





# ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 18/05/2018

## CERTIFICATE

This is to certify that **Mr. Akarsh M V** bearing USN **1AY16MBA04** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Viewer Satisfaction Towards Suvarna News**” at **Bangalore** is prepared by him under the guidance of **Prof. Archana Vijay** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

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Head of the Department  
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**Suvarna News**

**Asianet News Network Private Limited**

(CIN No.:U92100MH2008PTC181882)

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## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr AKARSH M V**, studying **MBA** at **ACHARYA INSTITUTE OF TECHNOLOGY USN** bearing **(1AY16MBA04)** has successfully completed his internship at Suvarna news and completed the project on **“A STUDY ON VIEWERS SATISFACTION TOWARDS SUVARNA NEWS CHANNEL BENGALURU”** for the period of 15 January, 2018 to 24 March, 2018. At **SUVARNA NEWS, BENGALURU**.

He has exhibited a high level of enthusiasm and commitment in his work.

We wish all the best for his future Endeavour's.

Regards,

  
Girish M  
Marketing Manager,  
Asianet News Network Pvt Ltd,

Bangalore.



Asianet News Media & Entertainment Pvt Ltd.

Asianet News • Suvarna News • Republic TV  
Kannada Prabha • Indigo 91.9fm • Asianet Newsable  
www.asianetnews.com/malayalam/kannada/telugu/tamil

## DECLARATION

I, **AKARSH M V**, hereby declare that the Internship report entitled “**A STUDY ON VIEWERS SATISFACTION TOWARDS SUVARNA NEWS CHANNEL BENGALURU**” prepared by me under the guidance of **Prof. ARCHANA VIJAY** faculty of M.B.A Department, Acharya Institute of Technology and external assistance **Mr. Girish C M**, Marketing Manager, Suvarna News Bangalore

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bengaluru

Date: 28/05/18

Signature of the student



AKARSH MV

(1AY16MBA04)

## ACKNOWLEDGEMENT

I deem it a privilege to thank our Principal, Dr. Sharanabasava C Pilli, Dr. Mahesh, Dean Academics and our HOD Dr.Nijaguna G for having given me the opportunity to do the project, which has been a very valuable learning experience

I am truly grateful to my external guide Mr.Girish C M, Marketing Manager, Suvarna news Bangalore and my internal research Guide, Prof. Archana vijay, for their research guidance, encouragement, and opportunities provided.

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AKARSH MV  
(1AY16MBA04)

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## **EXECUTIVE SUMMARY**

Asianet News Pvt Ltd was propelled Suvarna news 24x7, Suvarna news 24x7 broadcasts Kannada News in entire Karnataka. It communicate 24 hours of News tag lined as Neera Dhitta Niranthara (In English Straight,Bold, Relentlessness). It broadcasts just regionally covers all current issues all event corner to corner of Karnataka.

This study is about viewers satisfaction towards Suvarna news channel, that includes what viewers expectation from Suvarna news channel, hence the study was calculated to know the viewers satisfaction.

Here in this study descriptive research and sampling was done according to random sampling. Sample of 100 respondents were used for collect primary data with the help of questionnaire, questionnaire was designed to know level of satisfacti on viewers through different questions. Secondary data was gathered from books, journals as well as sites to analyze the report simple

Correlations and percentage analysis were used to analyze the data.

It was found that the Respondents concluded that the Suvarna news Channel as good quality and choose to watch Suvarna news channel along with ETV Kannada News, Kasthuri News 24, Raj Kannada News, Sudhi TV. various Respondents said that they wish to watch entertainment news in Suvarna news as first choice.

The Suvarna news Channel should focus on communicating Social positioned angles which cause a great change in the public and furthermore must be fully straightforward when telecasting of news. These projects can be demonstrated much viably with solid data's and further more it must be sincere. It can similarly focus on improving its Coverage of News across the National matters and Entertainment News.

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1. INTRODUCTION:**

Entertainment and media industry in India has beaten the Indian economy and is one of the quickest expanding sectors in India. The viewer are consumer of media as well as consumers is the establishment of each business and keeps it in presence He is doing a favor by tuning into the channel. He is not wards on us. We are wards on him. A fruitful organization understands that a satisfied client is the best publicist for their items. Benefits are created from the satisfaction of viewers.

Consumer loyalty is moving goal where client needs and execution principles keep on changing with the contenders additionally meeting or surpassing consumer necessities. As this definition clears up, fulfillment is a element of saw execution and longings. If the process comes up short with respect to customer, then customer is frustrated. If the execution is proper then the wishes customer will be fulfilled. If the execution fails, the wishes of the customer is exceptionally fulfilled

various associations are going for high accomplishment since customers who are as of late fulfilled still imagine that it's easy to switch, when a major offer comes The people will be significantly to switch. Providing a high fulfillment will result in high standing quality

### **1.2 INDUSTRY PROFILE**

Basis introduction of media

20<sup>th</sup> century's is known for many great invention is Television media one among them , in India TV has become one of the most influencing thing ,tv media is the platform where many company advertise their product , this also broadcast information and entertainment and also it is utilized for instructing and sharing learning even by promoting social values and morality regardless of all age, gender , income and qualification.tv has gets ,more profit through advertisements by selling its spots to their customers . In 1980, Doordarshan channel was owned

by the government, were media ere started in India. This channel telecasted tele-serials Ramayana and Mahabharata serials, which many family to own a tv set During starting ere of TV the transmission was in black and white where after liberalization tv market got a boost in Indian market

When foreign channels like CNN , Star TV along with native network like G tv and Sun tv entered into this trend was successfully taped by magi 2 min noodles by nestle and became consumer product in India , by the advertisement carried by hum;long serial, this proved the strength of tv media and opened a new marketing gateway for others companies .

The spark moment happened in TV industry when foreign players entered into Indian market by early 90s network like CNN, Star TV and native network like ZEE TV and Sun TV, by the end of 1990 Indian viewers had 40 private channels, the government of India imposed tax on cable operators in a proposal to generate revenue, cable TV act, 1995 was passed to regulate the cable business in India.

#### Evolution of News channels in Karnataka

In early 90s, Doordarshan was the only channel providing news to Karnataka by Chandana vahini later Udaya channel and ETV gave news at prime time in Karnataka, but the 24/7 news format was launched by TV9 in Karnataka on 22 June 2006 owned by sneha television network,

Suvarna news was launched on 31 march 2008, Udaya news by Sun network, Samaya channel on 20 June 2010 owned by ravipathi broadcasters, Raj news owned by raj network, Kasturi news 24 was launched on 21 November by Kasturimediapvt.ltd, Public TV was launched on 26 January 2012, owned by Writemen media pvt.ltd, ETV news channels was launched on 19 March 2014 by reliance network 18.

### **1.3COMPANY PROFILE**

Asianet news network private ltd started Suvarna news 24X7 as Kannada News Channel. This is a part of Jupiter Media Entertainment Ventures, headed by Rajeev Chandrashekhar. On 31<sup>st</sup> march it was launched. The channel is tag lined has isNera Ditta Nirantara (Straight, Bold, Relentless).

Asianet news private.ltd, cable network Services Company of India situated in Kerala, which is started in the year 1993, now the company is in service all over the nation with huge base of viewers.

Suvarna news has emerged like a strong participant to empower the voice of public. It has better reach over the Karnataka. The one and only aim of the Suvarna news channel is to provide quality and fair news coverage to the people of Karnataka. In a limited time the channel has become one of the main market players in Kannada regional news scenario.

Suvarna news 24x7 has devoted specialized all over division to ensure good news coverage and best services.

In kerala Asianet is the largest cable network .Asianet is first company to introduce internet over cable by its own gateway in India. Asianet news offers a wide choice of reasonable digital TVwithanchoice of 144 channels. About on an around Asianet dateline has 35000 of establish subscribersfor broadband internet services all over Kerala

Asia network entered to Karnataka marketplace through a channel called GEC which is named as Suvarna along with tag line “24 carrot mhanoranjane”.

Suvarna news as launched its website (<http://www.Suvarna news .tv>) and Live TV on 2011. It has major presence in Socialmedia, including other sites like Twitter, Facebook, Google Plus. The the YouTube page of Suvarna news is performing well

A fresh team of professional has been lead to ensure the production values &made the shows are of perfect standards.

### **1.3.1: Promoters**

Asianet news network pvt ltd.

Republic TV

Kannada prabha

Reajeev Chandrashekar

Amith Guptha

Appachoo

Frank P Thomas

### **1.3.2 PROGRAM PROFILE**

5:30	ARUNA RAAGA
5:58	HEADLINES GURU VANI
6:00	
6:15	DAIVA DHARSHANA
6:30	JATAKA PHALA – LIVE
7:00	50 FAST NEWS
7:30	SPORTS NEWS – LIVE
8:00	BREAKING NEWS
8:30	CINEMA HUNGAMA- RPT

9:00	BREAKING NEWS SUVARNAFOCUS- RPT
9:30	
9:00	BREAKING NEWS
9:30	SUVARNAFOCUS- RPT
10:00	SUVARNA NEWS - Live
	Ad Slot
10:45	
	SUVARNA NEWS LIVE
11:00	
	Ad Slot
11:45	
	SUVARNA NEWS – Live
12:00	
	NEWS LUNCH @ 1PM – Live
1:00	
	Dear Doctor_
1:30	
	SUVARNA NEWS – Live
2:00	
	SUVARNA NEWS _Live
3:00	
	SPL SEGMENT
3:30	
	Ad Slot
3:45	
	SUVARNA NEWS -Live
4:00	
	AD SLOT
4:45	

5:00	SUVARNA NEWS -Live
5:30	SUARNASPL – RPT
6:00	3RD WORLD WAR
6:30	CINEMA HUNGAMA
7:00	ELECTION HEADQUARTERS
8:00	LEFT RIGHT & CENTRE
9:00	ELECTION EXCLUSIVE
9:30	SUARNAFOCUS –FRESH
10:00	PRIME NEWS-Live
10:30	SUARNASPECIAL
11:00	FIR
11:30	SUARNAPRIME ®

### **1.3.3AREAS OF OPERATION**

The channel Suvarna news functions all over state of Karnataka.

In Bangalore Suvarna news head office is satiated.

In every district of Karnataka regional office are located.



### **1.3.4INFRASTRUCTURAL FACILITIES**

In Banaglore city Suvarna news Channel media headquarters is located in, ASIANET NEWS NETWORK PRIVATE.LIMITD #36,Cresent street, Bengaluru – 560001.Suvarna news office as a range of 5000 sq.ft,and it has floor on 3 .In third floorstudio outfitted , second floor examines all the news gathering and showing, first floor is kannada prabha office, ground floor considers of utilitarian offices, for example, Marketing, Finance and Human Resources. The place of work has certain facilities like AC, UPS move down, CC TV cameras fixed in all the floors. The place of work has a parking facility where bikes and four wheelers can be parked.

### **1.4COMPETITORS OF SUVARNA NEWS**

**TV9:** Hyderabad based sneha television network owns TVP, sneha television functions in other state like Karnataka, Telangana, KeralaAndhra Pradesh,, Madhya Pradesh, UP .

**Public TV:**Writeman media private.ltd was started public tv on 26 January 2012 .a program called Big bulletin hosted by H R Rangnath at 9p.m is showcase show of Public TV. currently public tv only satiated in Karnataka and has vast viewers base.

**NEWS 18 Kannada:** ETV news is a piece of news 18 Network .earlierit was called as Etvnews . It was owned news 18 media and Investment 2016. At first it started its work from hydarbad latter they started their office in

### **1.5 SWOT ANALYSIS**

- **Strength**

1. Suvarna news provides quality services by providing accurate news which in turn increases the TRP.
2. It provides accurate information which intern increases the goodwill the company.
3. Suvarna news has high TRP and is 3<sup>rd</sup> highest in TRP which states the efficiency and effectiveness of the news stated by them.

4. It also focuses on social responsibility by encouraging the youth to come forward for the societal developments.
  5. The company also conducts various activities like Asamany Kannadiga , Kiriya Sampadaka,etc
- **Weakness**
    1. The company is lagging behind the TV9 channel which acts as a weakness to the company.
    2. As it is concerned with news aspects it lacks in providing the entertainment towards the viewers.
    3. As it's a media industry they end up with high expenses. Expenses like vehicle, camera , television, control system etc.
    4. Maintenance cost will be high for channel
    5. Still they not came up with Hd channel ,
  - **Opportunity**
    1. They can generate huge income from advertisement ,that can be used for other purpose
    2. There is a chance for growth of channel ,as their in 3<sup>rd</sup> in TRP they have potential to increase the no viewer
  - **Threat**
    1. High competition from other news channels inn Karnataka like TV9 , Public tv etc.
    2. Increasing no news channels in Kannadalanguage .

## **1.6 FUTURE GROWTH PROSPECTS**

Currently as per TRP Suvarna news are in 3rd position in the Kannada media industry and they going to occupy the 2<sup>nd</sup> position tackle with tight rivalry from PUBLIC TV. Suvarna news has the all chance to rise up to 1<sup>st</sup> place however TV9 is doing extremely well.

