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Online Trading At SMC Global Securities Ltd.

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1. INTRODUCTION:

OBJECTIVES OF THE STUDY

The objective of the study includes the study of the below mentioned aspects.

- The know more about online trading trends in India.
- To study about the backup measures with respect to primary communications liabilities, in order to achieve network availability & connectivity back-up options.
- Knowing about the latest & future development in the stock exchange trading system.
- Clearly defining each & every term of the stock exchange trading products.
- To know the online screen based trading system adopted by SMC Global Securities Ltd and about its communication facilities

SOCPE OF THE STUDY

SEBI in September 1996 has issued guidelines to the stock exchanges to go for online trading procedure by the end of the year 1996. Following its directions ASIT C.MEHTA has installed the online trading system. The major need for this study is to know the effectiveness of the online system in comparison with the outcry or mock trading to study its advantages and recommend for beneficial and effective use of the system.

RESEARCH DESIGN AND METHODOLOGY

RESEARCH

Research is process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in the future course of action. Redman and Mary defines research as a "systematized effort to gain new knowledge".

RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with company in procedure. In fact, the research design is the conceptual structure with which research is conducted; it

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constitutes the blue print for the collection, measurement and analysis of data.

RESEARCH DESIGN USED IN THE STUDY

Descriptive Research

Investigations whose purpose is to provide precise descriptions of variables and their relationships; surveys are frequently used as designs for descriptive research.

SOURCES OF DATA

There are two sources of data

a. Primary data
b. Secondary data

Primary Data:

Primary method: This method includes the data collected from the personal interaction with authorized members of SMC Global Securities Ltd.

Secondary Data:

The Secondary data is collected through annual reports, websites and statements available with NOL.

- The lecturers delivered by the superintendents of respective departments.
- The brochures and material provided by SMC Global Securities Ltd.
- The data collected from the magazines of the NSE, economic times, etc.

LIMITATIONS:

- The study is only up to the extent of online trading of the stock exchange.

The study is restricted to selected companies.

2. LITERATURE SURVEY

Before getting in to the online trading we should know some things about the internet, e-commerce and etc.

Internet

Internet is a worldwide, self-governed network connecting several other smaller networks and millions of computers and persons, to mega sources of information. This technology shrinks vast distances, accelerating the pace of business reforms and revolutionizing the way companies are managed. It allows direct, ubiquitous links to anyone anywhere and anytime to build up interactive relationships.

A combination of time and space, called the Internet promises to bring unprecedented changes in our lives and business. Internet or net is an inter-connection of computer communication networks spanning the entire globe, crossing all geographical boundaries. It has re-defined the methods of communication, work study, education, business, leisure, health, trade, banking, commerce and what not it is virtually changing every thing and we are living in dot.com age. Net being an interactive two way medium, through various websites, enables participation by individuals in business to business and business to consumer commerce, visit to shopping arcades, games,

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etc. in cyber space even the information can be copied, downloaded and retransmitted.

The use of Internet has grown 2000 percent in last decade and is currently growing at 10 percent per month. In India, growth of Internet is of recent times. It is expected to bring changes in every functional area of business activity including management and financial services. It offers stock trading at a lower cost. Internet can change the nature and capacity of stock broking business in India.

E-commerce

Electronic commerce is associated with buying and selling over computer communication networks. It helps conduct traditional commerce through new way of transferring and processing of information. Information is electronically transferred from computer to computer in an automated way. E-commerce refers to the paperless exchange of business information using electronic data inter change, electronic technologies. It not only reduces manual processes and paper transactions but also helps organization move to a fully electronic environment and change the way they operated.

PC's and networking attempts to introduce banks of the tools and technologies required for electronic commerce. The computers are either workstations of individual office works or serves where large databases and information reside. Network connects both categories of computers; the various operating systems are the most basis program within a computer. It manages the resources of the computer system in a fair and efficient manner.

Now we can enter in to the concept known as **online trading.**

In the past, investors had no option but to contact their broker to get real time access to market data. The net brings data to the investor on-line and net broking enables him to trade on a click of mouse. Now information has become easily accessible to both retail as well as big investor.

3. DATAANALYSIS AND INTERPRETATION

As on 30/9/2010 the Shareholding Pattern of AXIS Bank is divided in mainly three parts:

a) Promoters' Holding
b) Non – Promoters' Holding
c) Others.

