	1508.38	451.84	351.67	21.87	21.365
Feb	313.27	325.75	431.22	484.23	1445.27	1571.56	263.89	337.23	21.25	24.456
Mar	326.74	324.84	467.37	421.28	1677.86	1618.54	296.43	287.96	30.46	27.267
Apr	335.83		366.21		1732.45		301.69		28.83	

**Table 2: Moving Average of Banking Sector**

	SBI		Yes Bank		IOB		Dena Bank		Axis Bank	
	Avg. Closing	MA	Avg. Closing	MA	Avg. Closing	MA	Avg. Closing	MA	Avg. Closing	MA
May	1528.67		104.57		73.47		43.24	49.67	698.56	
June	1671.57	1625.67	139.56	131.74	85.46	81.67	54.46	51.57	750.65	765.78
July	1675.49	1703.76	151.57	150.57	83.68	83.79	50.57	53.69	847.46	809.48
Aug	1763.23	1805.86	159.24	178.41	81.57	89.57	50.52	58.84	829.41	865.72
Sep	1978.16	1959.78	179.69	265.57	102.46	103.68	57.84	65.89	911.46	907.25
Oct	2138.96	2131.87	265.57	247.18	126.56	111.68	68.76	74.23	980.35	957.14
Nov	2279.95	2220.78	247.18	218.94	107.57	114.35	71.12	79.83	979.36	984.26
Dec	2242.75	2029.58	218.94	157.22	111.76	112.46	84.78	82.68	992.34	1021.46
Jan	2170.78	2085.68	157.22	155.84	108.78	102.35	82.25	81.65	1092.32	1048.35
Feb	1843.57	2019.34	155.84	220.63	89.56	95.24	80.34	81.69	1060.26	1100.36
Mar	2043.88	2011.46	220.67	264.52	90.68	91.34	80.84	80.26	1149.15	1137.24
Apr	2147.25		265.57		95.76		81.47		1201.95	

### Results and Findings

The average terms of Cipla is 335.83 that is over the moving average that indicates the obtain signal. Within the case of Ranbaxy average terms is lesser than the moving average 366.21 money flow shows the positive money flow. The average terms of sun pharm is 1732.45 that larger than moving average this means security value has been trending up. Price fluctuation may be a statistical live of the tendency of market or security to rise or fall sharply inside a brief amount of your time usually higher the fluctuation of a security, larger is its value swings. The typical closing price within the glen mark is larger than moving average that is 287.96 this means obtain signal for the investors. Each positive and negative money flows over the three months. The aura pharm therefore represents the securities value has been trending up. This shows the obtain signal. Within the case of banking sector represents the trending up obtain signal. The yes bank closing value is 265.57 that are over moving average this shows the obtain signal. By analysing this strength and weakness of the security is found and also the capitalist will take the selections.

### Research Implications

The present study on easy moving average applied on chosen scrip of the company's that guides investors to require investment decision. The relative strength index is employed to seek out the strength and weakness of explicit scrip. Supported this capitalist can purchase and sell the shares. RSI can indicate the signal. And additionally capitalist will invest in securities that involve less risk. Analysis on Pharmaceutical Sector and Banking Sector reveals that in Pharmaceutical Sector company's such Ranbaxy, Sun pharm and Cipla has a good Growth therefore the investors will invest in these corporations. In Banking Sector Axis bank, bank of India, and affirmative bank having a good growth the within the sell can offer you glad come back. Therefore the investors will invest in these corporations. Axis bank gains a gentle growth. In order that finance in banking sector would provide the investors profit. Wide worth fluctuations are a daily prevalence on the planet stock markets as investors react to economic, business and political events markets are showing extraordinarily erratic movements, that are in no approach cycle with the knowledge that's fed to the markets Pharmaceutical sector is witnessing the tremendous that cause expand of range of industries. These growths lead the individuals to speculate within the pharmaceutical firms except some firms like Aura Pharm that growth is slippery backwards. Therefore individuals ought to watch market updates. Axis bank has

been exhibiting terribly robust growth bank had a growth of over 17 November year on year. In pharmaceutical sector, Sun pharm post robust growth with the launch of Elation. Therefore investment during this company might bring a decent come back for the investors. SBI shares occupancy steady growth. It shows sensible Sign of the corporate.

### Conclusion

In India most of the industries needs vast quantity of assets is raised through issue of shares. An investor is happy from the affordable come back from investment in shares. Speculation involves higher risks to induce come back on the opposite hand investment involves no such risks and returns are fair. The capitalist ought to invest in firms by analysing the expansion of the corporate. Technical analysis is employed to search out the expansion and weakness of the share. Therefore this can be the duty of the capitalist to require correct investment call. Industry and Pharmaceutical sector have quick growth in close to future it attributable to policies ordered by the government and initiative steps taken by the individuals in keeping with the Analyst banking sector set to exceed the market at average come back of 200th. Therefore the investors will get the profit once they invested with during this sector. An investor will reach his investment only he's able to choose the correct shares. The investors ought to keenly watch the things like market value, economy, company progress, returns, and also the risk concerned during a share before taking call on a specific share. This study created can facilitate the investors apprehend the behaviour of share costs and so will succeed.

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