They are presently doing very good in industry by providing quality programs. they have a high to increase their position.

## **1.7 FINANCIAL STATEMENT**

Company is not ready to disclose their balance sheet. I tried by best to get the balance sheet of the company but company refused to give. and they are not even disclosed in website also

## CHAPTER 2

### CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

#### 2.1 VIEWERS SATISFACTION

Viewer is one who watches the TV or can be called as the follower of the programs telecasted on TV otherwise called observer. Viewer's satisfaction is public reaction of satisfaction on something. He may be dependent on a specific sort of show in view of his inclinations and taste, he sees just those projects which are pulled in to or else he would be not intrigued to keep watching the shows. Viewers' satisfaction fluctuates on every individual gathering of people; it relies on upon his own particular perspectives with reference to his method for conduct fabricating his inclination on something.

Associations need to hold existing watchers while focusing on non-watchers. Evaluating watcher's satisfaction provides a sign of how intense the channel is at giving its support of its watcher's base.

The more the viewers are satisfied the more the viewership, a news channel gets more TRP when the perspectives to it get higher or the perspectives is expanded. Viewers satisfaction relies on upon the different variables and the elements are numerous which shifts and is minimal elusive out. The level of satisfaction relies on upon different measurements fluctuating with that of time and individual inclinations; chiefly Viewers satisfaction profoundly changes on every person as every individual inclination have diverse conclusions, thinking way, way of life prompting the adjustment in their inclinations.

Viewers satisfaction can be based on channel presentation, brand image, reliability, quality, facts, information provided, accuracy, transparency, debates etc

Viewer satisfaction is an unclear and theoretical thought and the genuine appearance of state of satisfaction will change from individual to individual and program to program. The satisfaction of viewers depends on their mental and physical components.

Viewers satisfaction is a testing assignment to the news channels. The news channels viewership varies from that of other general diversion channels in light of the fact that the nature and substance of subjects totally vary from each other and thus it is a testing, hard assignment to look for high viewership, it is an alternate viewership hypothesis for the news channels.

## 2.2 LITERATURE REVIEW

1. **Cronin and Taylor (1992)**, Client fulfillment has been believed to be built up on the customer's commitment on particular organization encounter, it is according to the mode that association quality is a determinant of customer commitment, the quality of the association starts with the ultimate result of the association of the main group of members
2. **Fornell (1996); Spreng and Macky (1996)**, Regarding the association between shopper reliability and organization quality, Oliver (1993) at first prescribed that organization quality would be forerunner to purchaser unwaveringness paying little regard to whether these assembles were joined or trade specific.
3. **Haywood (1988)**, The reason for providing quality organization is to fulfill customers. Estimating organization quality is a better approach than oversee whether the associations are amazing or appalling and whether the customer's will or are content with it.
4. **Haywood-Farmer J (1988)**, Service quality in the association and publicizing forming is how much clients' viewpoint of association meet or possibly beat their yearnings for instance as depicted by Thus advantage quality can want to be the path in which clients serve as alliance which could be magnificent or poor.

5. **Kotler and Keller (2009)**, At the point when a buyer/client is appeased with either the thing or associations it is named fulfillment. Fulfillment can in like way get it done suppositions of satisfaction or disillusionment that outcomes from looking thing's obvious execution or result with their objectives.
6. **Kotler and Keller (2009)**, Paying little regard to whether an organization provide quality organization or not will rely upon the customers promise on the fulfillment they got from utilizing things, since two more raised measures of noteworthy value incite greater measures of buyer unwaveringness.
7. **Kotler (2002)**, Quality can additionally be depicted as totality of parts and characteristics of a thing or associations that bear on its capacity to fulfill conveyed or induced requirements. Unmistakably quality is correspondingly noticed with the estimation of offer, which could do fulfillment or dissatisfaction concerning the client.”
8. **Kotler (2002)**, Most affiliations are dealing with quality organizational plans that are designed to strengthen their ways of doing things and show shapes because they have been proven that "quality particularly impacts thing execution, and in this manner on buyer dependability" . The elucidation behind this is to fulfill the clients. Regardless, are the clients fulfilled in light of the things or organization quality.
9. **Kotler (2000 )**, Depicted fulfillment as a man's thought rapture or disappointment happening in perspective of looking things' apparent execution (or result) in relationship with his or her desires. Right when clients bend up without a doubt fulfilled about the respect that is offered and every once in a while his or her longing is met and beated, can make numerous purposes of enthusiasm for a firm. Positive easygoing exchange from existing and fulfilled clients as a not as much as trustworthy lead can change over into all the more new clients to the firm.

10. **Kotler (2002)**, Customers always want to get the most important satisfaction from the goods or organizations they purchase. Winning today's business focus includes the need customer relationships rather than just sprouting things; establishing customer relationships means pushing competitors to prioritize the motivation of their target customers.
11. **Levy (2009)**, Measuring purchaser faithfulness could be incredibly troublesome once in a while in light of the fact that an attempt to gauge people's feelings. It was along these lines some expert showed that "the slightest troublesome way to deal with knows how client's feel, as well as what they need is to ask them" this associated with the easygoing measures.
12. **Parasuraman (1985); Parasuraman (1995); Saravana and Rao (2007)**, The audit, proposed when seen advantage quality higher than it will incite augment in purchaser faithfulness. Some extraordinary maker grasped with the idea raised by and they perceived that "Customer dependability is based upon the level of organization quality that is given by the authority centers".
13. **Peyton R.M. (2003)**, In the working paper submitted at the academics International Conference of the Joint College, a comprehensive review of the various proposed customer satisfaction and dissatisfaction (CS / D) theories was conducted. These works were especially before the 1990s. This study focuses on most of the preparatory work for basic authority and focuses on solving related problems that are closely related to the estimation
14. **Scheifman L. G. Also, Lazarkanuk L. (2004)**, Customer satisfaction portrayed as "the individual's irrespective of the execution of the things or organizations in association with his or her yearnings". Pretty much, shopper devotion could be the joy gained from using an offer.

15. **Sivadas and Baker-Prewitt (2000), Su et al (2002)**, In understanding with the disclosures of their examination of customer devotion and organization quality, found that; these two components are associated, confirming implications, both variables which have reliably been associated. The also coordinated that organization quality is more extraordinary. It maybe affected by perspective of noteworthy worth or by the experiences of other that may not be so awesome, than buyer reliability which reflects customer's feelings about many encounters and experiences with organization firm.
  
16. **H.NareshRao and Dr. B.K Ravi (2015)**, The news is been gotten a handle on by the general population through TV news channel. India has news directs in local dialects. In view of the cosmopolitan way of urban communities like Bengaluru there is numerous 24 hour news diverts in both English and Kannada from the city. The set up speculation in the review tells that T.V news gathering of people will confide in neighborhood channels more than that of the national news channels. The specialist utilized poll to discover regardless of whether the theory is right with that of profundity meetings of nearby news channels
  
17. **Vavra T.G. (1997)**, Proposes particular projects to enhance the estimation of consumer loyalty in an association. The creator depicts five basic abilities required for this task viz. Examining/client member choice, poll configuration, talking with/overview organization, information examination, and quality capacity arrangement building activity arranges.



18. . **P. Sankar,(2015)**, This review depends on recognizing the watcher's inclination and fulfillment to News directs in connection to a Tamil Nadu state. The opposition figure the news channel is the highlight of the current circumstance. This paper has attempted to investigate watcher' fulfillment and inclinations and their effects for the different Tamil news channels and reposition impacts
  
19. **Wilson et al (2008)**,Inrelations to buyers loyalty and organization quality, departments greatness and estimations of satisfaction and organizations quality ae more correct . satisfaction and organization quality have some similar things but all thethings considered are a broader idea of satisfaction but the all the quality of excellence is particularly focused on organizational assessment.
  
20. **Zeithaml (2006)**, Although it communicated that diverse components,instance, cost and thing quality can impact buyer devotion, saw advantage quality is a fragment of shopper steadfastness This speculation complies with the idea has been insisted by thesignificance of buyer faithfulness showed by various authorities.

## **CHAPTER 3**

### **RESEARCH DESIGN**

#### **3.1 STATEMENT OF PROBLEM**

To know the viewers satisfaction towards Suvarna channel and what are the reason control them, questionnaires were distributed individually to derive reliable data about the above mentioned problem. Those data are very useful for development of programs

**3.2 NEED FOR THE STUDY** The necessity of the review to mainly to get whether viewer satisfied or not for the news conveyed by the channel.which will be useful thing in improving business of the channel. This review gives the results of viewer's recognition and satisfaction which is the main factor for the improvement of channel.This study helps in knowing what is needed and yet to deliver so that it will reach more and more no of viewers the purpose of contrasts among watchers and serves to see what they need in connection to news communicate.this will help in knowing the viewer satisfaction of people who watch Suvarna news in Bangalore

#### **3.3 OBJECTIVE OF THE STUDY**

1. To find out the major factors that influences the viewer's in channel Selection.
2. To study the audience/viewer's preference towards channels..
3. With the viewer's preferences how we can help in the Development of the products

#### **3.4SCOPE OF THE STUDY**

Scope of study is mainly concerned with Suvarna news only . This review is mainly useful in making an attempt and concentrate on those area that are critical to be focused for viewers satisfaction. This view point's helps in concentrating on the areas to upgrade viewers satisfaction of news channel. This study will support Suvarna news 24x7 to improve their program parameters which they have not considered.

## **RESEARCH METHODOLOGY**

### **3.5.1 RESEARCH DESIGN:**

Descriptive Research was done as the characteristics of consumers was studied pertaining to Suvarna news channel

### **3.5.2 SAMPLING TECHNIQUE:**

The sample was collected using random Sampling Technique for the current research.

### **3.5.3 SAMPLING UNITS**

The sampling unit for the study was from the Bangalore region

### **3.5.4 SAMPLE SIZE**

Sample size was taken to 100

### **3.5.5 RESEARCH INSTRUMENT**

Questionnaire

### **3.5.6 DATA AND SOURCES OF DATA**

Through sutured questionnaire Primary data was collected.

Through journals, books and websites Secondary data was collected.

### **3.6 Hypothesis:**

H<sub>0</sub>: There is no relation between Brand Image and Variety of Program

H<sub>a</sub>: There is a relation between Brand Image and Variety of Program

### **3.7LIMITATIONS OF THE STUDY**

- Subscriber's mindset affects the accuracy of data.
- The sample chosen comprises of more of students and home makers and less no business respondents were taken
- Only 100 Sample size was selected .so could not able to take response from many viewers
- As review was taken only by viewers in Bangalore city, could not reach other places .so sample is limited to only one city
- Most of the viewers of news channel are above 50 years of age but in this case, most of the respondents were youths. Hence it might affect the results
- As I got limited time to research .it is difficult to do the accurate research

## CHAPTER 4

### ANALYSIS AND INTERPRETATION OF DATA

#### 4.1 DATA ANALYSIS AND INTERPRETATION

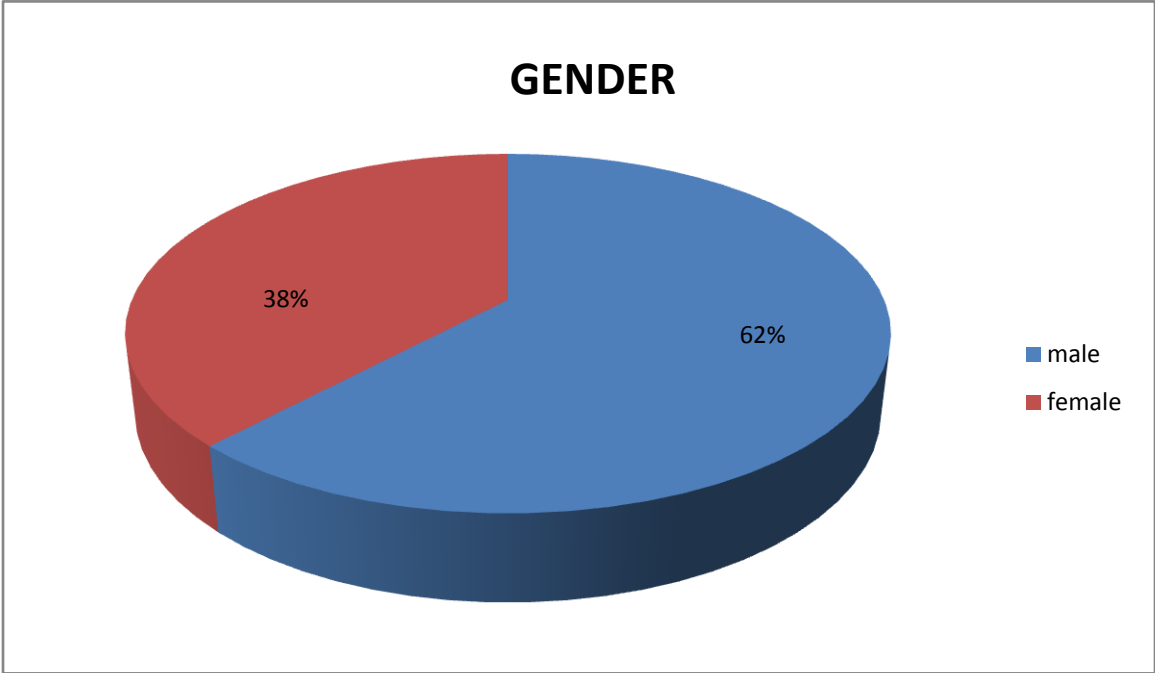
Table 4.1.1 Details of Respondents based on Gender.

