

Suvarna News

Asianet News Network Private Limited

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr ASHISH ROY A**, studying **MBA** at **ACHARYA INSTITUTE OF TECHNOLOGY USN** bearing **(1AZ16MBA15)** has successfully completed his internship at Suvarna news and completed the project on **“A STUDY ON VIEWERS PERCEPTION TOWARDS NEWS BROADCAST OF 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 CM
Marketing Manager,
Asianet News Network Pvt Ltd,
Bangalore.



Asianet News Media & Entertainment Pvt Ltd.

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

Date: 24/05/2018

CERTIFICATE

This is to certify that **Mr. Ashish Roy A** bearing **USN 1AZ16MBA15** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Viewers Perception Towards News Broadcast of Suvarna News Channel Bengaluru**” is prepared by him under the guidance of **Prof. Sendhil Kumar** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

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DECLARATION

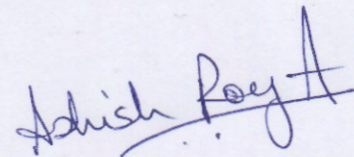
I, Ashish Roy A, hereby declare that the Internship report entitled "A STUDY ON VIEWERS PERCEPTION TOWARDS NEWS BROADCAST OF SUVARNA NEWS CHANNEL BENGALURU" with reference to "Suvarna News, BENGALURU" prepared by me under the guidance of Prof. Sendhil Kumar, faculty of M.B.A Department, Acharya Institute of Technology and external assistance by External Guide Name, Designation and Organisation.

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: 28/5/2018



Signature of the student

ACKNOWLEDGEMENT

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

I am truly grateful to my internal research guide, Prof. Sendhil Kumar, for their research guidance, and also I am grateful to my external guide Mr Girish C M, Marketing Manager, Suvarna News., for continuous encouragement, and opportunities provided

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

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EXECUTIVE SUMMARY

Suvarna News was propelled by Asia net News Pvt Ltd, Suvarna News is a Kannada News broadcasting Network all over Karnataka. It passes on 24 hours of News label lined as Neera Dhitta Niranthara (English Translation being Straight Bold Relentlessness). It works just locally covering all the present issues all events crosswise over complete Karnataka. This study is on viewer's perception on broadcast of news on Suvarna news channel, which joins the study of viewer's perception from Suvarna news channel, along these lines the study was proposed to know the viewer's perception.

This study is an descriptive research & sampling was done by non-probability convenient sampling method with a sample of 100 respondents & Primary data was accumulated by study which was arranged to know viewers perception through particular request & secondary data was assembled by locales, journals & books to analyze the report simple correlation was used and excel for percentage analysis.

The Maximum number of the Respondents concurred that the Suvarna News Channel as Great & Prefer to watch Suvarna News channel among ETV Kannada News, Raj Kannada News, Kasthuri News 24, Sudhi TV. Different Respondents said that they get a kick out of the opportunity to watch important news on Suvarna News as fundamental Inclination.

The Suvarna News Channel to center around conferring Social masterminded focuses which cause a unimaginable change in the general populace what's more ought to be totally clear while broadcasting News. The projects can be indicated much sensibly with solid data's, other than that it must be direct. It can likewise center on enhancing its Coverage of News towards National issues & Entertainment News.

CHAPTER – 1

INTRODUCTION

1. 1. INTRODUCTION.

The viewer is client of a media channel & he is the establishment of each business & keeps it in proximity He is finishing some assistance by tuning into the channel. He isn't wards on us. We are wards on him. A profitable affiliation understands that a satisfied client is the best promoting master for their things. Points of interest are produced using the impression of viewers.

Client faithfulness is moving target where client needs & execution norms are consistently changing with the contenders besides meeting or beating client necessities. As this definition clears up, fulfillment is a fragment of saw execution & longings. If the execution comes up short with respect to wishes, the customer is puzzled. In case the execution empowers the wants, the customer is fulfilled. In case the execution defeats wishes, the customer is phenomenally fulfilled or enchanted.

Different affiliations are going for high fulfillment since customers who are beginning late fulfilled still imagine that it's easy to switch, when a ruling offer comes. The all-inclusive community who are uncommonly are basically less composed to switch. A high fulfillment of satisfaction makes an excited proclivity with the brand & not conventional slant & the result is high undaunted quality.

TITLE OF THE STUDY

“A STUDY ON VIEWERS PERCEPTION TOWARDS NEWS BROADCAST OF SUVARNA NEWS CHANNEL BENGALURU”

1.2. INDUSTRY PROFILE

GENERAL INTRODUCTION ABOUT MEDIA

The very important Indian TV history has envisioned the change, fluctuating media of India. In the midst of 1980s India little screen program began & around then there had been only a solitary Indian channel Doordarshan,, which government had established. Ramayana & Mahabharata were essential genuine T.V. course of action conveyed. serial accomplished, apex of world record viewership,, numbers for a sole programs. By late 1980s a regularly expanding number of people bought TVs.

TVs of India have been in nearness , approx. around 4 decades, underlying 17 years, it spread Rapidly & trans-mission had been generally at high complexity. Brains & approach makers, of country, which were as of late been vanished, several times from commonplace control, however TV had been, rich segment which Indian could oversee without. In the year(1955) department decision was to be taken prohibiting any-kind remote interests which included print media which has been taken after strictly for around 45 - years. Offers , TVs sets, as mirrored by licenses issued towards buyers were just small in numbers.

Fast expansion, towards TV hardware extended enthusiasm for advancing more program programming.. Show age, as of now a limiting foundation of Doordarshan,, organization perform national TV at India, it had opened social affair for taking a stab at pros, producers, boss & experts. Most of the proficient individuals got related with the TV. Rule lessons picked up that indidigenous program can pull in & build a broad unflinching group over traverse amongst serial, delivering immense advantages. Publicizing passed on, & mumble logs propelled another purchaser thing in India, maggi 2-minute noodles. Individuals when all is said in done immediately recognized this new purchaser thing, proposing the vitality of TV advertisements.

Mumble log, a champion among most acclaimed Hindi - serials, were promptly trailed with Buniyaad,, a certain chemical melodic show about bundle amongst British India into India & pulled in smash studys, to be by then darkened by the superbly were in far reaching numbers amongst that channel. Gigantic hits consisted of credible series.

TVs had gone, which had cutting edge just past 21 years & mineral so in past 13. They had been at initial 2 begin concentrates ever. The 1st in the 18 when shading TVs had been displayed amongst state-had broadcasted & arranged Asian Games which India encouraged. It was kept on presenting trans-mitters the country over very fast for natural imparting. During that time endeavor were given chance to set up stations. second vital crossroads among authentic scenery in TVs came in the 90's with the convey with satellite TV by remote designers like C.N.N. took after star TV & to some degree later , private stations.

Viewers expected to make DD's controlled toll, had been negative-business in facts & facilitated toward'ss just direction & monetary headway. Incitement programs were uncommon. Additionally, when the single couple of chemicals & whimsical sensations communicated, a considerable number of viewers stayed adhered themselves. Right when they learnt, widespread issues in TVs, A little bit at a time acquired cables at home. Other turned agents & started offering the banner to their neighbors by associating links for them.

Television passed on , connection moved in, more diminutive cities, prompting purchasing TV sets & even up degree , high complexity & shading TVs. They responded to it , interruption by driving an incitement & financially decided station & displayed redirection showing on required framework.

Dr Vikram Sarabhai, creator in India's space program, began battling approach, making circles that nation over satellite TV system would accept critical part, progressing money related & social headway.

Sarabhai's drive, Indian satellite correspondence gathering (NASCOM), was developed. In light of its necessities, Indian governments permitted possibility regarding "cream" TV structure containing correspondence satellites as wells grounded-based microwave h&-off trans-mitters. Sarabhai envisioned, satellite part would empower India, hop various means into state of -workmanship correspondences advancement, quicken the change technique, & endeavor the nonattendance of establishment, a solitary TV transmitter, arranged in New-Delhi)

Over the long haul, satellite TV was introduced in India in the wake of concentrate the steady universality regarding India's TVs. Satellite telecom gets in, ordinarily with Indian's huge size & with the limitation regarding satellites to vanquish trademark hindrances. A satellite at

this level, acknowledged to have a stage regarding TV broadcasting. Impression related TV banner will cover appropriate around 33% of earth geography.

A consistently exiting number of people set up TV connect frameworks & period from 1995 - 96 , A normal 60,000 connection heads were present in the country and few supporter the minimum were of 50 & max of around 1000's frameworks would h&-off stations as - higher exchanging limit asked for overpowering hypotheses, which connect overseers were not capable of making the multiple heads .obtaining neighborhood sorts out or broadening advanced TVs urges ,humbler overseers regarding, typical charge.

Organization starting saddling join heads, suggestion make pay. Rates changed in the 26 communicate that go to from India & kept running 35 for every penny. Pros into deal with business & satellite TV act, which was passed in 1995. Supreme-Court passes order that the remote transmissions are not related to any-thing national expecting use them should be permitted that capacity.

TELEVISION

The case of TV in India was much the same. After its formal introduction in September 1959, with its inside at Delhi, as a state-controlled mechanical assembly for development related messages & reputation, amidst banter about its possible utility versus the colossal w&er required, it picked up a move back ground towards augmentation to cover the entire country by the mid-1990s when the state forcing plan of action was tried by the interruption of the STAR TV's stations through the connection which compelled the organization to study monopolistic controls & set out a managerial authority to screen their usage & misuse.

After a hesitant begin in 1959, there was no follow up in picking up the hardware development & for making the infrastructural capacities till as late as 1972, when a TV center was started at Bombay, trailed by one in Amritsar & Srinagar in 1973, & after that in Calcutta, Madras & Lucknow in 1975. Now, the necessity for this shifting media medium for energy, information & guideline seems to have returned home, yet in the meantime regardless of seven TV stations wherever all through the country, there was a noticeable nonattendance of an augmentation outline & what's more a technique for the substance change beside the Educational TV (ETV) which was moved in 1961, suggested for the middle & helper classes with the organized exertion of AIR, Directorate of Education & Ford Foundation.

The ETV's social suitability was assessed in a subsequent report by UNESCO, which assumed that (i) TV is a useful manual for educating; the people who don't have it require it. (ii) Students are adjusting better with TV. (iii) The whole indicating process is encountering a change for the viewer. (iv) There is another & extended energy for science as a subject, whose trials are doubtful to lead in various schools due to the nonattendance of the infrastructural workplaces. Because of this positive evaluation, the ETV was connected with the grade schools as well.

In 1975, a basic accomplishment was made with the presentation of a test called SITE (Satellite Instructional Television Experiment) with the help of the NASA satellite ATS-6, proposed to find the nation receptivity & responsiveness to the TV programs as a strategies for non-formal preparing. The SITE programs had two significant sections. The chief included undertakings on direction, both formal & non-formal, use of better water framework systems, usage of better seeds & fecal matter, better use of fertilizers, pesticides, & bug showers, latest & sensible procedures for dairy animals recreating, better sustenance, & the centrality of family welfare. The other portion involved entertainment, i.e., individuals music, moves, nation games, et cetera. The 1980s was subsequently a period of SITE attempt which engaged the State to shaft the 'national program' in a 'push to fabricate a consensual social story'. Regardless, From 1991 the dispatch of the new redirection stations through connection in India by the STAR TV presented an impact for both the delight hungry urban professional class & furthermore for the marketing specialists, recording a skip in interface relationship from 1.2 million out of 1992 to 14.2 million of each 1996. Each one of them running tasks through the critical bit of the day & night. Well ordered the STAR, ZEE & diverse associations impelled a couple of new channels to give nourishment especially to the Indian gathering of spectators recalling their specific needs & tastes, in different lingos. Today, TV is the most different medium giving preparing, information & incitement to all portions of people with the broadest choices.

The media has, in the present years, been an expert dynamic, fundamental & crusading association, championing the purposes behind the typical man, searching for value from the State & its organs & also from the business totals. The way that the media struggled for value through the everyday papers, web, radio & the TV stations understanding a social advancement in the city of all the concerned occupants for the explanation behind value, driving finally to the reversal of the judgments of the normal court, is a striking triumph for

the media. Media activism in creating a mass fight, mass insight & even mass rapture on a couple of political & social issues, including the voting behavior of the overall public has ended up being greatly customary in India, particularly with the spread of the interminable satellite stations of the TV which, through their shifting media extent of events & happenings wherever has a much more unmistakable impact than some other kind of mass correspondence.

