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**STOCK MARKET PERFORMANCE-AN ANALYSIS FROM THE
INVESTORS' PERSPECTIVE****Dr. Puttanna. K¹**¹Asst. Professor, Dept. of Business Administration, Mangalore University,
Mangalagotri – 574199, Karnataka, India**ABSTRACT**

Stock market participants include individual retail investors and traders, institutional investors such as mutual funds, banks, insurance companies and hedge funds, and also publicly traded corporations trading in their own shares. Some studies have suggested that institutional investors and corporations trading in their own shares generally receive higher risk-adjusted returns than retail investors. This study makes an attempt to analyze the investor's psychology and behavior based on a study of 500 companies selected from BSE. This study had been undertaken to do the detail study on stock price performance of BSE 500 companies. Investors can make a lot of earnings by investing in stocks or trading in the stock market, but it is not something for the new investors or beginners. Care must be taken when it comes to stock investments.

KEY WORDS: Stock market, Investment, BSE, Stock performance