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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE POTENTIAL EFFECTS OF MANDATORY AUDIT FIRM ROTATION: EVIDENCE FROM NIGERIA	1
	DR. FAMOUS I.O. IZEDONMI & KILLIAN O. OGIEDU	
2 .	UNDERSTANDING THE DYNAMICS OF WORK - FAMILY INTERFACE THROUGH THE BOUNDARY THEORY: A REVIEW OF EMPIRICAL RESEARCH RUKSANA BANU, DR. DURRISHAH BTE IDRUS & DR. VIJAYA KUMAR GUDEP	13
3.	BUSINESS STRATEGIES OF BANKS: IT'S IMPACT ON CONSUMERS	18
	DR. KAUP MOHAMED	_
4.	A STUDY ON READER'S PERFERENCE OF THE GULF NEWS AND THE KHALEEJA NEWS PAPERS IN THE UAE	22
5.	DR. K. DURGA PRASAD & BANDA RAJANI LOCAL GOVERNMENT AUDIT IN NIGERIA: EFFECTIVENESS AND AUTONOMY	28
J .	DR. FAMOUS I.O. IZEDONMI & KILLIAN O. OGIEDU	20
6 .	RETAILING AND CONSUMER BEHAVIOUR LINKAGES TO BRANDING OF WOMEN APPAREL SAIJU M JOHN & DR. K. MARAN	38
7.	DEVELOPING A KNOWLEDGE MANAGEMENT STRATEGY TO REDUCE COST OF QUALITY FOR AUTOMOBILE INDUSTRY	45
8.	S.N.TELI, DR. V. S. MAJALI, DR. U. M. BHUSHI & SANJAY PATIL PROFITABILITY AND CONSISTENCY ANALYSIS OF INFORMATION TECHNOLOGY SECTOR	49
0.	DR. K. S. VATALIYA, RAJESH A. JADAV & MALHAR.G.TRIVEDI	19
9.	IDENTIFICATION OF TECHNOLOGICAL NEEDS AND PROBLEMS OF POULTRY FARMERS FOR FORMULATION OF RESEARCH AND EXTENSION PROGRAMMES IN ANIMAL HUSBANDRY DR. P. MATHIALAGAN	54
10.	MARK MODEL FOR IMPROVING THE PERFORMANCE OF TEMPORARY EMPLOYEES IN AUTOMOBILE INDUSTRY	58
	DR. MU. SUBRAHMANIAN & ANJANI NAGARAN	
11.	EXPLORING THE FACTORS FOR CHANNEL SATISFACTION AMONG EMPLOYEES IN INDIAN RETAIL AJMER SINGH, R. K. GUPTA & SATISH KAPOOR	63
12.	EXECUTIVES' PERCEPTION ABOUT PROJECT MANAGEMENT PRACTICES IN BEML BANGALORE	69
	L. MYNAVATHI & DR. P. NATARAJAN	00
13.	PERCEPTION, EXPECTATIONS AND EXPERIENCE OF PASSENGERS: AN ANALYTICAL STUDY OF USERS OF VAYU VAJRA BUS SERVICES IN BANGALORE BY USING ACSI MODEL DR. S. JOHN MANOHAR & SUSHEELA DEVI B.DEVARU.	75
14.	MOMENTUM COEFFICIENT (Me) – AN EFFECTIVE TECHNICAL TOOL FOR PROJECTING TIME & PRICE TARGET CORRELATION IN THE PROGRESSION OF TRADABLE FINANCIAL SECURITIES DR. PRAVIN MOKASHI	82