In context of the extending part & impact of the changing media in affecting the general conclusion in India, the assembly has been figuring out how to control this over the best chance of explanation permitted by the Article 19 (1) of the Constitution of India. Remembering the true objective to deal with this media hazard to political power.

Despite these positive & proactive recommendations, paying little mind to judgment of the Supreme Court in February, 1995 that the "remote transmissions constitute open property & must be utilized for moving open awesome", regardless of the attack of the satellite & advanced TV in the 1990s, & notwithstanding a parliamentary subcommittee worrying in 1996 the necessity for setting up of non-business broadcasting stations to be controlled by schools, informational associations, NGOs, panchayats, neighborhood bodies & state governments, there is no careful media technique in India up to this point. On the radio front, in any case, some positive enhancements have created in 1999 with the organization permitting the exclusive associations enlisted in India to set up 101 self-sufficient FM stations in 40 urban zones. None of the proposals favoring elective media practices in the country seem to develop within the near future, as the governing body has now taken care of the issue of association of communicate interchanges, information advancement & electronic media already pronouncing a thorough plan that will cover the entire correspondences division.

While the radio stations continue being united, government controlled & with no article self-rule, AIR has had some important trials being produced. For instance, it has an arrangement of neighborhood radio stations in districts for serving the adjacent gatherings yet the stations have not wound up being locally essential as they are not amass run. Of course, a couple of non-advantage & headway affiliations have been crusading to move agree to set up negligible exertion adjacent radio telecom workplaces to enable their gathering change to work & to get

bunches access to strategies for depiction. Without a doubt, even as the assembly is dithering over establishment to empower the working of gathering radio in India, a few gathering based affiliations have begun radio exercises that endeavor to send correspondence advancements for development & gathering fortifying.

The radio has constantly been used, both in the midst of the British time span & in the post flexibility period, as a State instrument with an approach which was top-down, scholastic & elitist with a fairly comrade change perspective in which the all-inclusive community were dormant recipients of information, admonishment & guidelines, while the need today is to raise gather radio to ensure a base up approach, participatory & vote situated in hurling close-by answers for neighborhood issues with the action & assertion of the overall public affected.

This thinking is today being clarified against the view of the rising of new social improvements & non-managerial affiliations. These advancements & NGOs appeared on the Indian budgetary canvas in the post-Emergency years, as the State encountered an outrageous crisis of legitimacy, offering rise to a metro develop. These affiliations have now, following a long time of grassroots work have accomplished a level of advancement, reexamining legislative issues & change in the country. Following a long time of focusing on issues of occupation, confine building & actuation, a portion of these affiliations have now turned their thought with respect to sending media propels for fortifying of disparaged gatherings

THE EVOLUTION OF TV VIEWING

Much study of new media relies upon an evaluation of fighting advances, budgetary pro activities, advancing deals, pay projections, managerial issues & esteem centers. These parts are basic. Regardless, there are other fundamental segments that dependably get less thought in finds out about new media, for instance, content, advantage layout (e.g., UIs) & how people truly use another medium. This discourse will base on customer direct & the relationship among lead, development & programming. It leaves business & authoritative issues for others to review.

Exactly when an advancement is displayed, it frequently prompts changes in customer direct after some time (e.g., the remote control provoked more channel developing). In this manner, behavioral changes can incite new sorts of programming that respond to the changed direct (e.g., channel changing behavior has provoked changes in the arrangement & course of action of fittings, more critical division of substance inside activities & the circumstance of images toward the edge of screens to 'hail' the channel name for quick channel surfers). Programming & direct changes may then make an open entryway for a best in class period of advancement that adventures the new condition. For example, singular video recorders (PVRs) are proposed to help current TV use plans by impacting the full 24-hour to timetable of tremendous point of confinement connection & satellite organizations open to viewers with involved lifestyles & limited time to sit before the TV. The cycle of correspondences among development, lead & undertakings can continue over various years or decades.

There is a minute missing piece in much study of new media - a recorded perspective. In the rush to envision where we are heading with new developments, we often ignore the past, tolerating that it has little to indicate us about what's to come. For example, what could the introduction of TV in the 1940s possibly illuminate us with respect to the introduction of canny TV in 2002? This talk takes a substitute tack & fights that chronicled outlines are to a great degree significant in coordinating assessments of new media. For example, natural TV was introduced in different trials & organizations in the midst of the 1990s without much accomplishment. Did this business focus encounter signal the nonattendance of client excitement for ITV or would it say it was a false starts? History demonstrates that TV itself & furthermore VCRs & videodisks, among various diverse headways, experienced false starts.

They were introduced & failed or experienced compelled accomplishment, just to be re-displayed & win at a later point in time. The reasons why they bombarded at first & in this manner succeeded give significant lessons to ITV.

TELEVISION VIEWING & NEWS MEDIA

There are various general issues related with TV seeing & new media. The essential relates to securing. How & for what reason do people get new media? It is fundamental to perceive developments that people pick up in perspective of what the device do (e.g., a PVR) & advancement that people can secure in light of the substance it gives (e.g., ITV or an electronic program oversee). As apparent as it may show up, it is difficult to propel people to get a development that requires content when there is basically zero substance open (this issue tormented some ITV benefits in the 1990s). The cost of advancement in like manner matters, yet indispensable in light of the way that they are every now & again anxious to pay higher starting expenses for an advancement & this brings the cost down for later adopters. Regardless, there are instances of advances that could no doubt have pulled in a mass market at a lower cost yet for which there was no early adopter collect eager to pay the high beginning cost of the development (tele-message in the U.S. is one case).

Models & distinctive types of an advancement are basic as well, yet from a client perspective the issue isn't related to bearing or contention yet straightforwardness & an assumption comfort that the development they buy will be around in three or four years. New advances ought to in like manner follow space in the family. This is a more gigantic issue today in development thick families than it was in the 1950s. In my investigation in families, various people raise the issue: where am I going to put another electronic box? A couple of advances in like manner defy the trial of whether people can appreciate what they do.

This has been an issue for PVRs. various people don't perceive what they do & some exhibiting materials influence them to appear like untouchable VCRs. Casual trade is similarly basic in spreading the news about new progressions. Regardless, casual trade is fundamentally more beneficial when advancement gathering accomplishes a particular edge: five thous& people spreading awesome verbal trade around a development isn't as vital as five million spreading incredible verbal. This unnecessarily shows up, making it difficult to

have been a limit for PVRs which have become remarkable verbal trade in the US, however from a respectably unpretentious base of customers.

A minute general issue is the way people use another medium when they get it &, especially, paying little respect to whether they change existing affinities. In my study, most new advancements & organizations enter a family with settled media affinities. Advancement is in certain rooms; people sit in a most adored seat while using a medium; & timetables coordinate when they use media.

At to start with, people take off not a lot of upgrades to their present cases of media use to oblige new development, for instance, sitting more like a screen that has menu things in minimal substance. This has been the circumstance in my studies of ITV. At to begin with, people changed little to the extent where they sat or when they used ITV differentiated & general TV. Changes in direct do happen yet all things considered they grow bit by bit. PVRs are an exclusion. They displayed different changes in TV use quickly for the people who grasped the development.

1.3. COMPANY PROFILE

ASIA NET NEWS PVT LTD.

Asia net News Pvt Ltd. is the greatest connection masterminds organizations association in the region Kerala, India & greatest such associations on planet. In 1993, it has created interactions in size & reach. Its connection sort out organizations work from more than 40 centers spread all through Kerala & touch over a substantial segment of a million homes & establishments.

The Asia net interface mastermind passes on up to 70 channels. It consolidates seven just had stations which are simply connect thrown over our framework, Rose Bowl(network information station) & Jyothi (direction station).Development controlled affiliation, Asia net a fortunate reputation, giving sublime CATV get to & shocking viewers' assistance. With respect to general changes towards association in Video, Voice & Data progressions, Asia net is set out toward transforming into a true blue provider of Broadband framework organizations.

Asia net News Pvt provides ISP to Kerala. To ensure more information transmission openness, it has its own specific international gateways, ASP starting at now open in Trivandrum & Cochin urban territories.

The association is similarly prepared to execute an objective situated plan to make by putting cable made from, Fiber spine which give expansive accessibility & besides between interface the association's distinctive neighborhood frameworks.

Asia net's ISP undertakings would in like manner help make a ton of agreeable vitality for its CATV organizations. The advancing up level of the framework into a Hybrid Fiber Co-urgent one would enable the association to present to 500 redirects soon & open new media organizations.

A ISP, Asia net,, looks straightforward provider of online services get the opportunity to, web-organizations exchange organizations, data & voice accessibility organizations. With the web good conditions , data over connection system. Asia net dateline organizations certifications be a surprising open entryway for customers to taste orchestrate organizations with a refinement.

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CABLE TV

Asia net is greatest cable provider in the nation, Furthermore first to bring the web over its own gateway, Asia net is renamed thoughts regarding specific faultiness benefits, offering 80 simultaneous channels in HD quality and surround sound.

ADTV

(ADTV) just about , beguilement with radical fresh looking. Offers its viewers intensity, boundless possible results & wide excellent, sensible propelled TVs options. The chance, investigate (114) propelled shows, all passed on impeccably HD picture & Digitals sound.

WEB

A 350 crores association , uncommon contrasted with other execution & fast creating web have on planet. In Asia net draws out your net encouraging requirements through our knowledge & bent of the most committed & devoted gathering innovative...

ADL

Asia net a pioneer, taking off broadband Internet get to organizations, checked Asia net Dateline, on its best in class Cable TV Network & has in excess of business & private supporters.

SUVARNA CHANNEL

Suvarna is a Kannada TV space from Asia net Communications confined. The channel imparts 24-hour modifying with general incitement programming. It started on June seventeenth 2007. The trademark of the channel is "24 carat Manaranjane".

Suvarna News Channel is the Asia net's second occupy in the Kannada talking market. In June 2007, it pushed Suvarna TV, a Kannada GEC. The news channel has been arranged as compelling & focused on quality news content. The arranging line for the channel is Nera Ditta Nirantara (Straight Clear Always). This Channel is moved on Monday, March 31, 2008 & the new looks changed in the year 2010 on February 12.

It is a bit of Asia net Television Network; Suvarna News is the second station to be impelled under the Suvarna stamp umbrella. Suvarna's general incitement occupy was pushed in June 2007 to relate with the splendid festival of the course of action of Karnataka state. Suvarna is a Kannada TV space from Asia net Communications obliged. The channel imparts 24-hour upgrading with general incitement programming. It started on June seventeenth 2007. The trademark of the channel is "24 carat Manaranjane".

1.3.1. PROMORTERS

- Rajeev Chandrasekhar is the promoter chairman of Suvarna News.
- Asia net News Network also promotes Suvarna news.

1.3.2. MISSION

Convey the news with a real understanding of the issue relating to our state.

1.3.2. VISION

Our undertaking is to stay consistent with the journalistic esteems that are the sign of Suvarna. We look to keep up the benchmarks of Suvarna's journalistic greatness.

1.3.3. SERVICE PROFILE:

- News Hour
- Jugal Bandhi
- Target
- Mega Fight
- Out of Focus
- Cinema Hungama
- Public Voice
- Singri Rounds
- Suvarna News Vishesha

1.3.4. AREA OF OPERATION:

Suvarna news channel works just locally. It covers all the present undertakings, all happenings transversely completely all over Karnataka.

1.3.5. INFRASTRUCTURAL FACILITIES:

Suvarna News Channel media office is arranged in, ASIA NET COMMUNICATIONS LIMITED, 202, Embassy Square, 148, Infantry Road, Bengaluru – 56001. It is spread over a zone of 5000 sq. ft., chipping away at 3 stories, ground floor outfitted with studio, first floor required with the structures checking all the news aggregation adjusting & showing, second floor includes valuable workplaces, for instance, Marketing, Finance & Human Resources. The working environment has a bound together AC, UPS go down, fire quenchers in each one of the three stories, CC TV cameras sent all through the work environment floors. The work environment has bicycle & four-wheeler ceasing workplaces.

1.4. COMPETITORS:

TV9: It is an all day, every day news station claimed by sneha broadcasting company situated in Hyderabad which works in Andhra Pradesh, Telangana, Karnataka, Kerala, Madhya Pradesh, UP & different parts of Karnataka.

Public TV: It was propelled on 26 January 2012 by Writemen media pvt.ltd, Big release program by H R Ranganath at 9pm is exhibit program of Public TV it works just in Karnataka & has gigantic viewers base.

ETV News Kannada: ETV news is a bit of ETV Network which is controlled by Reliance Networ18 this was advertised on nineteenth of March 2014; at the basic stage broadcasting proceeded from Hyderabad studio till the season of the races & later on the channel was exhausted to Bengaluru & has setup 5 to 6 state organizations.

