

Please use the internet to research the answers to the following Questions.

MEASURES OF THE STOCK MARKET

1. THE DOW JONES INDUSTRIAL AVERAGE (DJIA)

Define the Dow Jones Industrial Average.

List a few of the companies listed on the Dow.

What is the Dow's all-time high? (and when was it reached?)

What is the most recent value of the Dow?

2. THE S & P 500

Define the Standard & Poor's 500.

List a few of the companies listed on the S & P 500.

What is the S & P 500's all-time high? (and when was it reached?)

What is the most recent value of the S & P 500?

3. What is the purpose of these Indexes?

THE WALL STREET JOURNAL

For this section you will need to log in to *The Wall Street Journal* and research two publicly traded companies. Please try to select companies that are very different from each other. You will need to visit the high school Library website to get the log in and password for *The Wall Street Journal*.

BASIC STOCK ANALYSIS

For this section you will use The Wall Street Journal (<http://online.wsj.com/>) to examine two company's financial information. You will compare them in the following categories. Try and select companies that are very different.

Name of Company		
Ticker Symbol:		
Market Capitalization		
Price to Earnings (P/E) Ratio P/E Ratio Explained (1:13)		
Yield Dividend Yield Explained (1:46)		
Latest Dividend		
Stock Money Flow		
Competitors		

Profile		
Number of Employees		
Sales or Revenue		
1 Year Sales Change		

NEWS: Write information about the stock that explains it's performance.

BASIC HISTORICAL CHART

Examine the Chart for:		
Stock High		
Stock Low		
1 year trend		
3 year trend		
Comparison to S & P 500		
Volume		

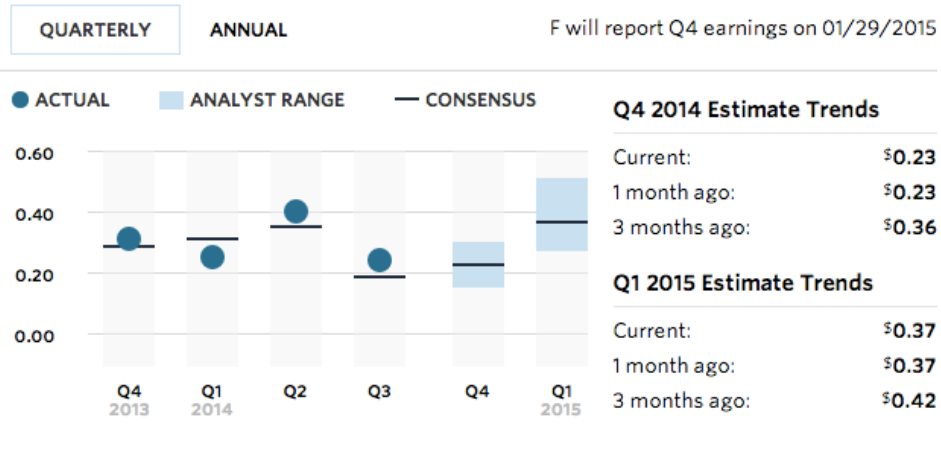
When you compare the two companies which do you think is more sound? Why?



RESEARCH & RATINGS

Ford Motor Co.

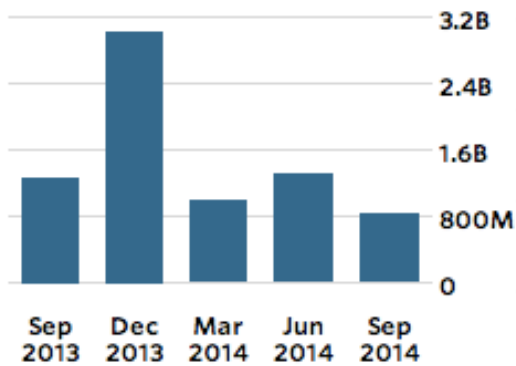
PER-SHARE EARNINGS, ACTUALS AND ESTIMATES



FINANCIALS

Ford Motor Co.

Net Income



	Sep 2014	5-quarter trend
Net Income Growth	-34.36%	
Sales or Revenue	34.92 B	
Sales or Revenue Growth	-2.94%	
EBITDA	+1.67 B	