

■ WHAT DO YOU MEAN BY MARKET REPORT? EXAMINE ITS IMPORTANCE AND FEATURES?

With the expansion of trade and commerce, the role of localized, regional and original markets in determination of price, volume of business, economic trend etc. has become of extreme significance various sections of people, traders, investors, industrialists, bankers, agriculturists, government joint stock companies and even the ordinary public-are interested to know the goings on in important markets. With the tremendous advances in the means of communicating, news from the markets are disseminated through market bulletins, newspapers, trade journals, telephones and telegrams, radio and television etc. experienced and skilled persons are active in the markets gathering information and putting it down in suitable language, for transmission to these media of communication, the statements about the market operations, offering of commodities, demand for the same, price fluctuations, forward dealings and business forecasts are known as market reports. As S.R. Davar puts it, "a market report, therefore is a publication giving information regarding the business transactions during a particular period showing the state of the market of the particular commodity on a particular date or during a certain period".

■ IMPORTANCE:-

Market reports have become an indispensable part of commercial literature. These are widely read and understood. The reports reach the interested parties through all means of communication. Radio, T.V, telephones and telegrams, daily newspapers business journals and market committee bulletins and other similar media are used for dissemination of market information. This clearly shows the importance and need of the market reports.

The importance of a market report is due to the following factors.

- 1) It is an index of the market prices and trends.
- 2) Conclusions for the future can be drawn by a regular and critical study of market reports.
- 3) Inter-market comparison can be made.
- 4) It spreads the market information far and wide.
- 5) It widens the operative area of the market in a commodity.

■ FEATURES:-

1) It is a periodical report:-

It may be a daily, weekly, monthly, quarterly or yearly report.

2) It relates to a market:-

A market report usually relates to a particular market. The markets are generally identified with a place and commodity e.g., Calcutta Jute market, Delhi Kiryanes Market, Amritsar Textiles Market, etc.

3) It may concern a single commodity or several commodities:-

A market report may talk of the business in one commodity, as cotton, jute, money or shares, or several commodities, as groundnut oil, castor oil, oil seeds like cotton seed, mustard seed, oil cakes etc.

4) It contains a brief review:-

It is a concise and brief review of the business, trends prices fluctuations and factors responsible for the reported tendency.

Count.....!

5) It is worded in a technical language:-

The markets have developed their own terms and expressions. A market report is presented in the special business language. The words and phrases convey something different from the literal meaning. Only persons of business background and knowledge are able to understand the market report properly.