1.5. SWOT ANALYSIS:

S-W-O-T ANALYSIS OF SUVARNA NEWS:



STRENGTHS:

- **High viewer assessments:** Channels regarding Asia net News Pvt. Ltd give incredible substance to the viewers & along these lines acknowledge high TRP assessments. This has engaged the association to climb advancement rates inciting a development in business rates.
- **Complete heap of channels:** Asia net News Pvt. Ltd offers a whole heap of channels, viewers & DTH players. Other than it's pioneer station 'ASIA NET TVs' which general incitement channel, Association have commitments regarding news, show & muzic. SUVARNA NEWS channel is the Second divert in Kannada News media Industry. Each one of them channels acknowledge more viewers evaluations, makes them fundamental for the DTH players to offer them.

WEAKNESS:

- **Lagging behind TV 9:** Its lead channel 'ASIA NET TV' is the number two coordinates in Kannada. We are waiting behind TV 9 in light of the way that the TRP's for the TV9 programs like Heegu Unte, Filmy Funda are more than our Suvarna News programs. In the media business the pioneer gets an unbalanced offer of earnings & along these lines the there is a wide opening between the advancement rates of TV9 & Suvarna News Channel.
- **Rise related to working costs:** The substance costs are extending which is reflected by the truth. Other than this the agent costs are in like manner growing.

OPPORTUNITIES:

- **Benefit from lively advancement regarding Entertainment & Media division:** Destiny related media outlets determine, picked exchange, different segments like consumerism, advancing consume, content, esteeming, development & course. FICCI-PWC examine ,beguilement & media industry it assessed that incitement & media business is, to create a CAGR of 18% go to a normal scope of Rs 1 trillion of each 2017. Media business wages is required, create from the present size of Rs 191 bn to Rs 519 by 2017, proposing 22% CAGR all through, accompanying 5 years.

THREATS:

- **Slow-down in India's money related advancement:** Break on India's financial improvement will reduce enthusiasm for the promoter's things, which can provoke cut in their notice spending designs. This will contrarily influence its advancing salaries.
- **Increased contention:** The Kannada General Entertainment & News space will end up being particularly forceful with the segment of the Kasthuri, Zee Kannada, ETV & Upcoming channels like SAMAYA et cetera. Each one of these players however at first would make disasters yet are adequately bolstered & have a better than average organization bunch in control to cause a potential gouge in ASIA NET'.

1.6. FUTURE GROWTH PROSPECTS:

Suvarna News is by & by in the third position in the Kannada media industry also, is aiming to stay in the second position standing up to with the tight competition from PUBLIC TV. The channel has the all probability to grow up to first position however TV9 is giving an extraordinary contention & is driving Kannada news channel from decade.

Suvarna news is presently giving the quality projects to the viewers & there is all potential outcomes of climbing the direct to top position in future days.

CHAPTER - 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1. THEORITICAL BACKGROUND OF THE STUDY:

VIEWER'S PERCEPTION

Viewer is people who watches the Television or can be called as the admirer of the projects communicate on TV generally called spectator. Viewers' Perception is individual's sentiments of Perception on something. He might be subject to a particular kind of show in perspective of his slants & taste, he sees only those activities which are pulled in to or else he would be not charmed to continue watching the shows. Viewers' Perception changes on each individual social event of individuals; it depends without anyone else specific points of view with reference to his technique for direct manufacturing his slant on something.

Affiliations need to hold existing viewers while focusing on non-viewers. Estimating viewers' satisfaction gives a sign of how effective the channel is at giving its help of its viewers' base. The more the viewers are fulfilled the more the viewership, a news channel gets more TRP when the viewpoints to it get higher or the points of view is extended.

Viewers Perception depends on upon the distinctive factors & the components are various which moves & is negligible slippery out. The level of Perception depends on upon various estimations fluctuating with that of time & individual slants; mostly Viewers Perception significantly changes on each individual as each individual slant have assorted conclusions, thinking route, lifestyle provoking the alteration in their slants. Viewers Perception can be founded on channel introduction, mark picture, unwavering quality, quality, certainties , data gave, exactness, straightforwardness, wrangles about & so on A Study on Viewers Perception towards Suvarna News , Dept. of MBA, Acharya Institute Of Technology 22 Viewer Perception is a misty & hypothetical idea & the honest to goodness appearance related province of Perception will change from individual - Individual & program to program. The province of Perception relies upon various both mental & physical parts which relate with Perception sharpen.

The level of Perception can in like way move subordinate upon various decisions, customer may have & particular undertakings against which, viewers can look at news channels programs Viewers Perception is a trying task to the news channels. The news channels viewership shifts from that of other general redirection directs in light of the way that the nature & substance of subjects thoroughly change from each other & along these lines it is a trying, hard task to search for high viewership, it is another viewership theory for the news channels.

2.2. LITERATURE REVIEW:

- 1. Kara K.W. Chan (2015)**, an effective analysis of Chinese viewers impression of TV promoting was supervised using example of 60 advertisements, which was seen by 160 people as per advertisements, who selected from a list from the aaker & bruzzone study, which gave awesome changes in viewers observations, investigation was done over advertisements & single person.
- 2. The Korean Society of Food Preservation (2006)**, The Study found that TV programs which had a background to it had the most effect on their impression on vinegar, & it does impact the viewer's view of how vinegar is portrayed & it also makes general changes in the impression on the use of vinegar & drinking it.
- 3. Osei Appiah (2002)**, This study analyzed differences in how black & white viewers will process messages with a view to race of TV characters speaking to 5 occupations, the discoveries were made & in those discoveries it was believed that the black viewers had the better review than the white people on TV, the outcomes were much unexpected.

4. **John Newhagen & Clifford Nass (1989)**, Shows that criteria individuals used to judge TV news validity do not the same as those used to judge daily papers. Shows that one wellspring of this distinction is that daily papers & TV are assessed from various levels of study.

5. **Spiro Kiouisis (2009)**, This article investigate perceptions related news credibility for TV, daily papers, & online news, a test survey made for the people, the unforeseen elements that may impact believably observations, for instance, how media is used & discussed for interpersonal purposes, over here the respondents do rate the newspaper to be more credible & then followed by online news & in the end television.

6. **Miriam J. Metzger (2007)**, This article condenses quite a bit of what is known from correspondence & data education fields about aptitudes that Internet clients need to survey ,believability online data. Article finishes up by offering thoughts for research & hypothesis improvement on this point with an end goal to propel learning in , region fcredibility assessment related Internet-based data.

7. **Alicee Hall (2007)**, It depicts , gathering , meetings which is set up for young youth about shows,meetings were taken in order to examine audience, on their understanding of nature, authenticity & satisfactions of the class. Likewise they announced that they were really amused & their unpredictability, which seemed to create anticipation & involving themselves greater in it.

8. **Erik P. Bucy (2003)**, this exploratory study of media validated the mixed or synergistic, impacts of on-air online impacts of news exposure. Results say that the credibility are used by the channel used, credibility was enhanced when the channel reliable with the news source being analyzed. There is a cooperative energy impact between on – air & online news.

- 9. V. Carteer Broach Jr.,Thomaas J. Page Jr. &R. Dale Welson (2013)** , The authors report the discoveries of impact of TV viewers of Ads, In particular, program excitement & program loveliness were inspected as possibly vital determinants of viewers' enthusiastic reactions to publicizing, as there was an estimation, the impact happened on the highly enthusiastic conditions, & complexity impact happened on low excitement condition.
- 10. Alice Hall Ph.D. (2009)**, This examined whether the viewers view of truth programs, were really associated with enjoying, perceived learning, involving, four ways of perceived authenticity were discovered, each of the type of the contribution was related to satisfaction, casting individuals, representative individuals, & it was all related with perceived learning.
- 11. Shakuuntala Baaji &Ammar Al-Ghabbaan (2006)**, these paper gives reactions review news channels amid & after 11 September to the Indian viewers in Bombay & British Asian viewers in south - East Asia. They alleged that the global news channels have secured the faults, proofs & revenge with respect to the twin tower & the pentagon assaults; they expanded the collective tensions & fortified the prior enmities against Muslim people of people around the world.
- 12. R. Spear Holbeert Ph.D.,Jeneifer L. Lamber Ph.D.,Anthony D. Dudo M.A. &Kristan A. Caroltoon M.A. (2007)**, The study loos at the program which is requesting impact of the CNN news in respect to the show which is done daily on the political factors which is based on 2 sorts of data resources , however daily show power of the political news related to national TV seeing among those members of lower inner political self-viability.

- 13. Finn, Seth; Hick son. (1986),** Researchers contemplating view of TV news have concentrated on psychological review & learning.¹ by differentiate; little consideration has been paid to the cooperation between news programming & the spot advertisements that consistently intrude on business TV news programs. The working suspicion has been that grown-up viewers, not at all like children,² are completely fit for recognizing business & program content. In any case, while there is no motivation to scrutinize this suspicion at the intellectual level, there exists a vast group of experimentation that backings the thought that at the full of feeling level a very exciting varying media show can unwittingly modify gathering of people view of ensuing material.
- 14. Barrie Gunter, Rodrigo Uribe (2007),** This considers whether astounding news stories are more prone toward evoke expressive response to audience than other television divisions, only crime & political to some extent give a clear indications of the existence of high or low feelings attributes, topics contain more emotionn laden, material are not same after sometime or crosswise over open & business Television channels.
- 15. Craaig Leonaard Brains & Maartin P. Wattenburg (1996),** effect media sources which include broadcast political advertisements, TV news & daily papers, on c&idate position knowledge & issue based c&idate assessments are investigated, from the historical search, Utilization of negative publicizing is additionally connected with more noteworthy issue learning & utilization of issues in assessments late in the crusade.
- 16. Cheryll Campaanela Bruccken (2010),** Expanding no ,local news channels, are creating & broadcasting the report on superior quality TV, (HDTV), however it has not been an study of group of people, that the information has been topnotch, This analysis helps give the results of source, impact of television frame, & impression of source believably for reporters nearby, for their news, this has a positive impact on the onlookers impression of source validity & the general believability of broadcast's.

- 17. Steeven M. Edwards, Haireong Li & Joo-Hyn Leo (2013)**, paper investigates constrained watching of popup advt on internet ,see better how watches have characterize advertisement, aggravating & choose to stay away from them, The outcomes give a underst&ing, of how the viewer's encounter constrained presentation of circumstances among interactive environment, & highlighting implications for publicists seeking them build adequacy of online promoting.
- 18. Anton Aluja, Rafael Torrubia (1998)**, the investigation additionally assessed instructors' reports on understudy identity characteristics & mentalities, for example, forcefully, volatility, initiative, duty & enthusiasm for ponder. Our outcomes uncover that those young men who see brutal toon films as being entertaining & exciting are considered more forceful & volatile by their instructors.
- 19. Rayburn, J. D., (1984)**, infers that viewers at home look for & acquire more individual, engaging, & humanistic components from "Great Morning America" than from "Today."
- 20. STEPHEN ANSOLABEHERE SHANTO IYENGAR (1994)**, Using a sensible exploratory plan, it tests hypothesis of relative viability of battle publishing , our two investigations yield bolster for the issue – possession theory, no possession theory , impacts amongst promoting & news.

CHAPTER – 3

RESEARCH DESIGN

3.1. STATEMENT OF THE PROBLEM:

The study is being led for the Suvarna News Channel situated in Karnataka to discover perception & content delivered in regards to the news channel. It is required to discover the perception in light of specific angles like attentiveness, impact, programs & so on.

3.2. NEED OF THE STUDY:

Prerequisite for the survey is to accumulate perception of viewers for the news passed on by the channel which will be further helpful in watching & managing their business. Viewer's perception study is the main viewers acknowledgment & perception which is a best pointer of viewers trustworthiness or desire to watch the channel. This investigation will help in understanding the motivation behind differentiations among viewers & serves to perceive what they require in association with news convey. This will help in perceiving the lead in Bengaluru who watch Suvarna news.

3.3. OBJECTIVES:

- To understand the perception towards news broadcast of Suvarna news.
- To study the expectations of viewer's from the Suvarna News.
- To analyze if there is any association between Gender and Content Delivery.

3.4. SCOPE OF THE STUDY:

Present study is applicable to Suvarna News only.

This research study can be utilized to attempt & inspire those perspectives that are esteemed as critical supporters of viewers' fulfillment. Those angles can be utilized to settle on choices concerning what might be utilized to improve viewers' fulfillment on satisfaction of News channels.