<b>GENDER</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>MALE</b>	<b>62</b>	<b>62</b>
<b>FEMALE</b>	<b>38</b>	<b>38</b>
<b>TOTAL</b>	<b>100</b>	<b>100</b>

#### ANALYSIS

From the study we can see that 62% of respondents are Male the age , 1% of respondents are female

**Graphical Representation of the above details:**



**Source: Table 4.1.1**

**INTERPRETATION:**

From the above graph representation it shows maximum no of the respondents are male and minimum no of female respondents , it depicts that majority of respondents are male.

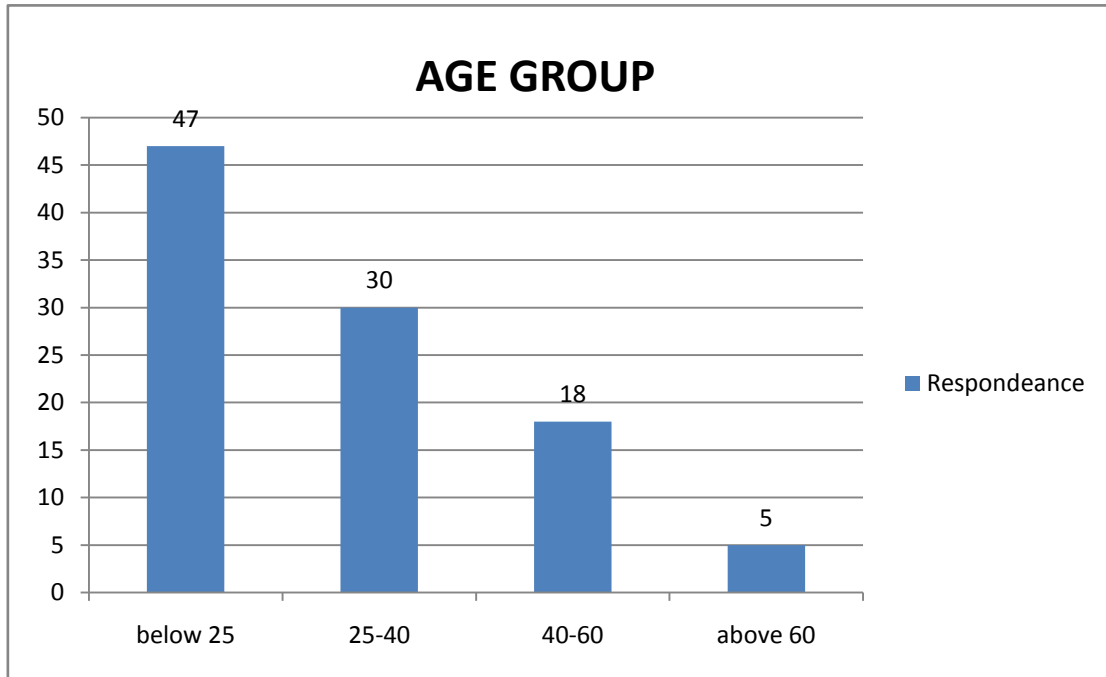
**Table 4.1.2**Details of Respondents based on age group.

<b>AGE GROUP</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
Below 25	47	47
25-40	30	30
40-60	18	18
60 and above	5	5
<b>TOTAL</b>	<b>100</b>	<b>100</b>

## **ANALYSIS**

From the study we can see that 47% of respondents are below the age of 25 years, 30% of respondents are 25 to 40 years of age, 18% of respondents were between the ages of 40to 60 years, 5% of the respondents were above 60 years.

**Graphical Representation of the above details:**



**Source:**

**Table 4.1.2**

**INTERPRETATION:**

Major portion of the respondents are between age group of below 25, followed by those of 25-40 years of age. By this we can conclude that Suvarna news be a focus for more young age people.



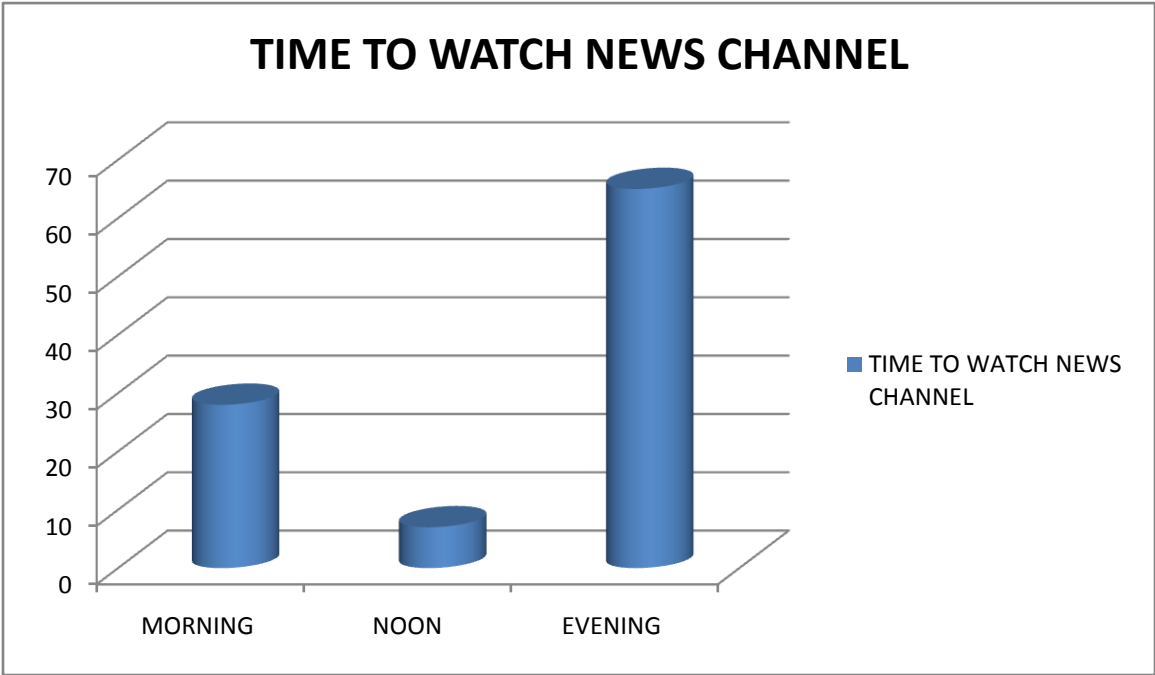
**Table 4.1.3** Respondents preference Viewing News channels.

<b>NEWS HOUR</b>	<b>RESPONDENTS</b>	<b>PRECENTAGE</b>
MORNING	28	28
NOON	7	7
EVENING	65	65
<b>TOTAL</b>	100	100

**Analysis:**

We can see that 28% of respondents watch news in morning , 7% of respondents watch news noon , 65% of respondents watch in evening .

**Graphical Representation of the above details:**



Source: 4.1.3

**INTERPRETATION:**

The above representation depicts that majority of the sample view news channels in evening , followed by morning and very less no of respondents watch in noon .

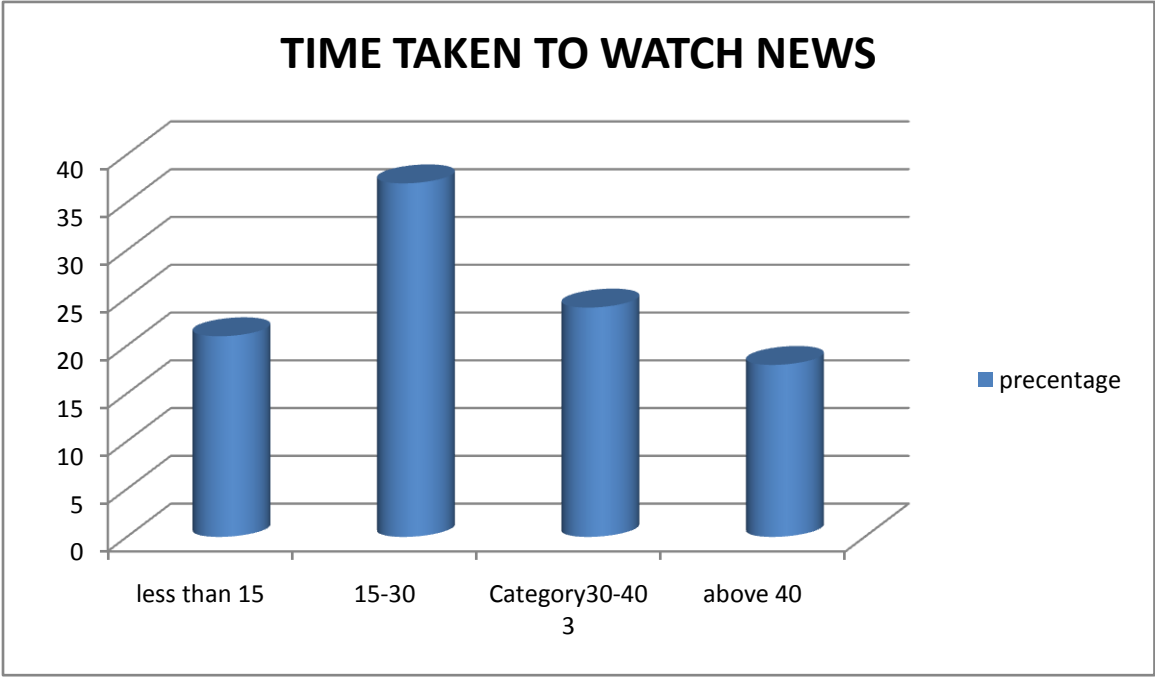
**Table 4.1.4 Time spent to watch news**

<b>Time spent</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
Less than 15 minutes	21	21
15-30	37	37
30-40	24	24
Above 40	18	18
Total	100	100

**Analysis**

We can see 21% of respondents watch news for less than 15 minutes ,37% of respondents watch news for 15 – 30 minutes,24% of respondents watch news for 30-40 minutes and 18% of respondents watch news for more than 40 minutes

**Graphical Representation of the above details:**



**Source 4.1.4**

**INTERPRETATION:**

The above graph depicts that maximum sample tends to watch news channel for 15-30 minutes , Followed30-40minutes.

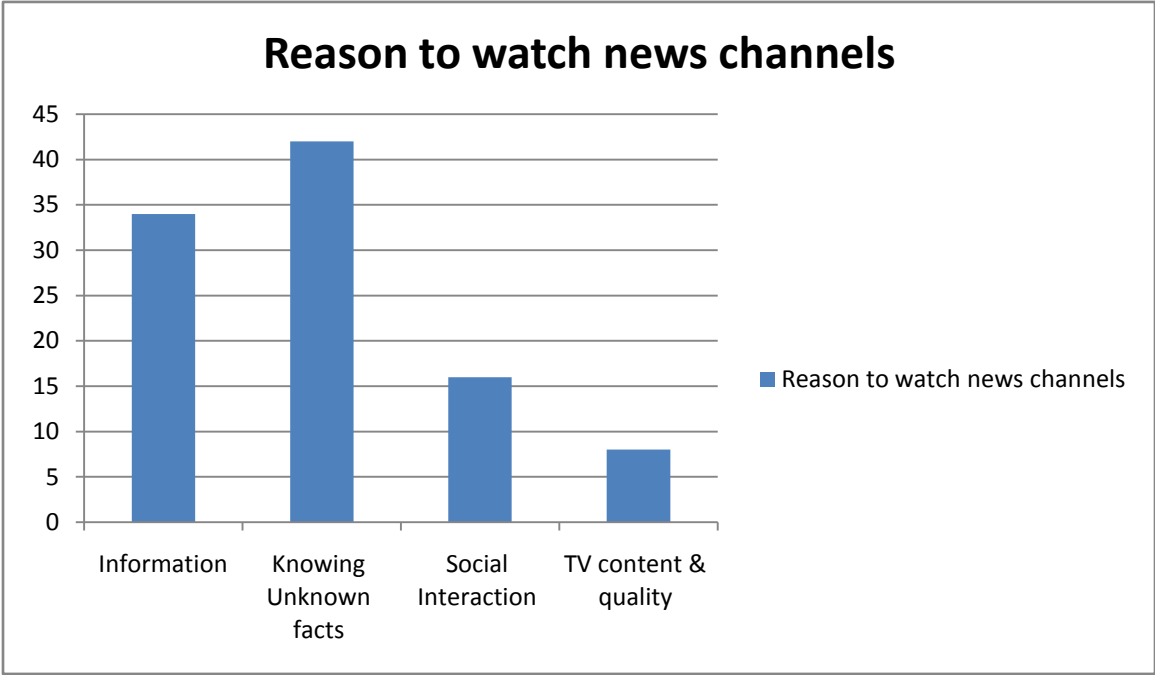
**Table 4.1.Respondentsreasons to view news channel**

<b>Reason to watch news channels</b>	<b>Respondents</b>	<b>Percentage</b>
Information	34	34
Knowing Unknown facts	42	42
Social Interaction	16	16
TV content & quality	8	8
<b>TOTAL</b>	<b>100</b>	<b>100</b>

## **ANALYSIS**

The study shows 34% of respondents watch news for information purpose , 42% viewer attracted by knowing unknown facts , 16% of respondents viewers watch for social interaction , 8% of respondents watch for tv content & quality .

