MUTUAL FUNDS PERFORMANCE AND PROSPECTS: AN EMPIRICAL INVESTIGATION

DR. NARAYAN BASER*; DR. MAMTA BRAHMBHATT**; DHARMENDRA PANELIA***

*Associate Professor, National Institute of Cooperative Management, (SJPI- NICM) Gandhinagar, Gujarat, India.
Post Graduate Center of Gujarat Technological University-MBA Nr. Indroda Circle, Gandhinagar-382007. Gujarat, India.

**Associate Professor, National Institute of Cooperative Management, (SJPI- NICM) Gandhinagar, Gujarat, India.
Post Graduate Center of Gujarat Technological University-MBA Nr. Indroda Circle, Gandhinagar-382007. Gujarat, India.

***Assistant Professor, Kalol Institute of Management, (Umiya Mata Kadva Patidar Education and Samaj Seva Trust), Opp. Sindbad Hotel, Ahmedabad- Mehsana Highay, Kalol( N.G.)382721, Gujarat, India.

ABSTRACT

This research attempts to study the investors’ preference and to compare and evaluate the performance of various schemes of mutual funds. A survey has been used to collect primary data, 246 questionnaires were used to study the investors’ preference. The performance criteria used are Sharpe Ratio, Standard Deviation, Beta, Jensen's alpha, Treynor ratio, Expense Ratio, price-to-book ratio and P/E ratio (price-to-earnings ratio). SPSS and Microsoft Excel have been used to analyze and interpret the data. It is concluded from the finding of the research that the awareness level regarding mutual funds is very less in area covered for study. The people are not aware of the advantage that they can get by investing in mutual funds nor are they aware of the basic functioning of mutual funds. With a rapid increase in the number of fund houses and schemes, investors those who aware about mutual funds face a greater challenge in evaluating performance of mutual fund.

KEYWORDS: Customer Preference, Mutual Fund Performance Level of Mutual Funds.