This investigation will help Suvarna News to enhance the program parameters that they have not considered.

3.5. RESEARCH METHODOLOGY:

TYPE OF STUDY

DESCRIPTIVE RESEARCH

This Descriptive is totally in light of the portrayal of the brand perception that prompt viewer's basic leadership process. It is fundamentally esteemed on the different parameters like attentiveness, impact, recurrence & projects. Here the need is to discover which factor portrays the customer fulfillment generally viable.

TYPE OF DATA

The sources of data include both primary data and secondary data.

- Primary statics are collected, specific objective oriented especially, address specific research problem. They are the new data gathered to help in solving the problem.
- Secondary data are collected through journals, online and books which are already present.

METHOD OF COLLECTING PRIMARY DATA

Questionnaire

TYPE OF SURVEY

Questionnaire was prepared for collection of primary data for individual viewers'.

METHOD OF SAMPLING & SAMPLE SIZE

SAMPLE UNIT

Viewers in Bangalore who view the Suvarna news.

SAMPLE SIZE

100 respondents are selected for the data collections.

SAMPLING TECHNIQUE

For the present study non-probability convenient sampling was chosen to collect the data from the sample respondents.

SAMPLING AREA

Bangalore city

DATA COLLECTION

Essential information is assembled through direct meeting included surveys.

A survey comprises of a set inquiries introduced to respondents' for their answers. While setting up the poll the specialist needs to deliberately pick the inquiries & their structures, & succession them in legitimate request. The type of inquiries asked can impact the reaction. The inquiries can be open finished or close finished.

An open-finished inquiry enables the respondents' to answer them in their own words. These inquiries dependably uncover more since they don't oblige respondent's answers.

The nearby finished inquiries pre indicate all the conceivable answers. & organize. The poll must be straightforward, immediate, unprejudiced & wording should be pretested with a case of respondents' before it is used. Primary concern is that a survey ought to make enthusiasm among the respondents'.

TOOLS

A few tools such as rating, graphs, pie charts etc. are being used for analysis Questionnaire is given individual interviews an special care had to be taken make he/she feel great so that, he/she could answer every one of the inquiries. This technique is taken after to find unprejudiced solutions, and in addition to that SPSS software was used to find the hypotheses.

TECHNIQUES OF ANALYSIS

Information gathered from viewers' are transcript to work sheets as tally bars & investigated by factual apparatuses by drawing tables & diagrams, inference were drawn on showcasing ideas & protection of marketing. In light of the promoting ideas discoveries of the study were driven recommendations are made.

Any behavioral investigation would confront its own particular restriction & present study isn't an exception. A few confinements of the investigation are recorded underneath:

- The sampling casing to lead the investigation has been confined to Bangalore city.
- Findings of the study depend on the presumption that respondents' have revealed exact data.
- Time was a big hurdle.

3.6. HYPOTHESES:

H₀: There is no association between gender and content delivery

H_a: There is association between gender and content delivery

3.7. LIMITATIONS OF THE STUDY:

Any behavioral study would confront its own constraint & present investigation isn't an exception. A few constraints of the investigation are recorded underneath:

- The sampling casing to lead the investigation has been limited to Bangalore city.
- Respondents' show hesitance towards giving right data.
- Findings of the study depend on the presumption that respondents' have uncovered precise data.
- Time was a noteworthy imperative.
- This examine was additionally imperative because of the deficiency of cash.

3.8. CHAPTER SCHEME:

- Cover page
- Certificate from the Organization
- Certificate from the guide, HOD and Head of the institution.
- Indicating bonafide performance of project.
- Declaration by student
- Acknowledgement
- Table of contents
- List of tables and graphs
- Executive summary

CHAPTER 1: INTRODUCTION

Introduction, Industry Profile and Company profile: Promoters, vision, mission & Quality policy. Products/ services profile areas of the operations, infrastructure facilities, competitors information, SWOT analysis, Future growth and prospects.

CHAPTER 2: CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

Theoretical background of the study, Literature review with the research gap (with minimum 20 literature review).

CHAPTER 3: RESEARCH DESIGN

Statement of the problem, Need for the study, Objectives, Scope of the Study, Research Methodology, Hypothesis, Limitations, Chapter Scheme.

CHAPTER 4: ANALYSIS AND INTERPRETATION

Analysis and interpretation of the data-collected with the relevant tables and graphs. Results obtained by the using statistical tools must be included.

CHAPTER 5: FINDINGS, CONCLUSIONS, SUGGESTIONS

Summary of findings, Conclusions and suggestions/Recommendations

BIBILOGRAPHY

ANNEXURE

CHAPTER – 4

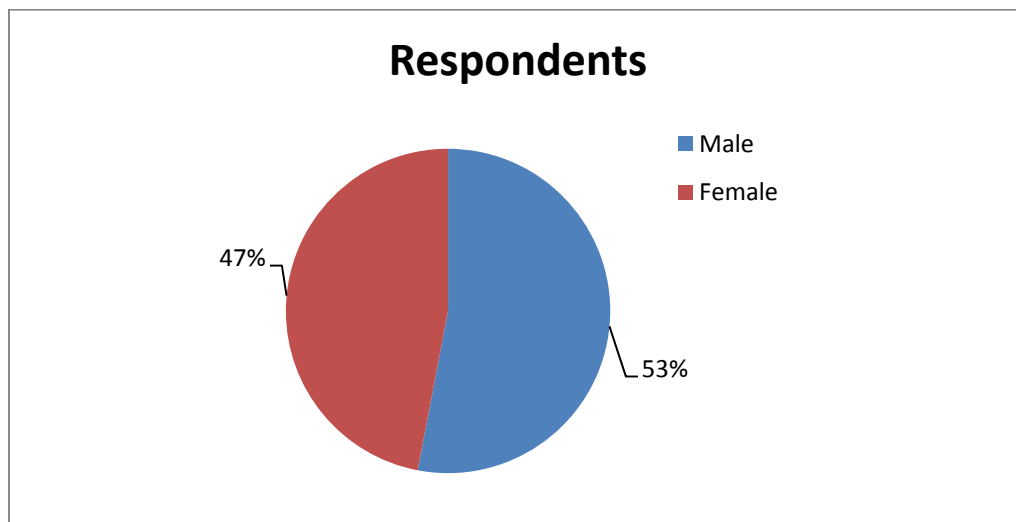
DATA ANALYSIS & INTERPRETATION

Demographic Details:

4.1 Table showing Gender:

Gender	No of Respondents	Percentage of Respondents
Male	53	53%
Female	47	47%
TOTAL	100	100%

4.1 Chart showing Gender:



Source Table 4.1

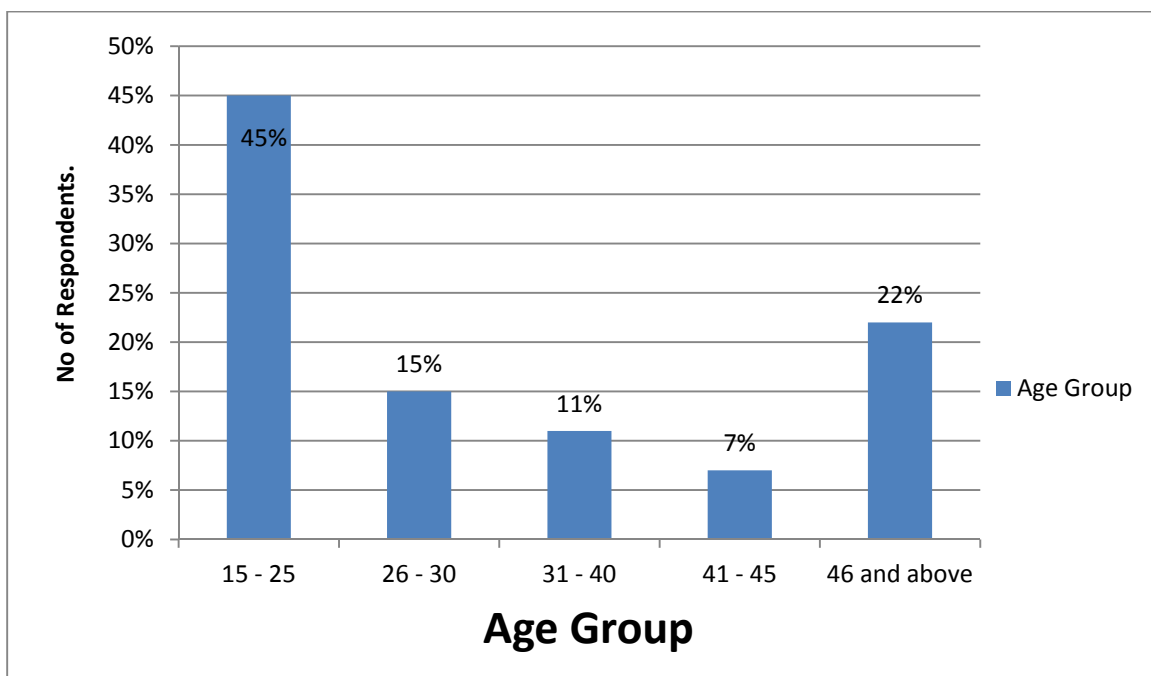
INTERPRETATION:

Above table it is inferred that, 53% of respondents are male & 47% of respondents are female, hence the Majority of the respondents who watch Suvarna news are Male.

4.2 Table showing Age group.

Age Group	No of Respondents	Percentage of Respondents
15 - 25	45	45%
26 – 30	15	15%
31 - 40	11	11%
41 - 45	7	7%
46>	22	22%
TOTAL	100	100

4.2 Graph showing Age group.



Source Table 4.1

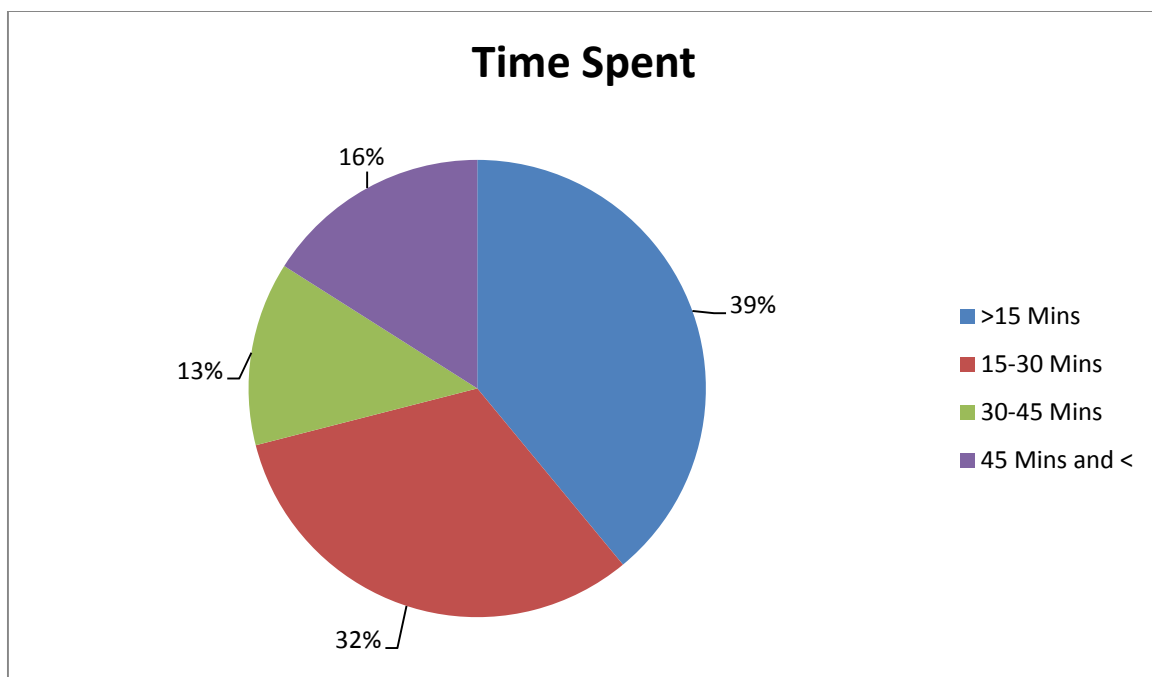
INTERPRETATION:

Above table it is inferred that, 45% of respondents are of age group of 15-25 years, & 15% of the respondents are of the age group of 26-30 years, 11% of respondents are of the age group of 31-40 years & 7% of the respondent are of age group, 41 to 45 years & 22% of respondents are of age group of 46 years & above.