**Graphical Representation of the above details:**



Source: 4.1.5

**INTERPRETATION:**

The above graphical representation show that majority of sample watch news channels to get unknown facts and less no of respondent watches TV content & quality .

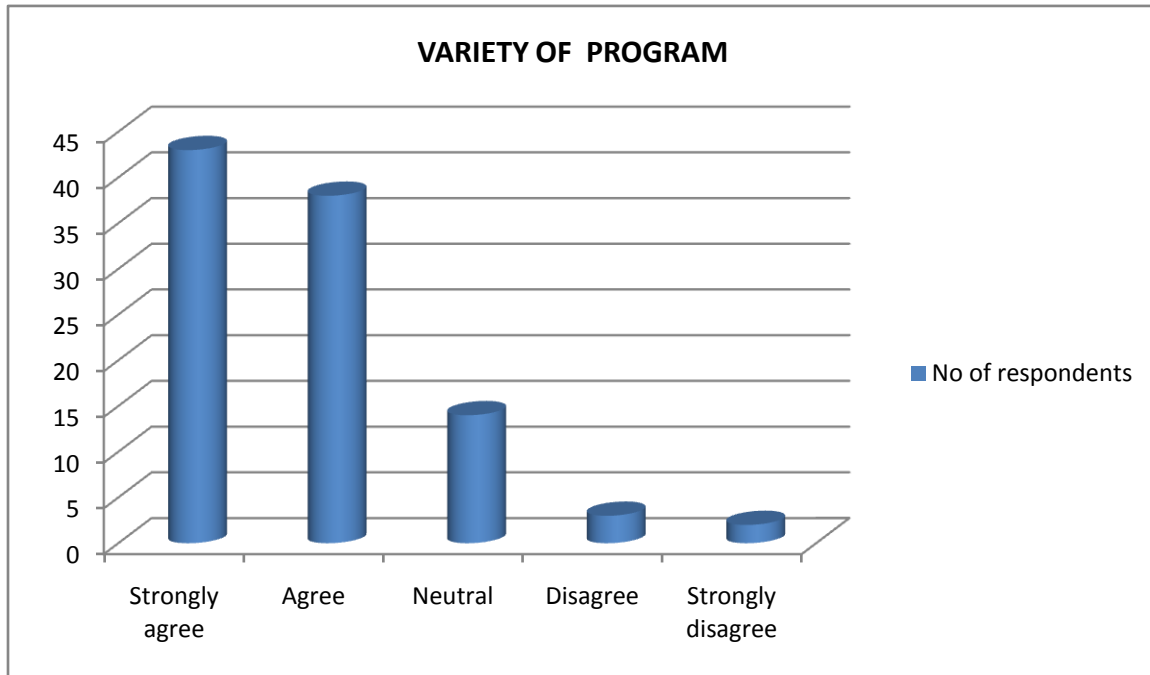
**Table 4.1.6 Respondent view regarding variety of program in Suvarna news**

<b>Factors</b>	<b>No of respondents</b>	<b>Percentage</b>
Strongly agree	43	43
Agree	38	38
Neutral	14	14
Disagree	3	3
Strongly disagree	2	2
<b>Total</b>	<b>100</b>	<b>100</b>

#### **ANAYSIS**

From the study 43% of respondents strongly agree that there are verity of programs, 38% of respondents agree that there are verity of programs in Suvarna news , 14% of respondents neutral regarding verity of programs, 3 % of respondents strongly disagree that there are verity of programs, 2 % of respondents strongly disagree that there are verity of programs,

**Graphical Representation of the above details:**



Source: 4.1.6

**Interpretation:**

Above graph shows majority respondents strongly agreeing of variety of programs running in the channel, almost similar to majority, respondents agree variety of programs running in the channel, very less no of respondents strongly disagree variety of programs running in the channel.



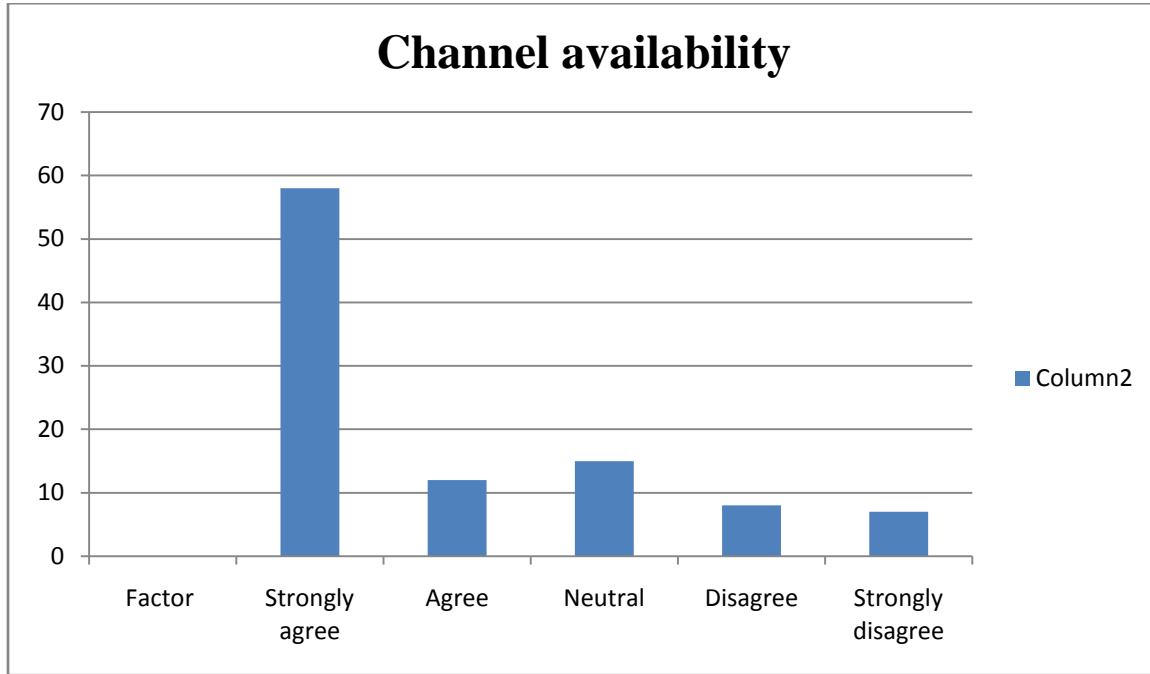
**Table 4.1.7 Respondent view regarding channel availability in Suvarna news**

<b>Factor</b>	<b>No of respondents</b>	<b>Percentage</b>
Strongly agree	58	58
Agree	12	12
Neutral	15	15
Disagree	8	8
Strongly disagree	7	7
<b>Total</b>	<b>100</b>	<b>100</b>

### **Analysis**

Above table states that 58% of people Strongly agree the channel availability, 12% viewer agree the channel availability, 15% people are neutral about channel availability, 8% of people disagree the channel availability and around 7% viewers strongly disagree channel availability.

**Graphical Representation of the above details:**



Source: 4.1.7

**Interpretation:**

According to the graph it can be inferred that maximum no of respondents are strongly agreeing that availability of channel, less respondents are disagreeing, so it states that there is a availability o. f Suvarna news

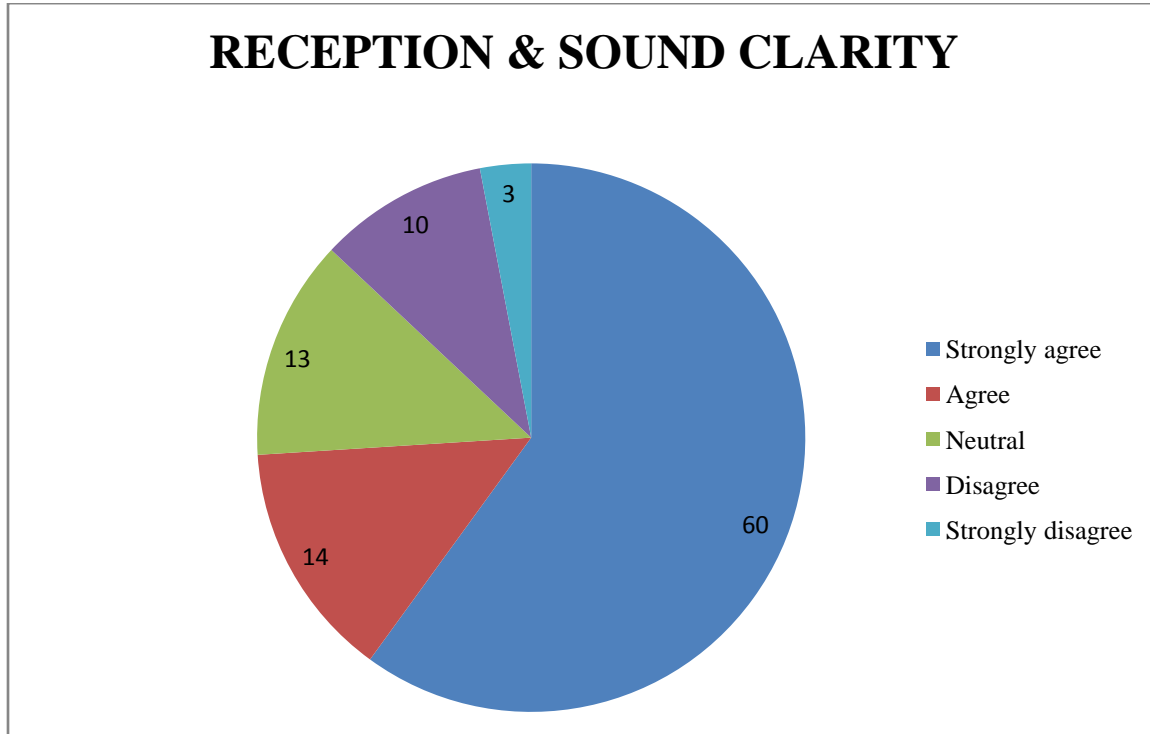
**Table 4.1.8 Respondent view regarding reception & sound clarity in Suvarna news**

<b>Factors</b>	<b>No of respondents</b>	<b>Percentage</b>
Strongly agree	60	60
Agree	14	14
Neutral	13	13
Disagree	10	10
Strongly disagree	3	3
<b>Total</b>	<b>100</b>	<b>100</b>

### **Analysis**

As mentioned above 60% viewers are strongly agree Reception&soundclarity , 14 viewers are strongly agree Reception&soundclarity ,13% viewers are neutral about Reception&soundclarity ,10% viewers are disagree Reception&soundclarity ,3% viewers are strongly disagree Reception&soundclarity ,

**Graphical Representation of the above details:**



Source: 4.1.8

**Interpretation**

Major portion of people strongly agree the reception & sound clarity , followed by viewers agree the reception & sound clarity so it stays that Suvarna news reception and sound clarity is good

