

SNS COLLEGE OF ENGINEERING



Kurumbapalayam (Po), Coimbatore – 641 107
An Autonomous Institution
Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME: 19BA307 - INVESTMENT ANALYSIS AND PORTFOLIO MANAGÉMENT

II YEAR / III SEMESTER

UNIT 1 - INVESTMENT MANAGEMENT











DIFFERENT TYPES OF INVESTMENT





paisabazaar





Investment Alternatives

Financial Investment

Security/Marketable Financial Assets

Equity Shares

Preference Shares

Bonds

Debenture

Convertible Securities

Hybrib Securities

Derivatives

Money Markets

Non-Security/Non Marketable Financial Assets

Fixed Deposits/Term Deposites

Post Office Schemes

Company Provident Fund

Provident Fund

Mutual Funds

Insurance

Real Investment

Real Estate

Residential House

Commercial Property

Agricultural Land

Sub-Urban Land

Holiday Resort

Precious Objects

Gold and Silver

Precious Stones

Art Objects

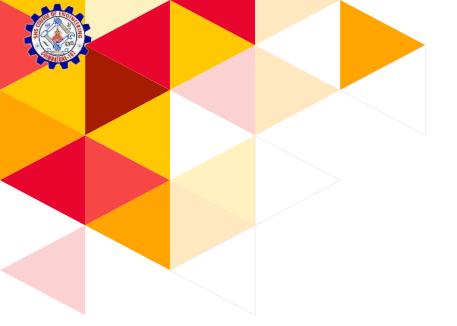




Investment alternatives and factors to be considered

Type of investment	Type of asset	Factors to be considered				
		Safety	Risk	Income	Growth	Liquidity
Traditional investment	Financial asset:					
	Common stock	Average	Average	Average	High	Average
	Preferred stock	Average	Average	High	Average	Average
	Corporate bonds	Average	Average	High	Low	Average
	Government bonds	High	Low	Low	Low	High
	Mutual funds	Average	Average	Average	Average	Average
	Real asset: Real estate	Average	Average	Average	Average	Low
Speculative investment	Options	Low	High	n/a	Low	Average
	Commodities	Low	High	n/a	Low	Average
	Derivatives	Low	High	n/a	Low	Average
	Precious metals, gemstones, antiques and collectibles	Low	High	n/a	Low	Low

Personal Finance, Tenth Edition, Kapoor/Dlabay/Hughes





THANK YOU