4.3 Table showing Time Spent to watch Suvarna News in a Day.

Time Spent	No of Respondents	Percentage of Respondents
>15 Minutes	39	39%
15 – 30 Minutes	32	32%
35 – 40 Minutes	13	13%
45 Minutes & above	16	16%
TOTAL	100	100

4.3 Table showing Time Spent to watch Suvarna News in a Day.



Source Table 4.3

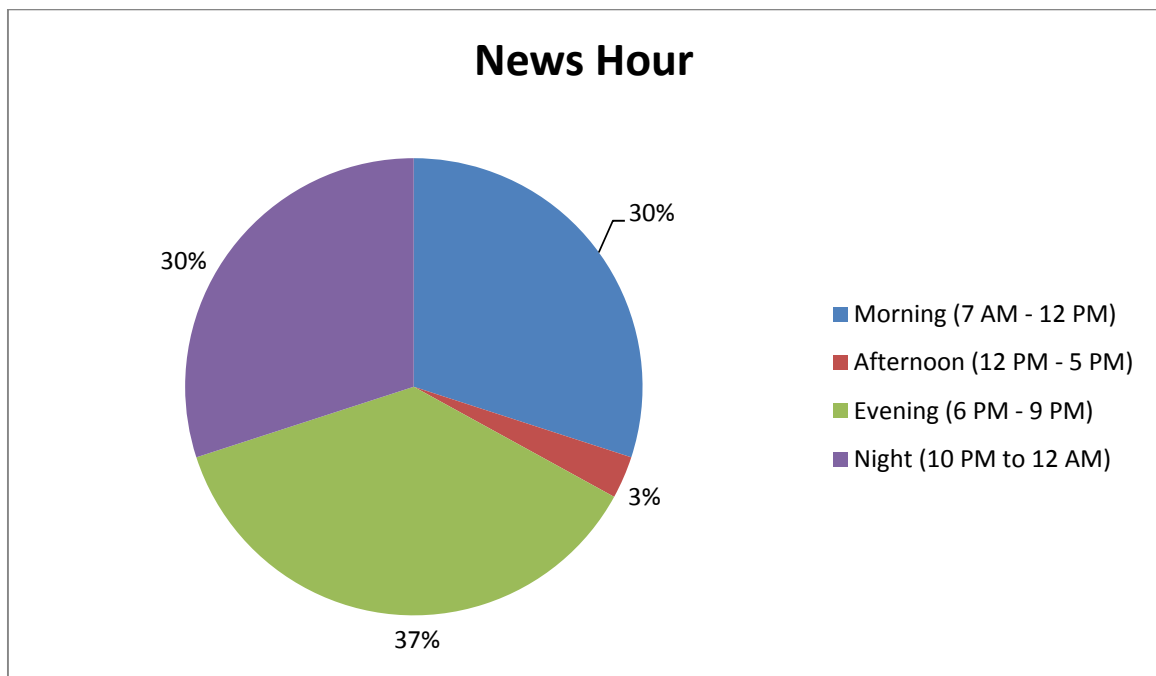
INTERPRETATION:

From above table it is inferred that, majority of 39% responses watch news only for less than 15 Minutes in a day, 16% of the respondents watch the news for 45 minutes & above, 13% of the respondents watch the news for 30-45 Minutes, 32% of the respondents watch the news for 15-30 Minutes in a day.

4.4 Table Showing Preferred Timings to watch the news channels.

News Hours	No of Respondents	Percentage of Respondents
Morning (7 AM - 12 PM)	30	30%
Afternoon (12 PM - 5 PM)	3	3%
Evening (6 PM - 9 PM)	37	37%
Night (10 PM - 12 AM)	30	30%
TOTAL	100	100%

4.4 Chart Showing Preferred Timings to watch the news channels.



Source Table 4.4

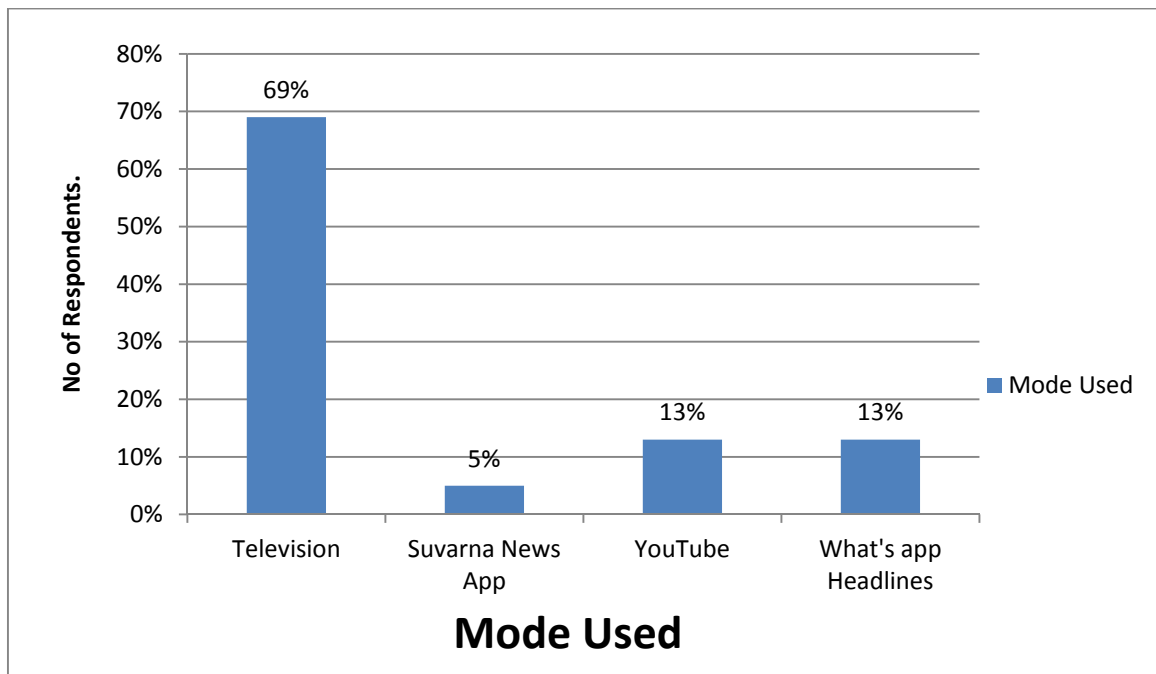
INTERPRETATION:

From the above table it is inferred that, 37% respondents likes to watch the news in the Evening. 30% of the respondents like to watch the news in the morning, 30% of the respondents like to watch them at Evening, & 3% of the respondents watch the news in the afternoon.

4.5 Table Showing Mode used to watch Suvarna News Channel.

Mode Used	No of Respondents	Percentage of Respondents
Television	69	69%
Suvarna News App	5	5%
YouTube	13	13%
What's app Headlines	13	13%
TOTAL	100	100%

4.5 Table Showing Mode used to watch Suvarna News Channel.



Source Table 4.5

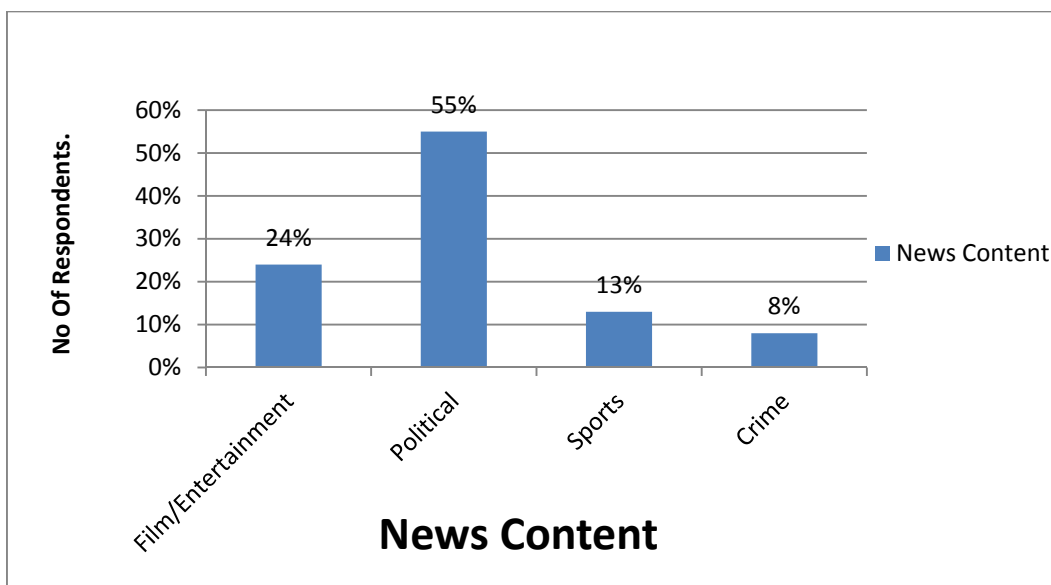
INTERPRETATION:

From the above table it is inferred that, the majority of the 69% of the respondents use Television as the mode to Connect to Suvarna news, 13% of the respondents use YouTube to watch Suvarna news, 5% of the Respondents use Suvarna news app & next set of 13% of the respondents use what's app to connect with Suvarna news.

4.6 Table Showing News Content given more importance by Suvarna news.

News Content	No of Respondents	Percentage of Respondents
Film/Entertainment	24	24%
Political	55	55%
Sports	13	13%
Crime	8	8%
TOTAL	100	100%

4.6 Chart Showing News Content given more importance by Suvarna news.



Source Table 4.6

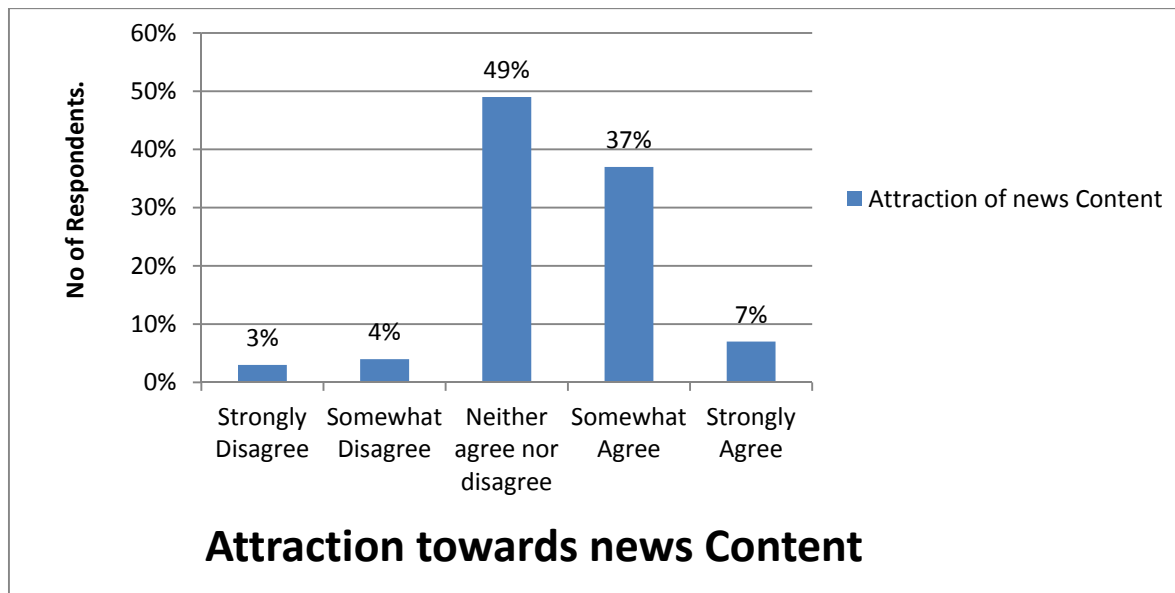
INTERPRETATION:

From the above table it is inferred that, majority of the 55% of the respondents think that the Political news is given major importance, 24% of the respondents think that the Film/Entertainment news is given more importance, 13% of the respondent think that the sports news is given major importance, 8% of the respondents think that the Crime news is given more importance.