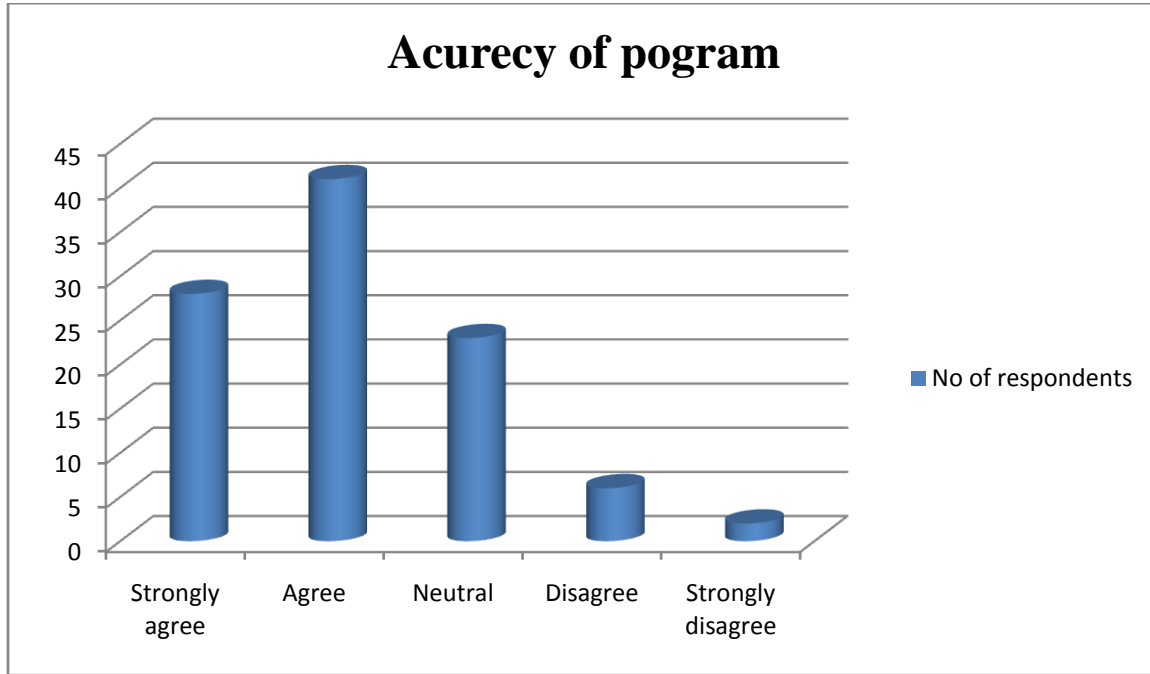
**Table 4.1.9 Respondent view accuracy of program in Suvarna news**

<b>Factors</b>	<b>No of respondents</b>	<b>Percentage</b>
Strongly agree	28	28
Agree	41	41
Neutral	23	23
Disagree	6	6
Strongly disagree	2	2
<b>Total</b>	<b>100</b>	<b>100</b>

### **Analysis**

According to the graph it can be inferred that 28 respondents strongly agree with the accuracy of the program, 41 respondents are agreeing, 23 respondents are in a neutral position, 6 respondents disagree, and 2 respondents strongly disagree with the accuracy of the program.

**Graphical Representation of the above details:**



Source: 4.1.9

**INTERPRETATION:**

The above representation depicts majority of viewers agree accuracy of program from the sample gives, Very less no of respondent disagree accuracy in program so there is a accuracy in program of Suvarna news

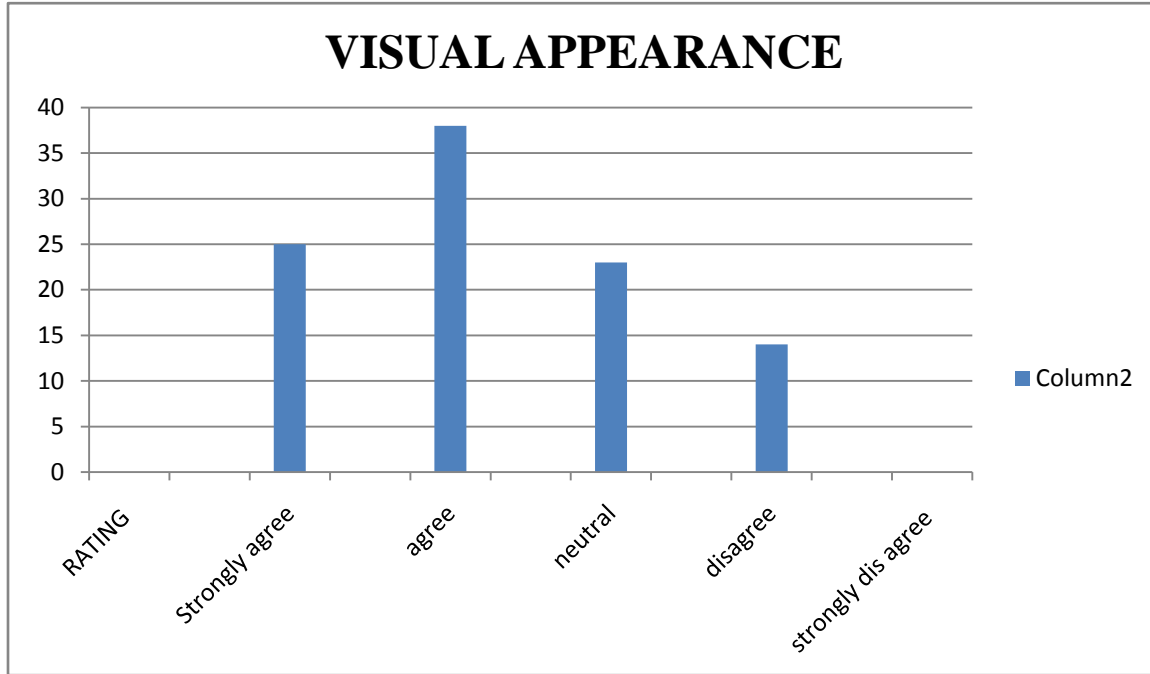
**Table 4.1.10 Respondents view regarding visual appearance in Suvarna news**

RATING	RESPONDENTS	PERCENTAGE
Strongly agree	25	25
Agree	38	38
Neutral	23	23
Disagree	14	14
Strongly disagree	0	0
TOTAL	100	100

### **ANALYSIS**

Above table 25% of respondents strangle agree , 28%of respondents agree , 23% viewer neutral ,14% viewer disagree and none of the viewer strongly disagree .

**Graphical Representation of the above details:**



Source: 4.1.10

**INTERPRETATION:**

The above representation depicts that maximum of sample viewers agree to visual appearance, none of the viewers are strongly disagree about visual appearance of Suvarna news. Some can state visual appearance is good.



**Table 4.1.11**

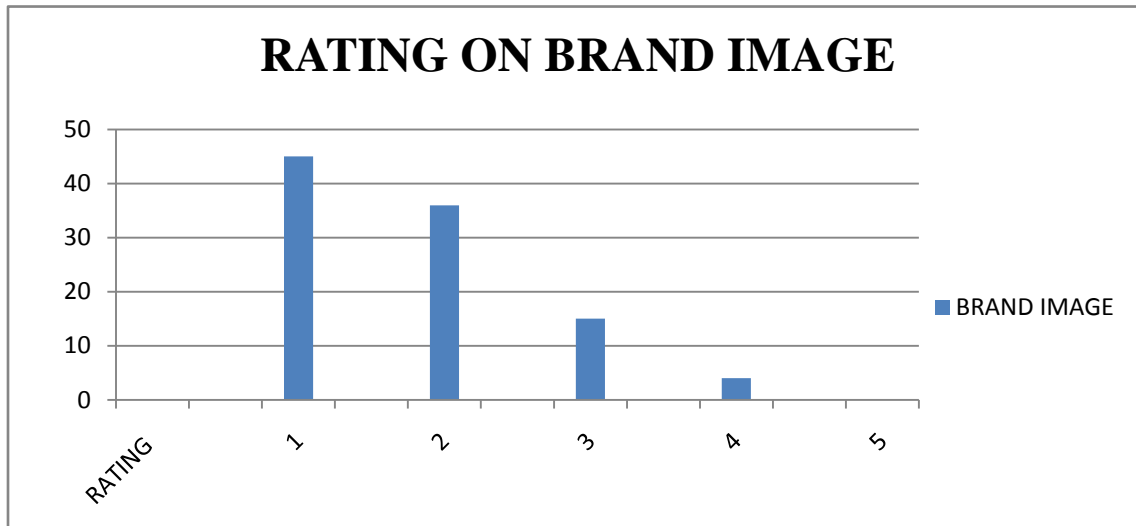
**Respondents view regarding brand image in Suvarna news**

<b>RATING</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
1	45	45
2	36	36
3	15	15
4	04	04
5	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

**Analysis**

Above table shows that 45% of viewers rated 1 for brand image , 36% viewers rated 2 for brand image ,15% viewers rated 3 for brand image , 4% viewers rated 4 for brand image , none of them rated 0 for brand image

**Graphical Representation of the above details:**



**Source: 4.1.11**

**INTERPRETATION:**

The above representation depicts that maximum of viewers from the sample gives highest preference for brand image and from observation it is seen that no respondents gives lowest rating. From this we can say there is a good brand image for Suvarna news

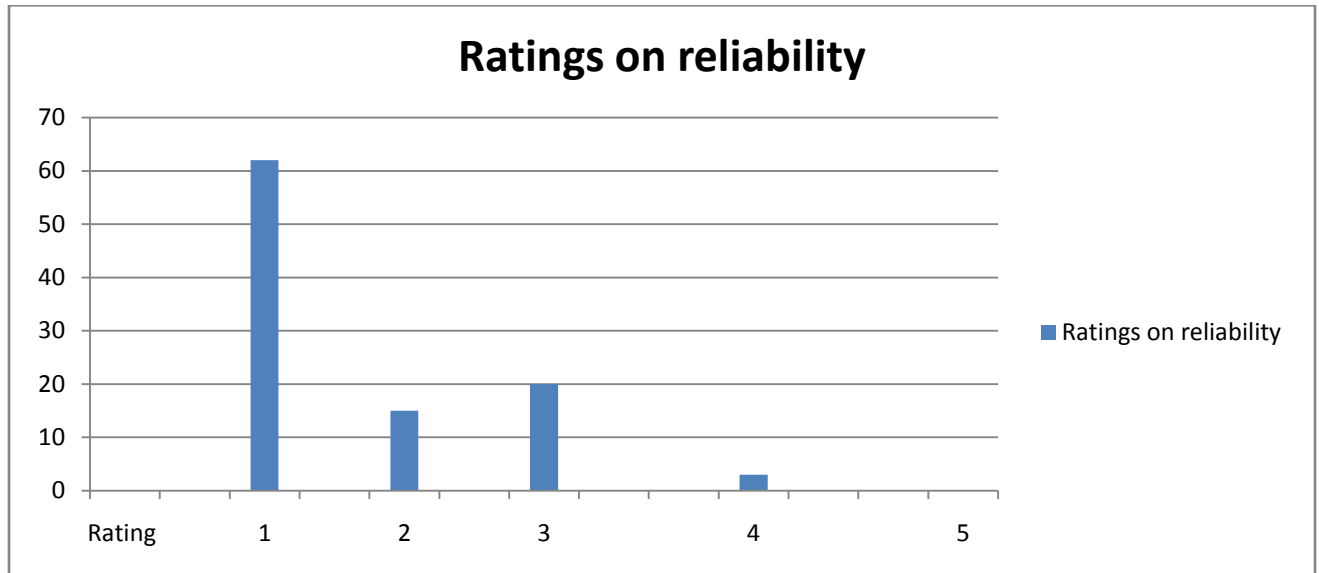
**Table 4.1.12 Rating indication of respondents to watch news channels based on Reliability .(1-HIGHEST, 5-LOWEST).**

<b>Rating</b>	<b>Respondents</b>	<b>Percentage</b>
1	62	62
2	15	15
3	20	20
4	3	3
5	0	0
<b>Total</b>	100	100

### **Analysis**

Above table shows that 62% of viewers rated 1 for reliability, 15% viewers rated 2 for reliability, 20% viewers rated 3 for reliability, 3% viewers rated 4 for reliability, none of them rated 0 for reliability.

**4.1.12 Table Showing Rating Indication Of Respondents To Watch News Channel Based On Reliability**



Source: 4.1.12

**INTERPRETATION:**

This representation shows that majority of viewers watch news channel based on reliability, this indicate that reliability is important for the news channel.