15.	STUDY OF BRAND RECALL OF CONSUMER DURABLES AMONG CONSUMERS IN PUNJAB	84
	BHAVNA PRASHAR & ANUPAMA SHARMA	
16.	TIME DEPENDENT ERROR DETECTION RATE: SOFTWARE RELIABILITY GROWTH MODELS V/S STATISTICAL TECHNIQUES SANJEEV KUMAR & SACHIN GUPTA	89
17 .	EMERGING ISSUES OF DEVELOPING MARKETING TACTICS THROUGH INTERNET: EVIDENCE FROM CAPGEMINI MADHUPARNA DAS & NILANJAN RAY	94
18 .	"SATYAMEV JAYATE" AAMIR KHAN'S TALK SHOW: AN AVANT-GARDE MARKETING CASE	100
19.	GUNJN SINGH EFFECTIVENESS OF KISAN CREDIT CARD SCHEME IN KARNATAK STATE	104
19.	DR. RAMESH.O.OLEKAR	104
20 .	IMPACT OF FOREIGN EDUCATION PROVIDERS IN INDIA	110
21 .	EMOTIONAL INTELLIGENCE AND STRESSORS AMONG WORKING COUPLES	115
22.	H. L. NAGARAJA MURTHY SOCIO-ECONOMIC CONDITIONS OF WOMEN WORKERS IN SOME SELECTED BRICK KILNS IN WEST BENGAL: AN EMPIRICAL STUDY WITH	121
22.	SPECIAL REFERENCE TO NADIA DISTRICT SWAPAN KUMAR ROY	121
23.	TATA INDICA: NEW PRODUCT LAUNCH-OPERATIONAL ISSUES-MARKETING STRATEGIES	129
24.	SHIKHA SINGH, MANMEET KOCHHAR & NILOSHA SHARMA STUDY OF INVESTOR'S BEHAVIOR TOWARDS INVESTMENT IN FINANCIAL SECURITIES	137
25.	RICHA TULI & ABHIJEET KHATRI SOCIO ECONOMIC DETERMINANTS OF WOMEN EMPOWERMENT THROUGH MICRO FINANCE WITH SPECIAL REFERENCE TO COIMBATORE	142
	DISTRICT M. MUTHUMANI & K. GUNASUNDARI	145
26 .	LEVEL OF AWARENESS ABOUT MUTUAL FUNDS AMONG MANAGEMENT ACADEMICIANS IN RAJASTHAN- AN EMPIRICAL STUDY DR. DHIRAJ JAIN & SAHARSH MEHRA	148
27.	LEADERSHIP & MANAGEMENT STYLES WORKING HANDS ON WITH ORGANISATIONAL CULTURE BISWAJIT PATTAJOSHI	156
28.	A CRITICAL – ANALYTICAL STUDY OF THE BUSINESS STUDIES TEXT BOOK PRESCRIBED AT THE HIGHER SECONDARY CLASS OF KERALA STATE	162
	MUJEEB RAHIMAN KATTALI	
29.	THE IMPACT OF WORKING RELATIONSHIPS AND DELIVERY OF EVP IN THE EMPLOYEE TURNOVER PROCESS L. R. K. KRISHNAN & SUDHIR WARIER	167
30.	OPPORTUNITIES OF INDIAN TOURISM INDUSTRY (WITH SPECIAL REFERENCE OF MEDICAL TOURISM) K. N. MARIMUTHU	175
	REQUEST FOR FEEDBACK	184