4.7 Table Showing Suvarna news channel attracts you in terms of the content Delivered.

Attraction towards news content	No of Respondents	Percentage of Respondents
Strongly Disagree	3	3%
Somewhat Disagree	4	4%
Neither Agree nor disagree	49	49%
Somewhat Agree	37	37%
Strongly Agree	7	7%
TOTAL	100	100%

4.7 Chart Showing Suvarna news channel attracts you in terms of the content Delivered.



Source Table 4.7

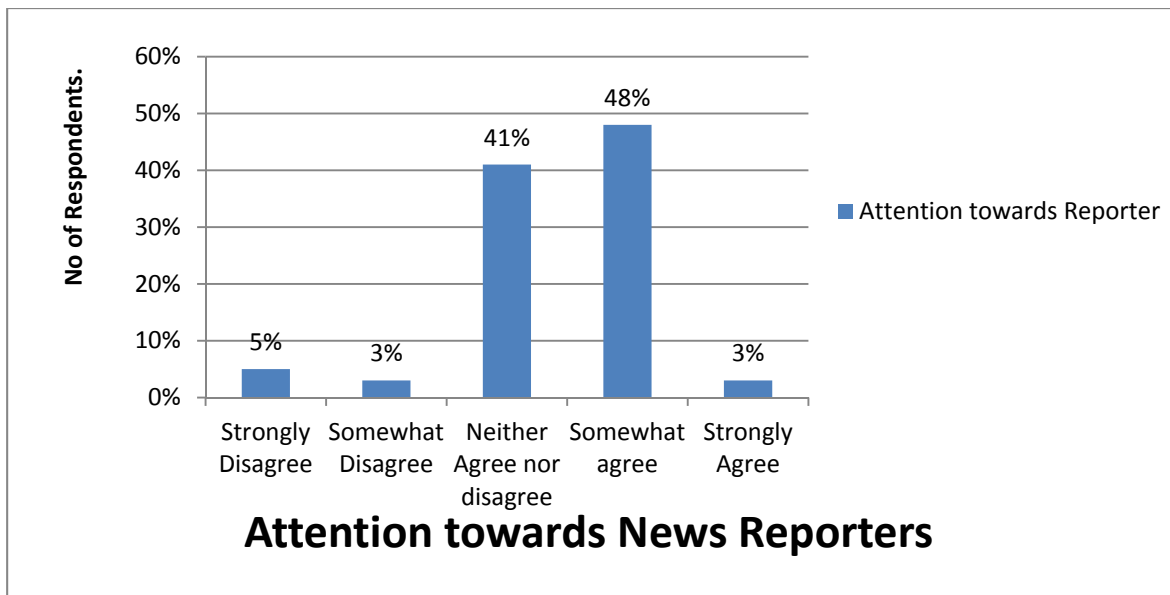
INTERPERTATION:

From above table is inferred that, 49% respondents are neutral towards the statement, 37 % respondents agree to the statement, 7% total respondents strongly Agree to the statement, 4 % disagree with statement, 3% of the respondents Strongly disagree that the news content attracts the respondents in terms of news content delivered.

4.8 Table Showing Full attention towards the news reporters during their content Delivery?

Attention towards news Reporters	No of Respondents	Percentage of Respondents
Strongly Disagree	5	5%
Somewhat Disagree	3	3%
Neither Agree nor disagree	41	41%
Somewhat Agree	48	48%
Strongly Agree	3	3%
TOTAL	100	100%

4.8 Chart Showing Full attention towards the news reporters during their content Delivery?



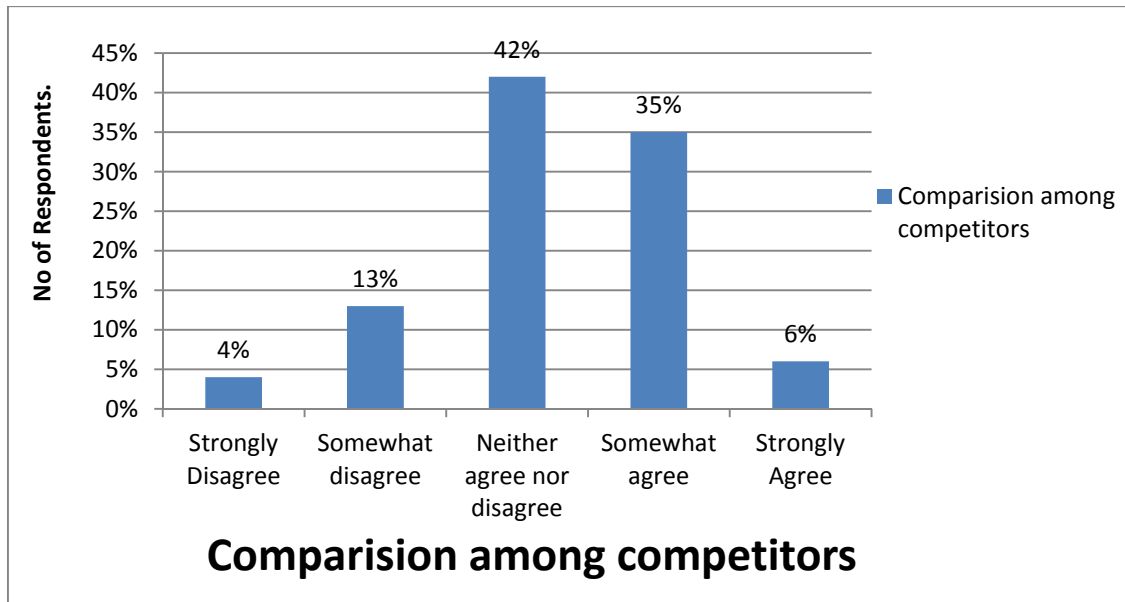
INTERPRETATION:

From Above table it is inferred that, 48% respondents agree that they give full attention towards news delivered by reporters, 41% respondents are neutral towards statement, 5 % respondents strongly disagrees that they give attention towards news, 3 % disagree that they give full attention, & 3% of the respondent strongly agree that they give full attention towards the news which is delivered by the reporters.

4.9 Table Showing Suvarna News is comparatively better than its competitive channels?

Comparison among competitors	No of Respondents	Percentage of Respondents
Strongly Disagree	4	4%
Somewhat Disagree	13	13%
Neither Agree nor disagree	42	42%
Somewhat Agree	35	35%
Strongly Agree	6	6%
TOTAL	100	100%

4.9 Chart Showing Suvarna News is comparatively better than its competitive channels?



Source Table 4.9

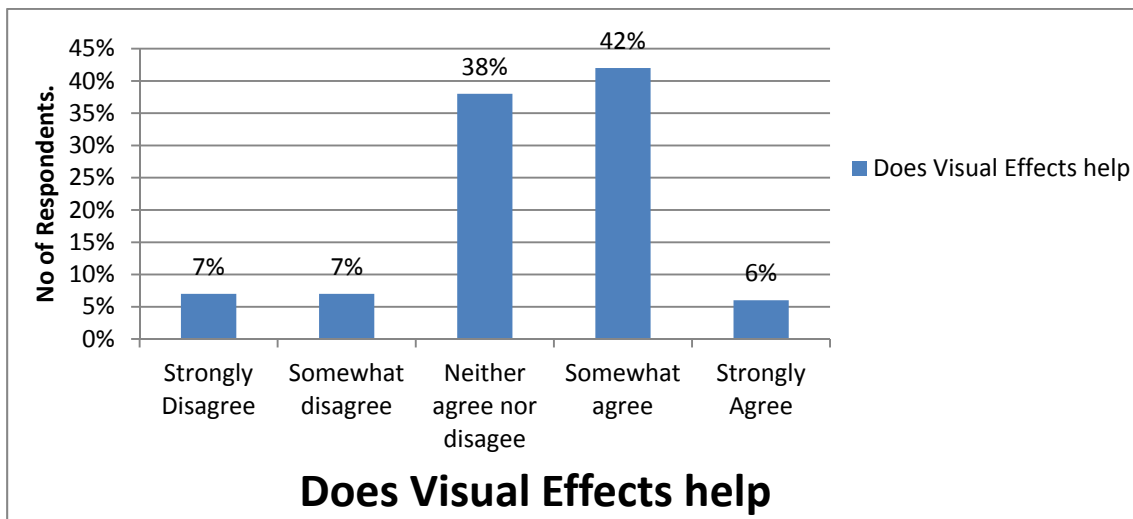
INTERPRETATION:

Above table is inferred that, the majority 42% respondents are neutral & say that it is almost equal to its competitors, 35% of the respondents agree that it is better than other news channels, 13% of the respondents disagree with the statement, 6% strongly agrees that Suvarna news is way better than its competitors & 4% strongly disagree with the statement.

4.10 Table Showing Visual Effects help to attract the viewers of Suvarna news channel.

Does Visual effect help	No of Respondents	Percentage of Respondents
Strongly Disagree	7	7%
Somewhat Disagree	7	7%
Neither Agree nor disagree	38	38%
Somewhat Agree	42	42%
Strongly Agree	6	6%
TOTAL	100	100%

4.10 Chart Showing Visual Effects help to attract the viewers of Suvarna news channel.



Source Table 4.10

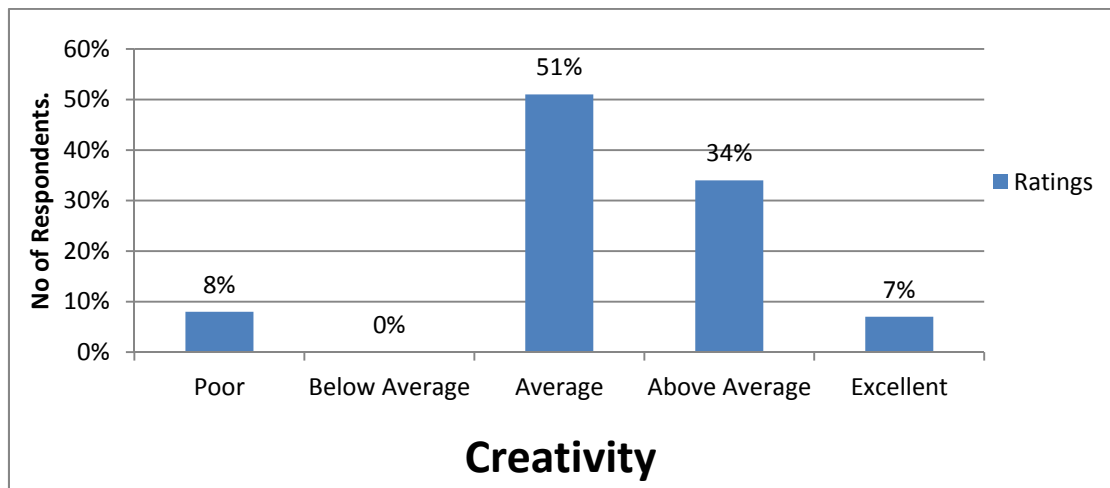
INTERPRETATION:

From the above table it is inferred that, The majority of the 42% of the respondents agree that the visual effects help attract the viewers, 38% of the respondents are neutral & say that it does not make any difference, 7% of the respondents Disagree with statement & 7% respondents Strongly dis agree towards the same & only 6 % of respondents Strongly Agree that Visual Effects really helps the Suvarna news channel.

4.11 Table Showing Viewers ratings towards the creativity of the Programs.

Ratings	No of Respondents	Percentage of Respondents
Poor	8	8%
Below Average	0	0%
Average	51	51%
Above Average	34	34%
Excellent	7	7%
TOTAL	100	100%

4.11 Chart Showing Viewers ratings towards the creativity of the Programs.



Source Table 4.11

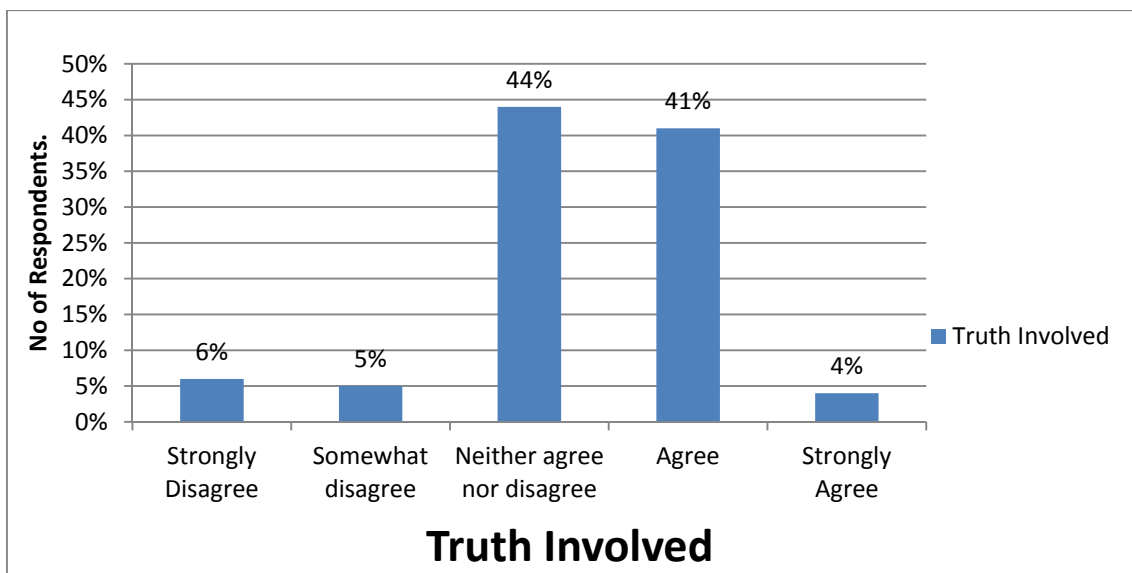
INTERPRETATION:

Above table it is inferred that, Majority respondents of 51% voted Average if terms of Creativity, & then followed by Above average with 34% , poor by 8% of the respondents & in the end excellent by 7 % of the Respondents, Hence the majority rated Creativity of Suvarna news channel to be Average.