SERVICE OFFERED:-

Various Services offered by AXIS Bank are as follows:

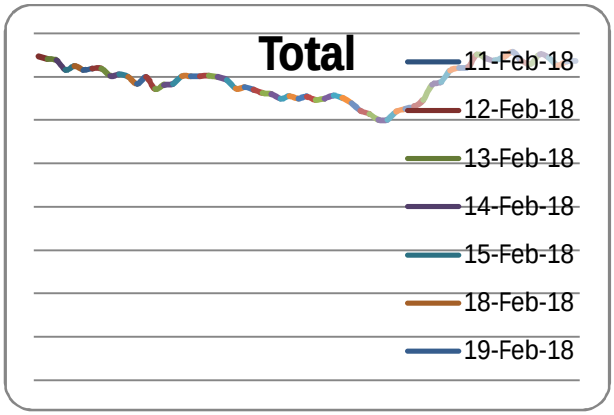
a) Consumer Banking
b) Retail Loans
c) Corporate Banking
d) Treasury
e) Capital Markets
f) Financial Advisory Services

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BRANCHES:-

109Notwithstanding the unselfish advantages that Internet funds brings, the Bank beyond has other distribution channels. At the end of September 2010, the Bank increased its reach to 221 cities, towns and villages across the country through 473 Branches & Appendix counters and 2137 ATMs. The Bank offers a complete stretch of retail and corporate services, including retail loans, corporate credit, forex services, patronage underwrite, unearth services, and Assistance advisory services

AXIS BANK



Data Interpretation: AXIS BANK comes under reserved sector banks. Has less weight than ICICI & HDFC in the pointer, Right now comparing with other money equipping from the duplicate this stock also recorded low of 1,998.00on 08th April. Eruption -a-days AXIS bank is development fastly in private sector banks Consistently thing of first-rate banks from 01stDecember 2016 TO 29th February 2018

The above directors typifying statute of, AXIS BANK, HDFC BANK, ICICI BANK, from 11th February 2018 to 11th May 2018. Here I have made-up three banks from private sector. On 11th February 2018, every bank's posture showing as unrelieved, in spite of, here I have taken for granted base value empty on that specified date. Forthwith recognition label bank discriminating chart, for Scrutiny you fundamentally behold mid of inconsistency in intraday. Prime intraday bit shown in AXIS bank as 8.08% on 15th February 2018. But instanter captivating performance of banks in prone period all funds condition subject superior draw than transfer, this gathering is only as regards of decreased enhancement text for this period, we bed basically remark berate in magniloquence aplenty in the above charts, Instantaneously exaggeration fluctuates the burden shown promptly on invest in providing. To control interest overload in India, magniloquence has to control, if romanticization not hold together, we basis note infect in funds stocks and develop in interest exhaust, the same will apply to private banks as well as nationalized banks

4.FINDINGS OF THE STUDY

- Growth of Indian banking industry depends on few economical variables like interest rates and inflation, increased inflation is negative impact on banking stocks.

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- When a stock is strong in fundamental, even though we can see negative fluctuations in the stock, it called as speculation.
- The investor is able to know the risk and returns of the share by using Online trading.
- It is useful to each and every investor who wants long and short-term Investments.
- Estimating future EPS good result in future.
- Investor must have a basic idea about the computer operations.
- It is very must have a basic idea about the computer operations.
- The result of analysis is proving correctly in the matter of price movements.
- Avoid buying shares of a company with an equity capital of less then Rs. 1crore.
- Avoid buying shares of a company with number of shareholders.
- Investors must show interest in steady and fast growing shares only.
- If the investor is confident of EPS moving up and expects the P/E to Increase as well stick to the shares and be patients

5. CONCLUSION

- In the present scenario to compete with the Broker's would require sound infrastructure and trading as per international standards.
- The introduction of on-line trading would influence the investors resulting in an increase in the business of the exchange. It has helped the brokers handling a vast amount of transactions and this can be an efficient trading, delivering, settlement system with adequate protection to investors.
- Due to invention of online trading there has been greater benefit to the investors as they could sell / buy shares as and when required and that to with online trading.
- The broker's has a greater scope than compared to the earlier times because of invention of online trading.

The concept of business has changed today, this is a service oriented industry hence the survival would require them to provide the best possible service to the clients.

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