

A STUDY ON ANALYSIS OF INFOSYS AND TCS STOCK PRICE LISTED IN NSE USING MACRO AND MICRO ECONOMIC FACTORS

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1. Introduction

1.1 Macroeconomics

Macroeconomists studies about the aggregate indicators like GDP, unemployment rates, and price guides to know how the whole economy functions. Models that explain the relationship between such factors as national are developed by Macroeconomists.

1.2 Micro Economics:

This is in divergence to macroeconomics, which includes the “sum total of economic activity, dealing with the issues of growth, inflation, and unemployment”

1.3 Review Of Literature:

K.E.BOULDING¹ ECONOMIC ANALYSIS, Macro Economics in the eyes of Kenneth Boulding is the Part of economics which studies the overall average and aggregates of the system[1-6]. Acklay views macro economics as the study of the forces or factors that determine the levels of aggregate productions, employment and prices in an economy and their rates of change over time”. Macro economics goes with the functioning of the whole economy. Macro economics seeks to explain low the economy’s total output of goods and services ,the prices level of goods and services and the total employment of resources determined.Where, the SP is Stock price, EPS is Earnings per share, DPS is Dividend per share, OL is Oil price, GDP is Gross domestic product, CPI is Consumer price index, INT is Interest rate and MS is Money supply.

2. Objectives

Primary Objectives:

Analysis on INFOSYS and TCS (Stocks Price listed on NSE) MICRO & MACRO economic factors.

Secondary Objectives:

To find out the impact and effect of micro ¯o economic factors in INFOSYS, TCS stock market price fluctuations. Analysis of news in IT industry and it reflections to INFOSYS, TCS stock prices. Try find out policy changes and its relations about INFOSYS, TCS stock market Fluctuations. A complete Study about all internal & External IT industry factors and how it helps sector growth[7-9].

3. Research Methodology

Methodology is a way to analytically answer the research problem. It enlightens the various steps that are usually accepted by the researcher in learning the research problem along with the sense behind it.

Findings:

- In APR 2011 The International Macro Economic Factors Share Price Was Increased 3283.15. In AUG 2011 The International Macro Economic Factors Share Price Was decreased 982.11.
- In JAN 2011 Infosys Economic Factors Share Price Was Increased 3323. In Aug 2011 Infosys Economic Factors Share Price Was decreased 2183.9 In APR 2011 The TCS Economic Factors Share Price Was Increased 1218.7. In OCT 2011 The TCS Economic Factors Share Price Was decreased 1033.55.
- In MAR 2011 Political & Government In Infosys Share Price Was Increased 3095.7. In 2011, there is no more Share Price in TCS.
- In FEB 2011 The Infosys Micro public Factors Share Price Was Increased 3177.6. In DEC 2011 The Infosys Micro public Factors Share Price Was decreased 2676.4.In JAN 2011 The TCS Micro public Factors Share Price Was Increased 1202.55[10-13]. In DEC 2011 The TCS Micro public Factors Share Price Was decreased 985.7.
- In JAN 2011 The Infosys Micro competitors Factors Share Price Was Increased 3241.6. In May 2011 The Infosys Micro competitors Factors Share Price Was decreased.

- In May 2011 The Micro competitors Factors TCS is top gainer in the IT industry in the year.
- In JAN 2011 The Infosys Micro Market intermediates Factors Share Price Was Increased 2679.35. In April 2011 The Infosys Micro Market intermediates Factors Share Price Was decreased 2906.1. In NOV 2011 The Micro Market intermediates Factors share price was increased 1091.80 From 1062.30.
- Above table indicate share prices of Infosys month of January 2011, the Simple Moving Average for share the index an average price of 3308.24 for the month January
- Above table indicate share prices of Infosys month of February 2011, the Simple Moving Average for share the index an average price of 3083.98 for the month February.
- Above table indicate share prices of Infosys month of March 2011, the Simple Moving Average for share the index an average price of 3215.91 for the month March[14-18].

4. Conclusion

The study analyses fundamental news from various sources then find factors of Micro and Macro economic factors. In the year of 2011 lots of changes in Infosys and TCS. In the both fundamental technical's levels are very positive for both companies. In our study the find lot of investors and FIIS are interested to invest in both companies. Both companies performed well and investor also having high confidence about the companies.

According to the study, Infosys and TCS more attractive for long term investments such as Retirement Schemes and Pension Plan. The investors could get excellent returns in the form of dividend, form these shares in the IT Sector.

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