

(IMPACT OF INTEREST RATE ON STOCK PRICES)



**By:**

(Muhammad Irfan)

(01-120131-066)

**MBA**

**SUPERVISOR:**

Mr. Ajab Khan Burki

**Department of Management Science**

**Bahria University Islamabad**

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## **ABSTRACT**

In this study, we have found the effect of interest rate (discount rate), Debt to Equity ratio and Asset turnover ratio on Stock Prices from Pakistan perspective. The research was of quantitative nature. We have shown the relationship between all of these variables one by one and overall. We have used Regression model and correlation to prove the above statements. In the end, the results have indicated that there is a negative relationship between Discount rate, D/E ratio and TAT ratio to Stock prices of Pakistan.

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# TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION.....	- 1 -
1.1    PROBLEM STATEMENT:.....	- 8 -
1.2    RESEARCH QUESTION:.....	- 8 -
1.3    RESEARCH OBJECTIVE: .....	- 8 -
1.4    SIGNIFICANCE OF THE STUDY: .....	- 9 -
CHAPTER 2: LITERATURE REVIEW .....	- 10 -
2.1.    RESEARCH HYPOTHESIS:.....	- 31 -
CHAPTER 3: THEORETICAL FRAMEWORK: .....	- 33 -
CHAPTER 4: METHODOLOGY .....	- 35 -
4.1    Sample:.....	- 35 -
4.2    Data Source: .....	- 36 -
4.3    Regression Model:.....	- 36 -
CHAPTER 5: ANALYSIS .....	- 37 -
5.1    RESULTS/TESTS:.....	- 37 -
5.1.1    REGRESSION MODEL:.....	- 37 -
5.1.2    CORRELATION: .....	- 43 -
CHAPTER 6: CONCLUSION.....	- 46 -
FUTURE RESEARCH:.....	- 46 -
LIMITATIONS OF THE STUDY .....	- 47 -
RECOMMENDATION:.....	- 47 -
BIBLIOGRAPHY: .....	- 48 -