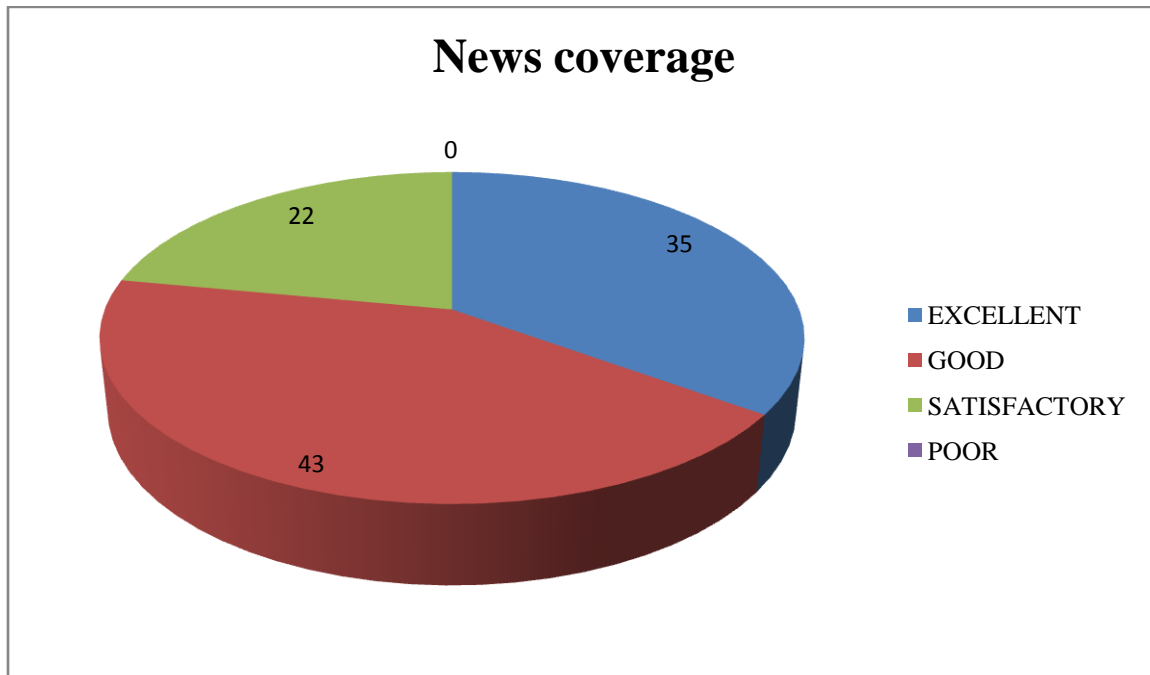
**Table 4.1.13 Respondents opinion on Suvarna news coverage**

<b>PATICULARS</b>	<b>RESPONDETNS</b>	<b>PERCENTAGE</b>
EXCELLENT	35	35
GOOD	43	43
SATISFACTORY	22	22
POOR	0	0
TOTAL	100	100

**Analysis**

The above representation depicts that 35% of sample says the coverage is excellent and 43% of sample says that coverage is good and remaining says that coverage is satisfactory and a none of them said its poor .

**Graphical Representation of the above details:**



Source: 4.1.13

## **INTERPRETATION**

From the above table its shows viewers opinion about coverage ,we can interpret from this that coverage of news in Suvarna news is good ,

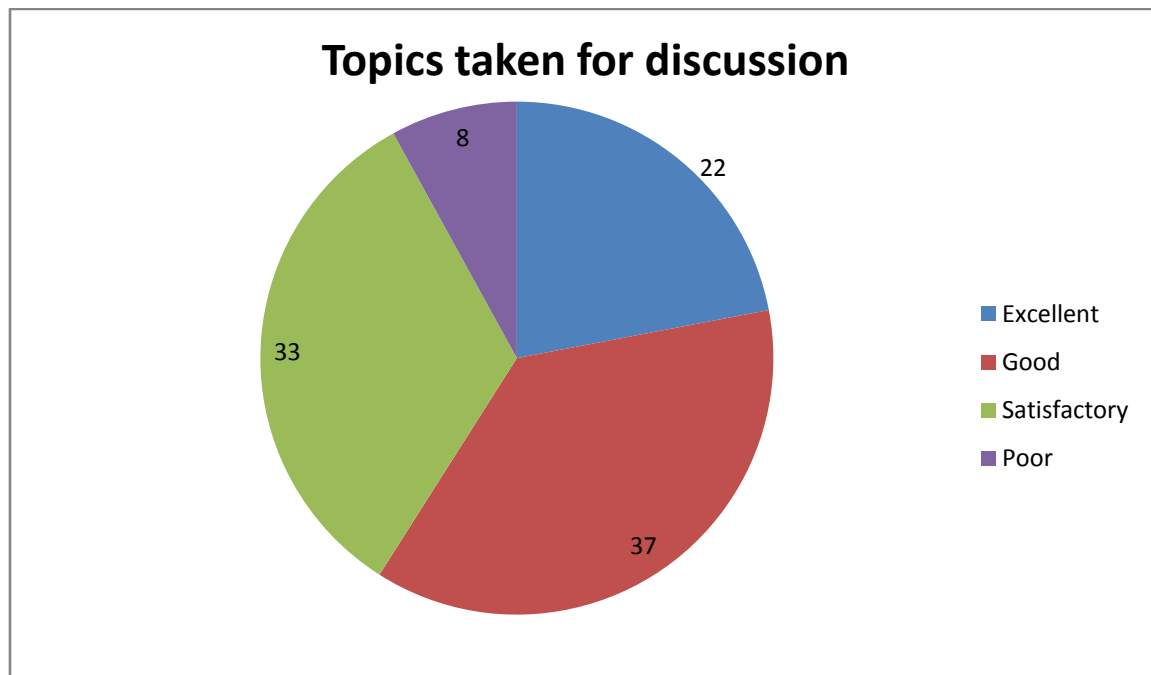
**Table 4.1.14 Respondents view regarding topics taken for discussion**

<b>Particulars</b>	<b>Respondents</b>	<b>Percentage</b>
Excellent	22	22
Good	37	37
Satisfactory	33	33
Poor	8	8
Total	100	100

**Analysis**

From above table we can see 22% sample viewers said excellent, 37% sample viewers said topic taken discussion is good , 33% sample viewers said topic taken discussion satisfactory,8% sample viewers said topic taken discussion is poor

**Graphical Representation of the above details:**



Source: 4.1.14

**INTERPRETATION**

This graphical representation shows that majority viewers says that topics selected for discussion is good , followed by views said excellent regarding topic taken for discussion .from the above graph its shows topics taken for discussion is good



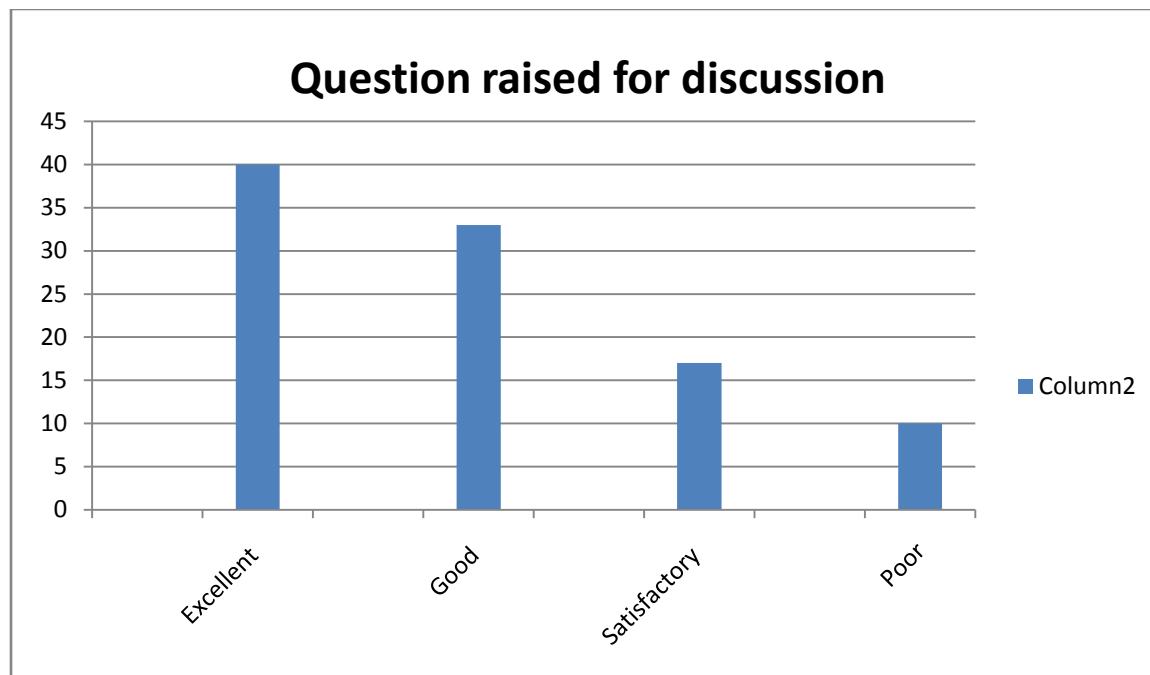
**Table 4.1.15 Respondents view on Question raised in discussion**

<b>PARTICULARS</b>	<b>RESPONDENT</b>	<b>PERCENTAGE</b>
Excellent	40	40
Good	33	33
Satisfactory	17	17
Poor	10	10
<b>TOTAL</b>	100	100

#### **ANALYSIS**

In the above table we can see 40% of viewers thought question raised in discussion excellent ,33%viewers thoughtquestion raised in discussion is good , 17% viewers thought question raised in discussion I satisfactory and 10% viewers thought question raised in discussion is poor .

**Graphical Representation of the above details:**



Source: 4.1.15

## **INTERPRETATION**

The majority of the response was excellent with the quality of the questions posed in the discussions.

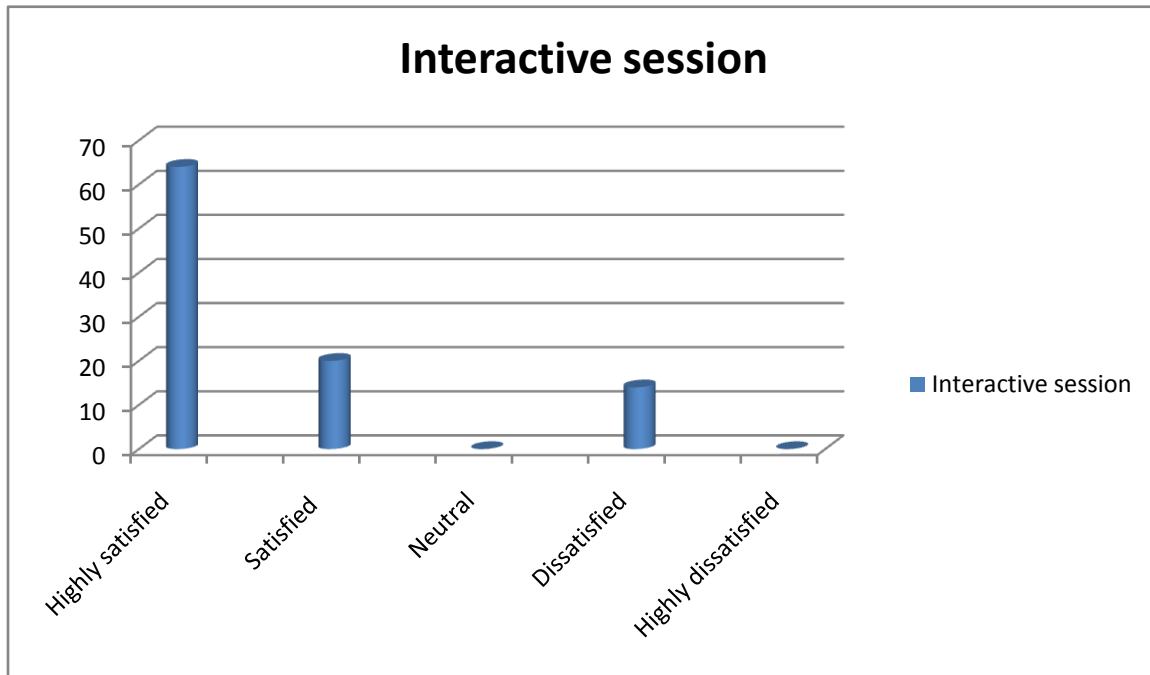
**TABLE 4.1.16 Respondents view on interactive sessions of Suvarna news**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
Highly satisfied	64	64
Satisfied	20	20
Neutral	0	0
Dissatisfied	14	14
Highly dissatisfied	0	0
<b>TOTAL</b>	100	100

**Analysis**

Table shows 64% of viewers are highly satisfied that its an interactive session in discussion ,20% of viewers are satisfied that its an interactive session in discussion ,0% of viewers are neutral that its an interactive session in discussion , 14% of viewers are dissatisfied that its an interactive session in discussion , 0% of viewers are highly dissatisfied that its an interactive session in discussion ,

**Graphical Representation of the above details:**



Source: 4.1.16

**INTERPRETATION:**

Most of viewers s say that discussions done in Suvarna news were interactive they are highly satisfied with that .

