

NYSE Virtual Tour



1. What is a stock?
2. Approximately how many companies are listed on the NYSE?
3. How many countries make trades using the NYSE?
4. What is an 'Initial Public Offering'?
5. Why would a company issue stock? For what purpose?
6. What is the job of a 'Floor Broker'?
7. Do floor brokers take orders directly from the customer? Explain.
8. What else can the floor broker provide for the customer beyond just the transaction?
9. How long does a transaction take?
10. In what year was the exchange founded?
11. What does DMM stand for?

12. What is the role of the DMM?

13. What is the “ramp” and what can be viewed here?

14. How many different television networks can be found in the NYSE?

15. Which network has its own set on the exchange floor?

16. What did the morning bell used to be before it was a bell?

17. What material is the bell now made of?

18. The morning bell is rung for how many seconds?

19. The closing bell is rung for how many seconds?

20. What happens after the ringing of the closing bell?

Extension: Animals in the Market

The terms bull market and bear market are terms often used to describe the trends of the stock market and economy in general. Explain the meaning of these terms and the major influences in our economy that guide these trends.

Also explain the terms chickens and pigs. Explain that those who invest like a chicken are generally conservative and not willing to take risks, perhaps not investing in stocks at all, while those who invest like a pig are more aggressive and take big risks, hoping to make quick money.

- Which type of investor do you think you'd be most like?
- What are some advantages and disadvantages of each style?