4.12 Table Showing Suvarna News Channel always delivers the truth to the Viewers.

Truth Involved	No of Respondents	Percentage of Respondents
Strongly Disagree	6	6%
Somewhat Disagree	5	5%
Neither Agree nor disagree	44	44%
Somewhat Agree	41	41%
Strongly Agree	4	4%
TOTAL	100	100%

4.12 Chart Showing Suvarna News Channel always delivers the truth to the Viewers.



Source Table 4.12

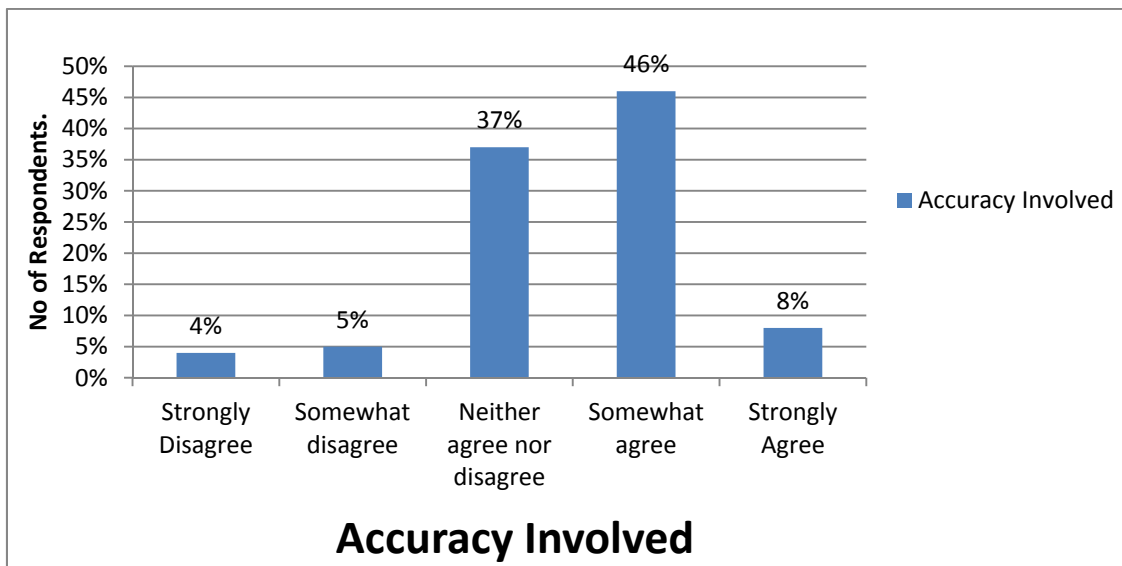
INTERPRETATION:

From the above table it is inferred that, majority of the 44% of the respondents are neutral towards the statement & think that it changes according to the situation, 41% of the respondents agree that they deliver the truth, 5% of the respondents disagree that they don't deliver the truth, 6% of the respondents Strongly disagree that Suvarna news delivers the truth in their content & The rest 4% Strongly agrees that there is truth involved in the delivery of the content.

4.13 Table Showing Accuracy Involved in delivering their news content to the Viewer’s.

Accuracy Involved	No of Respondents	Percentage of Respondents
Strongly Disagree	4	4%
Somewhat Disagree	5	5%
Neither Agree nor disagree	37	37%
Somewhat Agree	46	46%
Strongly Agree	8	8%
TOTAL	100	100%

4.13 Chart Showing Accuracy Involved in delivering their news content to the Viewer’s.



Source Table 4.13

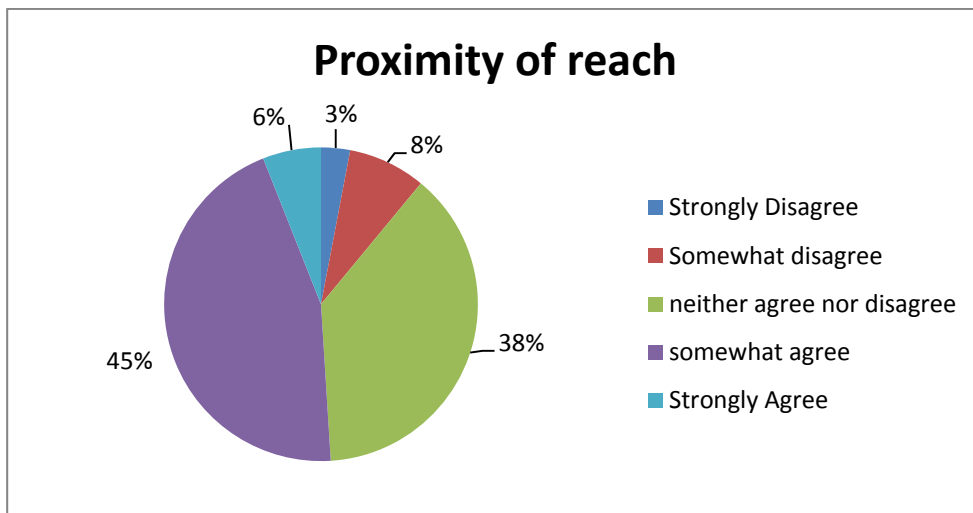
INTERPRETATION:

Above table is inferred that, Majority respondents of 46% agree that the Accuracy involved is very high, & 37% of the respondents are neutral towards the same, 8% of the respondents strongly agree that accuracy is very high, 5% of the respondents disagree that the accuracy is inaccurate & rest of the 4 % respondents Strongly disagree that the accuracy is highly accurate.

4.14 Table Showing proximity of the viewers it has intended to target around Bangalore.

Proximity of Reach	No of Respondents	Percentage of Respondents
Strongly Disagree	3	3%
Somewhat Disagree	8	8%
Neither Agree nor disagree	38	38%
Somewhat Agree	45	45%
Strongly Agree	6	6%
TOTAL	100	100%

4.14 Chart Showing proximity of the viewers it has intended to target around Bangalore.



Source Table 4.14

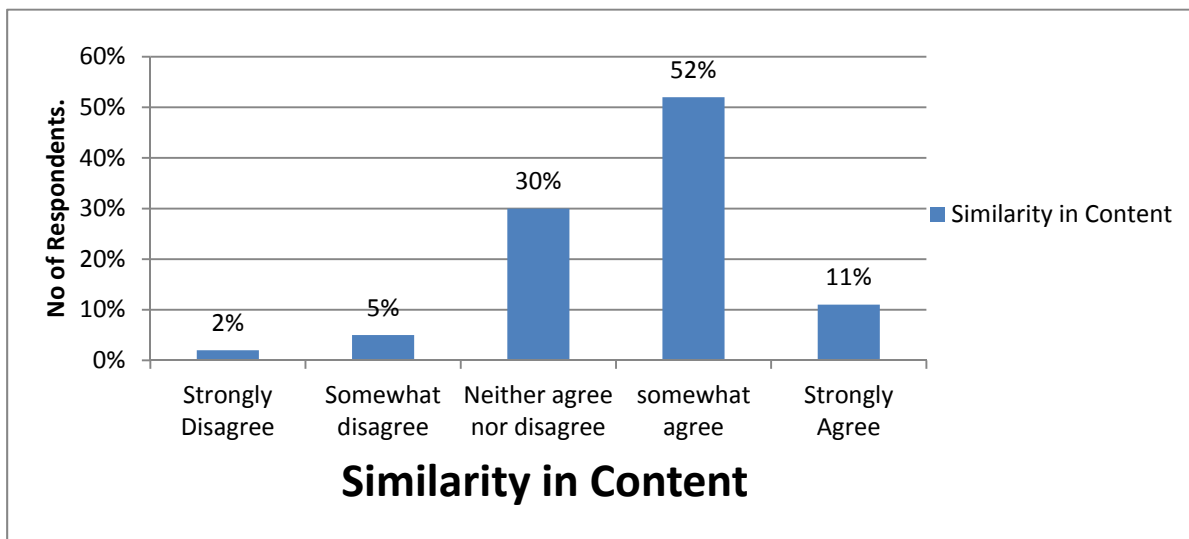
INTERPRETATION:

Above table is inferred that, Majority 45% of respondents agree ,the proximity reaches the target it has intended to reach around Bangalore, & 38% of respondents are neutral & have little idea about the same, 8% of the respondents disagree with the same, 6% of the respondents strongly agree that it definitely reaches the target audience it has intended to target & rest 3% of the respondents Strongly Disagree.

4.15 Table Information delivered by Suvarna news channel is similar to that of its Competitors

Similarity In Content	No of Respondents	Percentage of Respondents
Strongly Disagree	2	2%
Somewhat Disagree	5	5%
Neither Agree nor disagree	30	30%
Somewhat Agree	52	52%
Strongly Agree	11	11%
TOTAL	100	100%

4.15 Chart Information delivered by Suvarna news channel is similar to that of its Competitors



Source Table 4.15

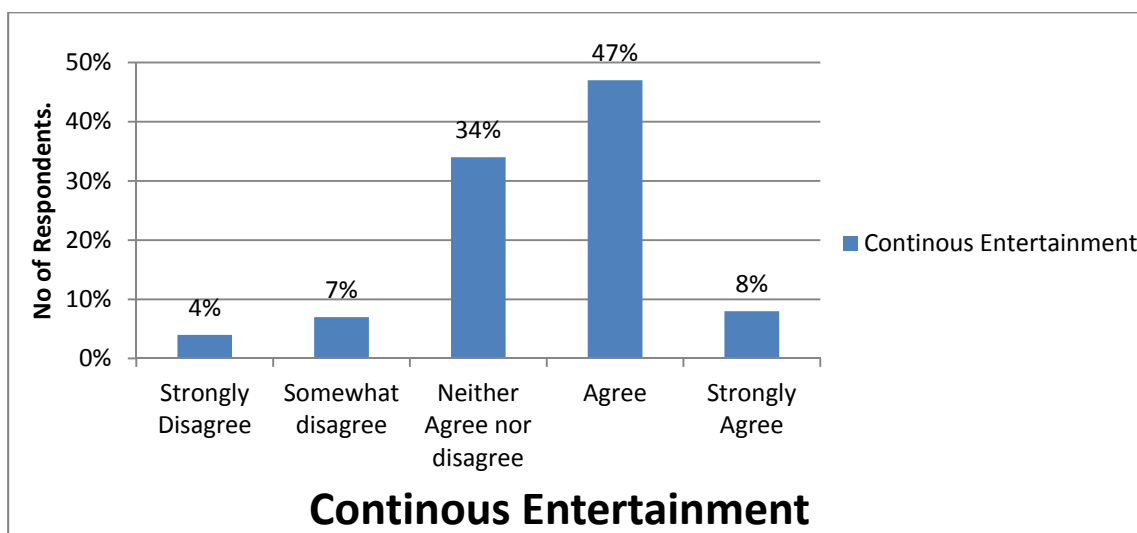
INTERPRETATION:

Above table is inferred that, the majority 52% of the respondent agree that they find Similarity in content with its competitors, 30% of the respondents are neutral towards the same, 11% strongly agree that it is highly similar in its content, 5% of the respondents disagree that there is no similarity between its competitors & the rest 2% of the respondents Strongly disagree that there is no similarity among them.

