RISK MANAGEMENT IN STOCK MARKET- CHALLENGES AND SUGGESTIONS

MS. POOJA SHARMA*; DR. BABLI DHIMAN**

* ASSISTANT PROFESSOR, LOVELY SCHOOL OF BUSINESS-QD08, LOVELY PROFESSIONAL UNIVERSITY

**LOVELY SCHOOL OF BUSINESS-QD05, LOVELY PROFESSIONAL UNIVERSITY, PHAGWARA

ABSTRACT
Risk may be defined as an uncertain event or condition that, if it occurs has a positive or negative effect on the project objective. The Risk Management is a culture, process & structures that are directed towards the effective management of potential opportunities. Accident rates are measured in terms of their severity, which is a measurement of the losses incurred in the accident. In this article the various techniques of research have been identified which is helpful in measuring the risk. The research study is descriptive in nature and based on secondary information. The finding of the study includes that after identification of risk required steps should be taken to prevent or mitigate the same. And the ultimate goal of risk reduction should be achieved in a cost-effective manner without compromise in expected returns.

KEY WORDS: Investor, Management, Return, Risk