

PORTFOLIO MANAGEMENT- CRUCIAL ROLE IN INVESTMENT MANAGEMENT

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ABSTRACT:-

Financial Management means the efficient and effective management of money in such a manner as to accomplish the objectives of the organization. It is the specialized function. According to **Archer & Ambrosio** financial management is the application of the planning and control function to the finance function.

Financial analysis also referred to as financial statement analysis or accounting analysis or analysis of finance refers to an assessment of the viability, stability and profitability of a business.

Investment Management is the one of the important area of the financial management. Investment may be defined as an activity that commits funds in any financial form in the the present with an expectation of receiving additional return in the future. **Portfolio Management** is the investment of various financial assets which comprise the portfolio.

KEYWORDS: Investment Management, Portfolio Management, Financial Management.

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