4.16 Table Showing continuously trying to entertain their viewers by introducing new programs.

Continuous Entertainment	No of Respondents	Percentage of Respondents
Strongly Disagree	4	4%
Somewhat Disagree	7	7%
Neither Agree nor disagree	34	34%
Somewhat Agree	47	47%
Strongly Agree	8	8%
TOTAL	100	100%

4.16 Chart Showing continuously trying to entertain their viewers by introducing new programs.



Source Table 4.16

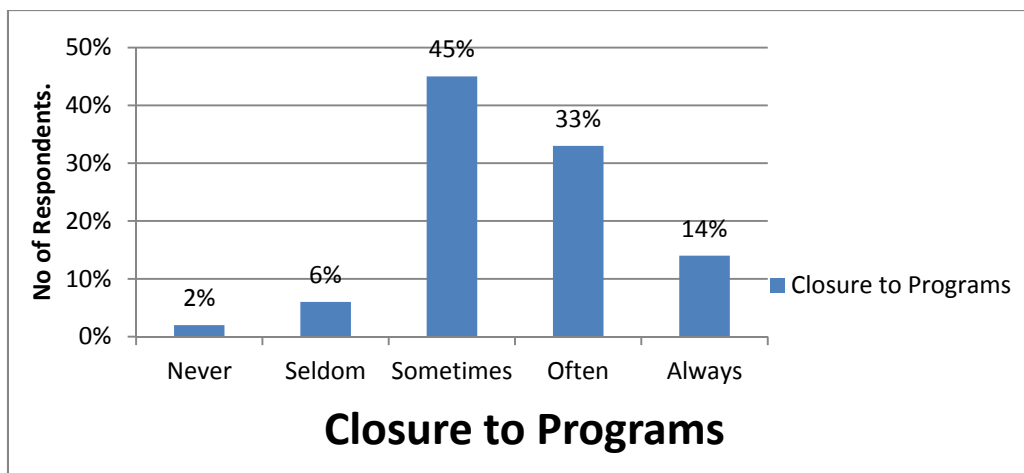
INTERPRETATION:

From the above table it is inferred that, the majority of the 47% of the respondents agree that they are continuously trying to entertain the viewers with introduction of the new program, 34% of the respondent are neutral towards same, 8% respondents Strongly Agree with it, 7% of the respondents disagree with the same, 4% of the respondents strongly disagree that they don't continuously entertain by providing new programs.

4.17 Table Showing Suvarna news channel gives the best closure to the Programs conducted.

Closure to programs	No of Respondents	Percentage of Respondents
Never	2	2%
Seldom	6	6%
Sometimes	45	45%
Often	33	33%
Always	14	14%
TOTAL	100	100%

4.17 Chart Showing Suvarna news channel gives the best closure to the Programs conducted.



Source Table 4.17

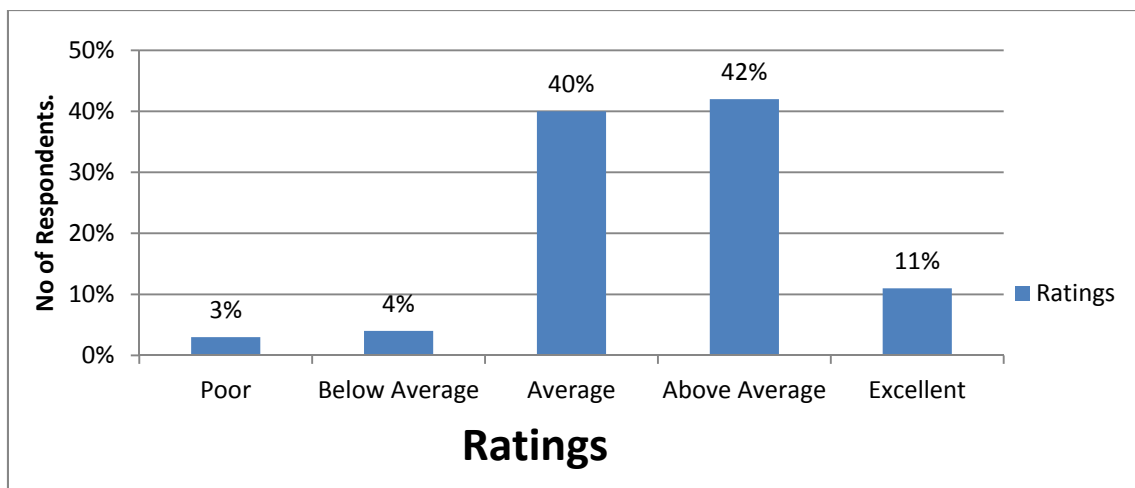
INTERPRETATION:

Above table it is inferred, Majority respondents of 45% think that Suvarna news gives the best closure to the program only sometimes, 33% of the respondents think that the best closure is given often, 14% of the respondents think that closure is given always, 6% of the respondents say that it seldom gives any closure & the rest 2% of the respondents tell that it never gives any closure.

4.18 Table Showing Ratings of Suvarna News channel in terms of overall news channels?

Ratings	No of Respondents	Percentage of Respondents
Poor	3	3%
Below Average	4	4%
Average	40	40%
Above Average	42	42%
Excellent	11	11%
TOTAL	100	100%

4.18 Chart Showing Ratings of Suvarna News channel in terms of overall news channels?



Source Table 4.18

INTERPRETATION:

From the above table it is inferred that, The majority of the respondents of 42% say that the overall news at Suvarna news channel is above average, 40% respondents say it is average, 11% respondents say that it is Excellent, 4% of the respondents say that it is below average, 3% of the respondents say that it is poor, Hence the overall news at Suvarna news is Above Average.

4.19 HYPOTHESES:

H0: There is no association between gender and content delivery

Ha: There is association between gender and content delivery

	N	Mean
Suvarna news channel attracts male	53	3.3962
you in terms of the content female	47	3.4255
Delivered? Total	100	3.4100

INTERPRETATION:

The above descriptive table shows that, females are rating high for content delivery compared to males with mean value 3.4. As majority of females respondents are housewives.

Correlations

		Gender	Suvarna news channel attracts you in terms of the content Delivered?
Gender	Pearson Correlation	1	.857
	Sig. (2-tailed)		.008
	N	100	100
Suvarna news channel attracts you in terms of the content Delivered?	Pearson Correlation	.857	1
	Sig. (2-tailed)	.008	
	N	100	100

INTERPRETATION:

The above table shows that there is a significant association between gender and content delivery with significant value 0.008 which is less than 0.05. It means the alternative hypothesis should be accepted. It shows that the females say that the Suvarna news channel attracts in terms of content delivery compared to males.

CHAPTER 5

FINDINGS, SUGGESTIONS & CONCLUSION.

5.1. SUMMARY OF FINDINGS:

- 53% of respondents are male.
- 45% of respondents are between the age group of 15-25 years of age.
- 39% of respondents watch news channels only for Less than 15 minutes in a day.
- 37% of Respondents generally tend to watch news channels only during Evening from (6PM to 9PM).
- 69% of respondents tend to watch the news channels on Television other than any other mode which is available to them.
- 55% respondents think news content which is given importance is the Political news.
- 42% of respondents are neutral towards the statement that the content delivered by the Suvarna news is almost similar to them & it is normal overall.
- 46% of respondents agree that they give most importance to the reporters when they are delivering the content & viewers think that it is very informative.
- 42% of respondents think that it is neutral when it is compared to other regional news channels & is similar to other news channels.
- 42% of respondents think that the visual effects of Suvarna news helps them to attract the audience to come back & watch the channel over & over again.
- 51% of respondents think that the creativity is average.
- 44% of respondents say that the truth involved in delivering of the news is neutral & that they cannot judge it.
- 46% viewer's agreeing that the accuracy involved delivering the news content to the audience is high.
- 42% viewer's tends to say that Suvarna news is rated above average when compared to the overall news channels.

5.2. SUGGESTIONS:

In relation to the study & analysis the following inputs can be given as suggestions to Suvarna news Channel.

- News should be broadcasted in a more creatively & accurately in terms of delivering information to the public & giving them a sense of information which they were not aware of.
- Overall news should be given importance other than only concentrating on politics, such as Crime, political & crime.
- They should work on their clarity of the broadcasting, They would have to come-up with a HD version of the news as-well so that the viewers get a better quality for what they are paying to watch.

5.3. CONCLUSION:

In regard to the review conducted for Suvarna news, which has made a way to reach out to the general population of Bengaluru city, we can say that the viewer's prefer to see the news channel at Evening, Greater number of people see the news during the time of evening & the greater part of the people voted that Suvarna news is above average when compared to the other news channels, the people who responded towards Suvarna news is in larger number & the people of Suvarna news who watch Suvarna news states that they like the overall news which is generally presented by the them, which most of the people like watching & is most like by the general public, & most of the people & viewers consider the news to be truthful & trustworthy & also consider it to be reliable & trustworthy news network and women consider the news channel to be more creative than males because the females are house wife's.

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www.asia.net.net

www.suvarnatv.net

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www.news9.net

ANNEXURE

1) Gender

- Male
- Female

2) Age.

- 15- 25 Years
- 26- 30 Years
- 31-40 Years
- 41-45 Years
- 46>

3) How long do you spend watching News channel in a Day?

- > 15 Mins
- 15 – 30 Mins
- 30 -45 Mins
- 45 Mins & <

4) What's your Preferred time of the day to generally watch the News?

- Morning (7 AM to 12 PM)
- Afternoon (12 PM to 5 PM)
- Evening (6 PM to 9 PM)
- Night (10 PM to 12 AM)

5) Which mode do you prefer watching Suvarna News?

- Television
- Suvarna News App
- YouTube
- What's app Headline

6) Which Content of news do you think is given more importance on suvarna News Channel?

- Film/Entertainment
- Political
- Sports
- Crime

7) Suvarna news channel attracts you in terms of the content Delivered?

- Strongly Disagree
- Somewhat Disagree
- Neither agree nor disagree
- Somewhat Agree
- Strongly Agree

8) Suvarna News channel has your full attention when the news is being delivered by the Channel Reporter?

- Strongly Disagree
- Somewhat Disagree
- Neither agree nor disagree
- Somewhat Agree
- Strongly Agree

9) Suvarna News Channel is comparatively better than its competitors?

- Strongly Disagree
- Somewhat Disagree
- Neither agree nor disagree
- Somewhat Agree
- Strongly Agree

10) Suvarna News Channel Attracts Its Viewers through its Visual Effects?

- Strongly Disagree
- Somewhat Disagree
- Neither agree nor disagree
- Somewhat Agree
- Strongly Agree

11) Rate Suvarna News Channel in terms of their creativity of the Programs?

- Poor
- Below Average
- Average
- Above Average
- Excellent

12) Suvarna News Channel always delivers the truth to the Viewers ?

- Strongly Disagree
- Somewhat Disagree
- Neither agree nor disagree
- Somewhat Agree
- Strongly Agree

13) Suvarna News Channel is Very Accurate in delivering their news content to the Viewer's?

- Strongly Disagree
- Somewhat Disagree
- Neither agree nor disagree
- Somewhat Agree
- Strongly Agree

14) Would you agree that the content delivered by Suvarna News channel reaches the proximity of the viewers it has intended to target around Bangalore?

- Strongly Disagree
- Somewhat Disagree
- Neither agree nor disagree
- Somewhat Agree
- Strongly Agree

15) Information delivered by Suvarna news channel is similar to that of its Competitors?

- Strongly Disagree
- Somewhat Disagree
- Neither agree nor disagree
- Somewhat Agree
- Strongly Agree

16) Suvarna News channel is continuously trying to entertain their viewers by introducing new programs?

- Strongly Disagree
- Somewhat Disagree
- Neither agree nor disagree
- Somewhat Agree
- Strongly Agree

17) Would you say that Suvarna news channel gives the best closure to the events which are hosted by their news network?

- Never
- Seldom
- Sometimes
- Often
- Always

18) How would you rate Suvarna news channel in terms of overall news channels?

- Poor
- Below Average
- Average
- Above Average
- Excellent



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
INTERNSHIP WEEKLY REPORT
(16MBAPR407)

Name of the Student : ASHISH ROY A
Internal Guide : Prof. M SENDHIL KUMAR
USN No : 1AZ16MBA15
Specialization : Finance & Marketing

Title of the Project: "A STUDY ON VIEWERS PERCEPTION TOWARDS NEWS BROADCAST OF 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	<i>C. M. Givish</i>	<i>M. Deen</i>
19-02-18 to 24-02-18	Preparation of the research instrument for data collection	<i>C. M. Givish</i>	<i>M. Deen</i>
26-02-18 to 03-03-18	Theoretical background of the study	<i>C. M. Givish</i>	<i>M. Deen</i>
05-03-18 to 10-03-18	Data collection and analysis	<i>C. M. Givish</i>	<i>M. Deen</i>
12-03-18 to 17-03-18	Interpretation of data gathered during the survey	<i>C. M. Givish</i>	<i>M. Deen</i>
19-03-18 to 24-03-18	Final Report preparation and submission.	<i>C. M. Givish</i>	<i>M. Deen</i>



HOD

C. M. Givish