

## **AS PER AP-CBCS SYLLABUS 2023-2024**

### **COMPUTER APPLICATIONS(MAJOR/MINOR)**

#### **3<sup>RD</sup> YEAR – SEMESTER - V**

## **STOCK MARKETS ANALYSIS**

**(Common to All Universities in AP)**

### **UNIT I: INTRODUCTION**

Nature, Scope and basics of stock market analysis: Introduction of Investments- Need of Security Analysis- Types of analysis-Fundamental Analysis, Technical Analysis, Quantity Analysis.

### **UNIT – II: FUNDAMENTAL ANALYSIS**

Based on Company's Records and Performance-EPS Ratio-Price to Sales Ratio-P/Earnings Ratio, P/Equity Ratio, ROID/P Ratio- Intrinsic Value

### **UNIT-III: TECHNICAL ANALYSIS**

Based on Share Price Movement and Market Trends- Bullish Pattern-Bearish pattern

### **UNIT-IV: QUANTITY ANALYSIS**

Based on data for special Research purpose (Descriptive, Correlation, Comparative and Experimental) by preparing questionnaire, observation, focus groups and interviews - Dow Theory

## UNIT-V: MUTUAL FUNDS

Importance and the role of Mutual Fund -Types of Mutual Funds- Various schemes in India- Growth Fund, Income Fund, Growth and Income Fund, Tax planning schemes ,other categories, Asset Management Mutual Funds-its method of analysis's



# IMPORTANT QUESTIONS

## LEVEL – 1

### UNIT-I: INTRODUCTION

- ❖ Define stock market analysis and explain its importance in investment decision-making. ....1
- ❖ Discuss the nature and scope of stock market analysis in financial markets. ....3
- ❖ Describe the basic concepts and tools used in stock market analysis. ....6
- ❖ Explain the concept of investments and their significance in personal and institutional finance. ....8
- ❖ Analyze the need for security analysis in evaluating investment opportunities. ....11
- ❖ Discuss the different types of analysis used in stock market evaluation. ....13
- ❖ Explain the techniques and tools used in technical analysis of stocks. ....16
- ❖ Define quantitative analysis and explain how it is applied in stock market research. ....18

### UNIT-II: FUNDAMENTAL ANALYSIS

- ❖ Define fundamental analysis and explain its role in evaluating a company's financial health. ....28
- ❖ Discuss how a company's financial records form the basis for conducting fundamental

- analysis. ....31
- ❖ Explain the importance of analyzing a company's performance indicators in investment decisions. ....33
  - ❖ Discuss the Price-to-Earnings (P/E) ratio and how it helps investors evaluate stock performance. ....40
  - ❖ Explain the Price-to-Equity (P/B) ratio and its use in comparing market value to book value. ....42
  - ❖ Define Return on Investment (ROI) and describe its role in fundamental analysis. ....44
  - ❖ Describe the Dividend-to-Price (D/P) ratio and analyze its implications for income-focused investors. ....47
  - ❖ Explain the concept of intrinsic value and how it is determined through fundamental analysis. ....49

### **UNIT-III: TECHNICAL ANALYSIS**

- ❖ Define technical analysis and explain its role in stock market decision-making. ....57
- ❖ Discuss how technical analysis is based on the movement of share prices over time. ....59
- ❖ Explain the significance of identifying market trends in technical analysis. ....61
- ❖ Describe the tools and techniques used to analyze share price movements. ....63
- ❖ Analyze the characteristics and implications of a bullish pattern in technical charts. ....65

- ❖ Compare technical analysis with fundamental analysis in terms of approach and focus. ....69

#### **UNIT-IV: QUANTITY ANALYSIS**

- ❖ Define quantitative analysis and explain its importance in financial and market research. ....79
- ❖ Discuss how quantitative analysis is based on numerical data for specialized research purposes. ...82
- ❖ Describe the use of descriptive analysis in understanding financial trends. ....84
- ❖ Explain correlation analysis and how it is used to identify relationships between financial variables. ....85
- ❖ Discuss experimental analysis and how it is applied using controlled research methods. ....90
- ❖ Explain the process of preparing a questionnaire for conducting quantitative research. ....92
- ❖ Describe how observation is used as a technique in collecting quantitative data. ....94
- ❖ Discuss Dow Theory and its relevance to quantitative analysis in stock markets. ....97

#### **UNIT-V: MUTUAL FUNDS**

- ❖ Define mutual funds and explain their structure and functioning. ....106
- ❖ Explain the role of mutual funds in the financial

- system and capital market. ....110
- ❖ Describe the different types of mutual funds based on investment objectives and asset classes. ....113
  - ❖ Analyze the various mutual fund schemes available in India and their key features. ....115
  - ❖ Explain the characteristics and advantages of Growth Funds. ....116
  - ❖ Describe Growth and Income Funds and how they balance risk and return. ....121
  - ❖ Explain other categories of mutual funds such as index funds, sectoral funds, and liquid funds.....125
  - ❖ Describe the function of Asset Management Companies (AMCs) in managing mutual funds. ...127
  - ❖ Discuss the methods of analyzing mutual funds for performance evaluation and investment decision-making. ....129

## **LEVEL - 2**

- ❖ Describe the process and key indicators involved in fundamental analysis. ....15
- ❖ Compare and contrast fundamental, technical, and quantitative analysis in stock evaluation. ....20
- ❖ Describe the Earnings Per Share (EPS) ratio and its relevance in stock valuation. ....36
- ❖ Analyze the significance of the Price-to-Sales (P/S) ratio in assessing a company's market value. ....38