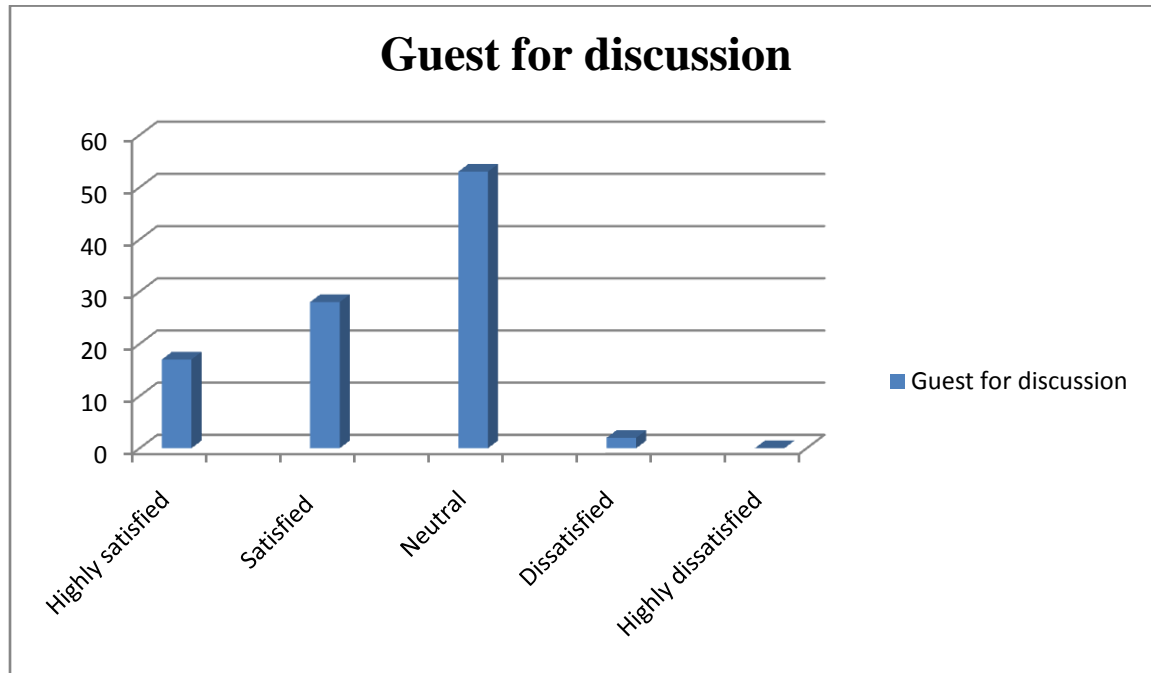
**Table 4.1.17 Respondents view on guest called for discussions of Suvarna news .**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
Highly satisfied	17	17
Satisfied	28	28
Neutral	53	53
Dissatisfied	2	2
Highly dissatisfied	0	0
<b>TOTAL</b>	100	100

### **Analysis**

Table explain 17% of viewers highly satisfied with the guest called for discussion, 28% of viewers satisfied with the guest called for discussion, 53% of viewers neutral with the guest called for discussion, 2% of viewers dissatisfied with the guest called for discussion, 0% of viewers highly dissatisfied with the guest called for discussion,

**Graphical Representation of the above details:**



Source: 4.1.17

**INTERPRETATION:**

Based on graph most no of viewers are neither satisfied nor dissatisfied with the guest called for discussion,

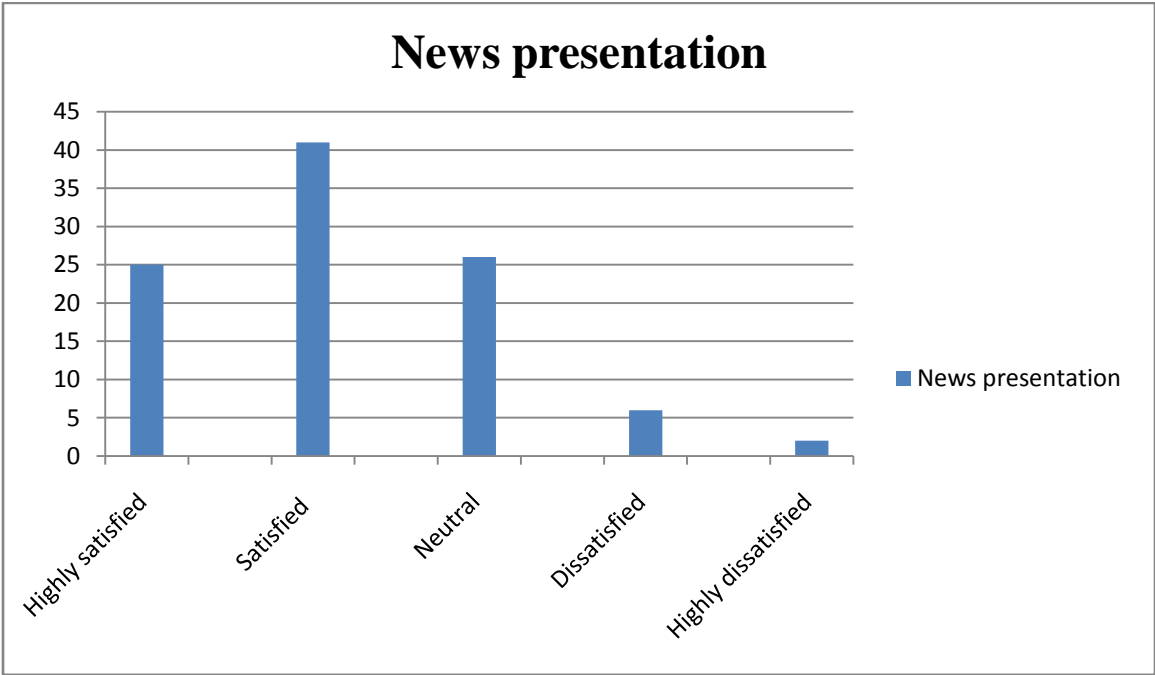
**Table 4.1.18 Respondents views on News presenter regarding news Presentation  
Of Suvarna news .**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
Highly satisfied	25	25
Satisfied	41	41
Neutral	26	26
Dissatisfied	6	6
Highly dissatisfied	2	2
<b>TOTAL</b>	100	100

### **Analysis**

Table explain 25% of viewers highly satisfied with the news presentation of news presenter ,41% of viewers satisfied with the news presentation of news presenter, 26% of viewers neither satisfied nor dissatisfied with the news presentation of news presenter, 6% of viewers dissatisfied with the news presentation of news presenter, 2% of viewers highly dissatisfied with the news presentation of news presenter,

**Graphical Representation of the above details:**



Source: 4.1.18

**INTERPRETATION:**

From the above analysis it shows that majority of the respondents are satisfied with presentation of news by the presenter, very less amount of respondents dissatisfied by presentation by news presenter.



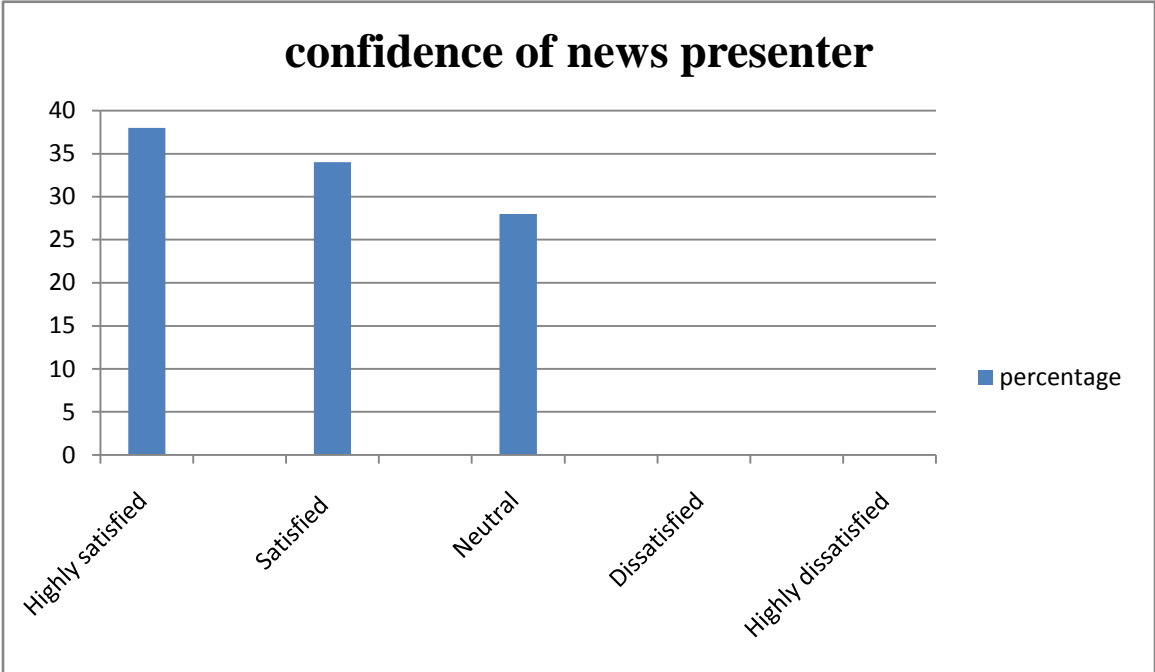
**Table 4.1.19 Respondents view on confidence of news presenter**

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
Highly satisfied	38	38
Satisfied	34	34
Neutral	28	28
Dissatisfied	0	0
Highly dissatisfied	0	0
<b>TOTAL</b>	<b>100</b>	<b>100</b>

### **Analysis**

Table explain 38% of viewers highly satisfied with the confidence of news presenter,34% of viewers satisfied with the confidence of news presenter,28% of viewers neutral about the confidence of news presenter,0% of viewers dissatisfied or highly dissatisfied with the confidence of news presenter,

**Graphical Representation of the above details:**



Source: 4.1.19

**INTERPRETATION:**

As the graph analysis, it shows that majority of the respondents are highly satisfied with confidence of news presenter. It shows that the news presenter are very confident

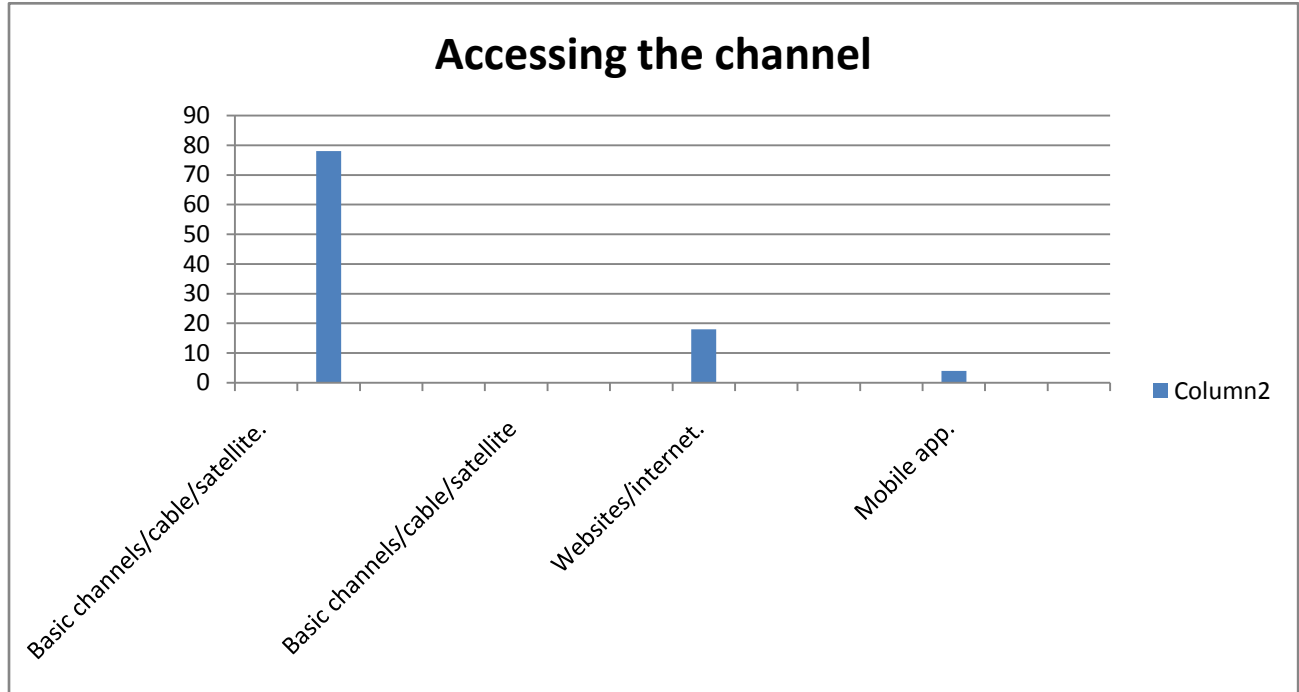
#### 4.1.20 Table Showing how the respondents going to access the channel

<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
Basic channels/cable/satellite.	78	78
Basic channels/cable/satellite	0	0
Websites/internet.	18	18
Mobile app.	4	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>

#### **Analysis**

From graph it shows 78% viewers watch Suvarna news through Basic channels/cable/satellite, 0% viewers watch through Basic channels/cable/satellite, 18% viewers watch suvar news watch through website / internet ,4% viewers watch through mobile app

#### 4.1.20 Graph Showing The Respondents Going To Access The Channel



Source: 4.1.20

#### INTERPRETATION

From the above analysis it shows that maximum of the respondents of sample says that they access news through basic channels. And less no of respondents watches channel through mobile app

