

Name _____



DIVERSIFICATION ASSESSMENT

You don't want your financial future to be dependent on a single investment. You've learned the concept of diversification as a strategy to reduce the risk of your investments losing value when negative events hurt a particular industry or company.



Show What You Know

1. You have worked for a popular social media company for 15 years. During that time, you participated in the company's **share ownership plan** and the value of your account now totals \$600,000. This represents 80% of the value of your total investments. The company is doing very well and expects to do well in the future. Are your investments diversified? Explain the risk in this scenario.

2. What types of shares should you consider owning to help you diversify your investments?

a.) Large, medium-sized and small companies

c.) Companies in a variety of industries; for example, health care, energy, technology, etc.

b.) Domestic and international companies

d.) All of the above



3. Why might an investor want to own shares in companies located outside Australia?

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Show What You Know

4. Why is it important to diversify your investments?

5. Why should an investor consider buying a managed share fund rather than buying the share of a single company?



Answer Key: (1) The portfolio is not diversified, hence some of the shares should be sold so that managed funds in many types of companies can be purchased; (2) d; (3) To diversify. If the Australian economy slows, economies of other countries might be picking up and the shares of companies based overseas might be better performers; (4) To reduce risk; (5) If someone invests in one or even just a few shares, then if those companies go bankrupt or lose value, the investor can lose a tremendous amount of money.