



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 MANAGEMENT

II YEAR / III SEMESTER

UNIT 1 - INVESTMENT MANAGEMENT



DIFFERENT TYPES OF INVESTMENT



Investment Alternatives

Financial Investment

Security/Marketable Financial Assets	Non-Security/Non Marketable Financial Assets
Equity Shares	Fixed Deposits/Term Deposites
Preference Shares	Post Office Schemes
Bonds	Company Provident Fund
Debenture	Provident Fund
Convertible Securities	Mutual Funds
Hybrid Securities	Insurance
Derivatives	
Money Markets	

Real Investment

Real Estate	Precious Objects
Residential House	Gold and Silver
Commercial Property	Precious Stones
Agricultural Land	Art Objects
Sub-Urban Land	
Holiday Resort	

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