- ❖ Explain the bearish pattern and how it signals potential market downturns. ....67
- ❖ Discuss how technical indicators help traders make short-term investment decisions. ....71
- ❖ Analyze the role of comparative analysis in evaluating investment options. ....88
- ❖ Evaluate the use of focus groups and interviews in supporting quantitative research. ....96
- ❖ Discuss the importance of mutual funds as an investment option for individuals and institutions. ....108
- ❖ Discuss the purpose and benefits of Income Funds for conservative investors. ....119
- ❖ Evaluate the role of mutual funds in tax planning through specific schemes. ....123



# List of Questions

## UNIT-I: INTRODUCTION

### LONG ANSWER QUESTIONS

1. Define stock market analysis and explain its importance in investment decision-making. ....1
2. Discuss the nature and scope of stock market analysis in financial markets. ....3
3. Describe the basic concepts and tools used in stock market analysis. ....6
4. Explain the concept of investments and their significance in personal and institutional finance. ....8
5. Analyze the need for security analysis in evaluating investment opportunities. ....11
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7. Describe the process and key indicators involved in fundamental analysis. ....15
8. Explain the techniques and tools used in technical analysis of stocks. ....16
9. Define quantitative analysis and explain how it is applied in stock market research. ....18
10. Compare and contrast fundamental, technical, and quantitative analysis in stock evaluation. ....20

### SHORT ANSWER QUESTIONS

11. Stock Market Analysis .....22
12. Scope of Stock Market Analysis .....22
13. Basics of Stock Market .....23



**BCom\_CRM5EM – List of Questions**

ix

14. Investments	23
15. Security Analysis	24
16. Types of Analysis	24
17. Fundamental Analysis	25
18. Technical Analysis	25
19. Quantitative Analysis	26
20. Importance of Stock Analysis in Investing	27

**UNIT-II: FUNDAMENTAL ANALYSIS****LONG ANSWER QUESTIONS**

1. Define fundamental analysis and explain its role in evaluating a company's financial health. ....28
2. Discuss how a company's financial records form the basis for conducting fundamental analysis. ....31
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10. Explain the concept of intrinsic value and how it is determined through fundamental analysis. ....49

### **SHORT ANSWER QUESTIONS**

11. Fundamental Analysis .....51
12. Company's Financial Records .....52
13. Performance Indicators .....52
14. EPS Ratio .....53
15. Price-to-Sales Ratio .....53
16. P/E Ratio .....54
17. Price-to-Equity (P/B) Ratio .....54
18. Return on Investment (ROI) .....55
19. Dividend-to-Price (D/P) Ratio .....55
20. Intrinsic Value .....56

## **UNIT-III: TECHNICAL ANALYSIS**

### **LONG ANSWER QUESTIONS**

1. Define technical analysis and explain its role in stock market decision-making. ....57
2. Discuss how technical analysis is based on the movement of share prices over time. ....59
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5. Analyze the characteristics and implications of a bullish pattern in technical charts. ....65
6. Explain the bearish pattern and how it signals potential market downturns. ....67
7. Compare technical analysis with fundamental analysis in terms of approach and focus. ....69
8. Discuss how technical indicators help traders make short-term investment decisions. ....71

### **SHORT ANSWER QUESTIONS**

9. Technical Analysis .....73
10. Share Price Movement .....74
11. Market Trends .....74
12. Bullish Pattern .....75
13. Bearish Pattern .....76
14. Charts in Technical Analysis .....76
15. Technical Indicators .....77
16. Technical vs Fundamental Analysis .....78

### **UNIT-IV: QUANTITY ANALYSIS**

#### **LONG ANSWER QUESTIONS**

1. Define quantitative analysis and explain its importance in financial and market research. ....79
2. Discuss how quantitative analysis is based on numerical data for specialized research purposes. ....82
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7. Explain the process of preparing a questionnaire for conducting quantitative research. ....92
8. Describe how observation is used as a technique in collecting quantitative data. ....94
9. Evaluate the use of focus groups and interviews in supporting quantitative research. ....96
10. Discuss Dow Theory and its relevance to quantitative analysis in stock markets. ....97

### **SHORT ANSWER QUESTIONS**

11. Quantitative Analysis .....100
12. Data for Research Purpose .....101
13. Descriptive Analysis .....101
14. Correlation Analysis .....102
15. Comparative Analysis .....102
16. Experimental Analysis .....103
17. Questionnaire Design .....103
18. Observation Method .....104
19. Focus Groups & Interviews .....104
20. Dow Theory .....105

## UNIT-V: MUTUAL FUNDS

### LONG ANSWER QUESTIONS

1. Define mutual funds and explain their structure and functioning. ....106
2. Discuss the importance of mutual funds as an investment option for individuals and institutions. ....108
3. Explain the role of mutual funds in the financial system and capital market. ....110
4. Describe the different types of mutual funds based on investment objectives and asset classes. ....113
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10. Explain other categories of mutual funds such as index funds, sectoral funds, and liquid funds. ....125
11. Describe the function of Asset Management Companies (AMCs) in managing mutual funds. ....127
12. Discuss the methods of analyzing mutual funds for performance evaluation and investment decision-making. ....129

**SHORT ANSWER QUESTIONS**

13. Mutual Funds	.....131
14. Importance of Mutual Funds	.....132
15. Role of Mutual Funds	.....133
16. Types of Mutual Funds	.....133
17. Mutual Fund Schemes in India	.....134
18. Growth Fund	.....134
19. Income Fund	.....135
20. Growth and Income Fund	.....136
21. Tax Planning Mutual Fund Schemes	.....136
22. Asset Management Companies (AMCs)	.....137