**Table 4.1.21 Respondents viewing behavior of news**

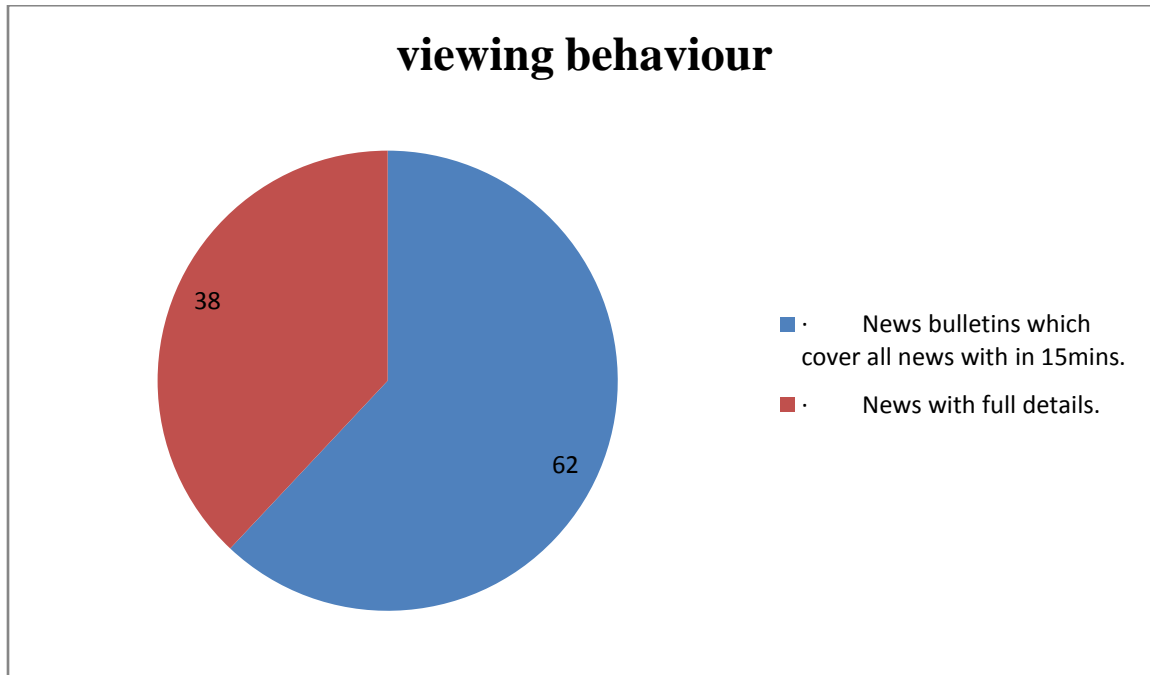
<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
<ul style="list-style-type: none"><li>• News bulletins which cover all news with in 15mins.</li></ul>	62	62
<ul style="list-style-type: none"><li>• News with full details.</li></ul>	38	38
<b>TOTAL</b>	<b>100</b>	<b>100</b>

### **Analysis**

This shows that 62% of respondents like to see news bulletins which cover all news with in 15mins.

38% of respondents like to see news with full details

**Graphical Representation of the above details:**



**INTERPRETATION**

Above graph we can say most of the respondents would like to watch news bulletins which cover all news with in 15mins.

## 4.2 STATISTICAL ANALYSIS

Hypothesis:

H0: There is no relation between Brand Image and Variety of Program

Ha: There is a relation between Brand Image and Variety of Program

### Correlations

		Brand Image	Variety of Program
Brand Image	Pearson Correlation	1	.960**
	Sig. (2-tailed)		.000
	N	100	100
Variety of Program	Pearson Correlation	.960**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The relation between Brand Image and Variety of Program is positive and significant with value 0.00 which is less than 0.001. as the level of significant is less than 0.001 it indicates that there is a significant association between brand image and variety of programs offered by Suvarna news .Company should focus on offering larger variety of programs in order to build a strong brand image

## CHAPTER 5

### FINDINGS, SUGGESTIONS AND CONCLUSION

#### 5.1. FINDINGS

- Suvarna news has more number of male viewers
- The majority of respondents watch Suvarna news channels for entertainment related updates.
- The majority of respondents watch news channels in the evening
- Suvarna news is positioned in 3<sup>rd</sup> place.
- Viewers prefer to watch news bulletins over detailed news
- Viewers watch Suvarna news channel to get unknown facts.
- Viewers give more importance to reliability other than brand image and appearance.
- Suvarna news channels have been positioned among the viewers for its cinema hungama program and for its best regional updates
- Most of viewers agree that Suvarna news channel coverage is excellent.
- Topics taken for discussion and presentation of topics are mostly agreed by viewers.
- More numbers of viewers agree that content of channel decides the viewing behavior
- Majority of the viewer's agree that they access to news channels through basic cable channels



## 5.2 SUGGESTIONS

Based on study and analysis the following inputs can be given as suggestions to Suvarna news .

- News telecasted in Suvarna news should be more reliable, sharp and focused.
- Suvarna news should give social awareness programs and educate the people of Karnataka
- Suvarna news should build a digital team to strongly penetrate among the youth of Karnataka.
- Suvarna news should concentrate on increasing female viewers
- The news channel must adapt the success strategies of metro majestic program to be the industry leader.
- Suvarna news should increase their TRP to reach the No1 position by providing good quality on news and programs
- The news channel should build strong research team to get accurate information and telecast it.
- Channel has to build strong programs to increase number of viewers in the noon.
- Company should focus on offering larger variety of programs in order to build a strong brand image

- Suvarna news should come up short news bulletins because most people will with hurry they won't have time to watch full news
- As the technology is updating da by day ,Suvarna news should also use those technology for their growth
- Suvarna news should introduce HD channel , any news channelin Karnataka has is not introduced HD news channel it is the best idea to conquer the viewers
- Suvarna news should start programs that gives information related to share market .
- Suvarna news channel should be more active in social media in order to reach more no viewers

### 5.3 CONCLUSION

It has been concluded that Suvarna news is one of the trending news channel in Karnataka with 3<sup>rd</sup> most TRP .Suvarna news secured 3<sup>rd</sup> place in Karnataka by providing quality of news content ,variety of programs with good reception & sound clarity. Suvarna news also secured good brand image for the continuous improvement and quality of news . Suvarna news apart from telecasting news, Suvarna news also doing so many other programs like AsamanyaKanadiga Awards , Kiriya sampadhaka awards ,Shourya awards ,Mahila sadhaki awards etc. Most number viewers watch news channel for political updates ,sports updates and movie updates .Suvarna news channel is meeting the desire of many viewers for their news .Suvarna news channel is the most reliable and fair local news channel.

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## WEBSITES

- [www.aisanet.net](http://www.aisanet.net)
- [www.Suvarnatv.net](http://www.Suvarnatv.net)
- [www.tv9bengaluru.net](http://www.tv9bengaluru.net)
- [www.mindtools.com](http://www.mindtools.com)

**ANNEXURES**  
**QUESTIONNARE**

1) NAME: GENDER:

AGE: ADDRESS:

MOBILE NO: EDUCATION:

DATE: PROFESSION:

2) WHICH TIME IN A DAY WILL YOU PREFER TO WATCH NEWS CHANNELS?

A) MORNING

B) NOON

C) EVENING

3) WHAT WILL BE THE APPROX TIME SPENT BY YOU IN WATCHING NEWS CHANNELS?

A) Less than 15 min

B) 15 – 30 min

C) 30-45 min

D) 45 min & Above

4) WHICH OF THE FOLLOWING COMPONENT MAKES YOU TO WATCH THE NEWS CHANNELS?

A) Information.

B) Knowing Unknown facts.

C) Social Interaction.

D) TV Content & Quality.

5) WHICH OF THE FOLLOWING COMPONENT MAKES YOU TO WATCH THE NEWS CHANNELS?

A) Information.

B) Knowing Unknown facts.

C) Social Interaction.

D) TV Content & Quality.

6) ) The following factor's influences me in selecting/choosing a particular channel?

FACTOR	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Varietyofprogram					
Channel Availability					
Reception and sound clarity					
Accuracy of the program					
Visual appearance					

7)RANK THE NEWS CHANNEL IN THE SCALE OF 1-5 AS PER YOUR PREFERENCE OF BRAND IMAGE (1-HIGHEST, 5-LOWEST).

8)RANK THE NEWS CHANNEL IN THE SCALE OF 1-5 AS PER YOUR PREFERENCE OF RELIABILITY (1-HIGHEST, 5-LOWEST).



9)RANK THE NEWS COVERAGE OF SUVARNA NEWS AS PER YOUR OPENION:

(EXECELENT-1; GOOD-2: AVERAGE-3: SATISFACTORY-4 NOT SATISFIED-5)

10)RATE THE TOPICS TAKEN FOR DISCUSSIONS IN THE FOLLOWING NEWS CHANNELS AS BELOW

(EXECELENT-1; GOOD-2: AVERAGE-3: SATISFACTORY-4 NOT SATISFIED-5)

NEWS CHANNELS	TV9	SUVARNA NEWS	PUBLIC TV	ETV NEWS
TOPICS				

11)RATE THE NEWS CHANNELS AS PER THE QUESTIONS POSED BY THEM AS BELOW

(EXECELENT-1; GOOD-2: AVERAGE-3: SATISFACTORY-4 NOT SATISFIED-5)

NEWS CHANNELS	TV9	SUVARNA NEWS	PUBLIC TV	ETV NEWS
QUESTIONS POSED				

12)RATE THE NEWS CHANNELS AS PER THE INTERACTION IN DISCUSSIONS FOR THE DELECTED TOPICS AS BELOW

(highly satisfied -1; satisfied -2: Neutral -3: dissatisfied -4 highly dissatisfied -5)

NEWS CHANNELS	TV9	SUVARNA NEWS	PUBLIC TV	ETV NEWS
INTERACTION				

13)RATE THE NEWS CHANNEL GUEST CALLED FORDISCUSSIONS FOR THE DELECTED TOPICS AS BELOW

(highly satisfied -1; satisfied -2: Neutral -3: dissatisfied -4 highly dissatisfied -5)

NEWS CHANNELS	TV9	SUVARNA NEWS	PUBLIC TV	ETV NEWS
GUEST				

14)RATE THE NEWS CHANNELS AS PER THE PRESENTATION OF NEWS AS BELOW

(highly satisfied -1; satisfied -2: Neutral -3: dissatisfied -4 highly dissatisfied -5)

NEWS CHANNELS	TV9	SUVARNA NEWS	PUBLIC TV	ETV NEWS
PRESENTATION				

15) RATE THE NEWS CHANNELS AS PER CONFIDENCE AND APPEAL OF ANCHORS IN NEWS CHANNELS AS BELOW

(highly satisfied -1; satisfied -2: Neutral -3: dissatisfied -4 highly dissatisfied -5)

NEWS CHANNELS	TV9	SUVARNA NEWS	PUBLIC TV	ETV NEWS
CONFIDENCE AND APPEAL OF ANCHORS				

16)WHAT ARE THE MEDIUMS THROUGH YOU WATCH THE NEWS

PLEASE CHECK ALL THAT APPLY.

A) BASIC CHANNELS/CABLE/SATELLITE.

B) STREAMING SERVICES (EG: YUPP TV ETC....

C) WEBSITES/INTERNET.

D) MOBILE APP.

17)WHICHOF THE FOLLOWING SENTENCE IS MOST APPLICABLE TO YOU? (SELECT

o I PREFER WATCING NEWS BULLETINS TO KNOW NEWS WITHIN LESS TIME.

o I PREFER TO WATCH NEWS IN FULL DETAILS.

18) PROVIDE YOUR VALUABLE SUGGESTIONS FOR THE IMPROVEMENT OF THE  
PROGRAMS IN OUR CHANNEL:

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ACHARYA INSTITUTE OF TECHNOLOGY  
DEPARTMENT OF MBA  
INTERNSHIP WEEKLY REPORT  
(16MBAIPR407)

Name of the Student : AKARSH M V  
Internal Guide : Prof. ARCHANA VIJAY  
USN No : IAY16MBA04  
Specialization : Finance & Marketing  
Title of the Project : "A STUDY ON VIEWERS SATISFACTION TOWARDS  
SUVARNA NEWS CHANNEL BENGALURU"  
Company Name : Suvarna News.  
Company Address : Plot No. 36, Crescent Road, Blore - 560001.

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Introduction to Suvarna News and its Operations		
22-01-18 to 27-01-18	Learning about the different operation and programs by Suvarna News.		
29-01-18 to 03-02-18	Orientation and gathering information about the growth of the company.		
05-02-18 to 10-02-18	Analysing the Market position of the company		
12-02-18 to 17-02-18	Research Problem identification		



19-02-18 to 24-02-18	Preparation of the research instrument for data collection	<i>Dr. Girish</i>	<i>Aljay</i>
26-02-18 to 03-03-18	Theoretical background of the study	<i>Dr. Girish</i>	<i>Aljay</i>
05-03-18 to 10-03-18	Data collection and analysis	<i>Dr. Girish</i>	<i>Aljay</i>
12-03-18 to 17-03-18	Interpretation of data gathered during the survey	<i>Dr. Girish</i>	<i>Aljay</i>
19-03-18 to 24-03-18	Final Report preparation and submission.	<i>Dr. Girish</i>	<i>Aljay</i>

HOD



1cc *Byanna* 22/5/18