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NEED/IMPORTANCE OF THE STUD

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

RECOMMENDATIONS/SUGGESTIONS

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A STUDY ON READER'S PERFERENCE OF THE GULF NEWS AND THE KHALEEJA NEWS PAPERS IN THE UAE

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0712

ABSTRACT

Newspapers play a very vital role in nation building, bringing revolution, exposing crimes and criminals and educating the masses. It is rightly said that pen is mightier than sword. Thus the press is an effective medium of public information. This study helps to know the people's preference of The Gulf News and Khaleeja Times News papers and the satisfaction levels of the readers. This study helps us to identify the best English newspaper in the UAE Market. The study given by the readers are limited to readers own perception, opinion, emotion, knowledge, feelings and awareness. The study analyse the various sources that influences the readers to purchase that news papers.

KEYWORDS

Reader's preferences, gulf news, khaleeja news.

INTRODUCTION

In the present world, newspapers have become as necessary as food and clothing. This especially is true in the case of modern educated people who cannot enjoy their breakfast unless they have morning newspaper. Multifarious event are taking place around the world and they are reported everywhere by newspapers. Without the help of news papers we cannot know the latest developments that are taking place around us.

The word "Press" means news papers (or) periodicals, it also means the people associated with newspapers, such as editors, reporters publishers etc. Newspapers play a very vital role in nation building, bringing revolution, exposing crimes and criminals and educating the masses. It is rightly said that pen is mightier than sword. Thus the press is an effective medium of public information.

PROFILE OF GULF NEWS PAPER

Gulf News is a daily English language newspaper published from Dubai, in the United Arab Emirates with a 2008 BPA audited circulation of over 115,000 readers. The newspaper won the Asia - Pacific award for best newspaper production in July 1990.

Gulf News was first launched in tabloid format on September 30, 1978 by prominent UAE businessman Abdul Wahab Galadari;. In November 1984, three leading UAE businessmen, purchased the company and formed Al Nisr Publishing. The new owners of the paper were Obaid Humaid Al Tayer, Abdullah Al Rostamani and Juma Al Majid. With the death of Abdullah Al Rostamani in 2006, his position on the board is held by a family nominee while the other directors remain. Under new ownership, Gulf News was re-launched on December10, 1985 and was free to the public after moving into new premises in 1986; Gulf News began to be distributed to other GCC countries: Bahrain from September 1987; Oman from April 1989; Saudi Arabia from March 1989; and Qatar from April 1989. It also became available in Pakistan from August 1988.

In order to provide better local coverage for its readers, Gulf News opened various bureaus around the United Arab Emirates, the GCC and the Subcontinent. The Abu Dhabi bureau was opened in 1982; Bahrain bureau in January 1988; Oman bureau in 1989; Manila bureau in August 1990; Al Ain bureau in 1994; Sharjah bureau in May, 1995; and the New Delhi bureau in November 1995. The first Web Edition of Gulf News was launched on September 1, 1996.

PROFILE OF KHALEEJ TIMES

Khaleej Times was the first English language newspaper to be launched in Dubai, United Arab Emirates. Since its inception in 1978, the newspaper has been playing an important role in the development of the media in the GCC region. It currently enjoys a circulation of over 70,000, with a majority of the readership based in the UAE. The newspaper, which is published as a broadsheet, also reaches readers in Bahrain, Oman, Kuwait, Qatar and Saudi Arabia, in addition to being sold on stands in the UK, India and Pakistan. Daily, Weekly and regular Supplements are part of the Khaleej Times offerings. Among them being City Times, Weekend, Young Times and special interest supplements. As it celebrates its 30th anniversary this year, Khaleej Times plans to unveil new initiatives for its readers. Khaleej Times is a portfolio company of the Investment Corporation of Dubai. It had a multinational readership of 450,000.

SCOPE THE STUDY

Due to the necessity of knowing the local, national, international news, people depends upon newspaper. However people are now aware of many newspapers available in the market. This study helps to know the people's preference of The Gulf News and Khaleeja Times News papers and the satisfaction levels of the readers.

This study helps us to identify the best English newspaper in the UAE Market.

RESEARCH METHODOLOGY

A research design is purely and simply basic framework plan for a study that guides the collection of data analysis of the data. In consumer surveys, the descriptive research design in collection and analysis of the data were adopted.

RESEARCH DESIGN AND SOURCE OF THE DATA

Research design is the map of blue print according to which the research is to be conducted. The research design call for decisions on the data sources, research approaches, research instruments, sampling plan and contact methods. The researcher used close-ended questionnaire to collect the primary data.

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The researcher collected the primary data through survey research by the use of questionnaire. Secondary data was collected from the firm's internal records journal, newspapers and other published documents. The researcher used closed-ended questions in the form of questionnaire to collect the primary data. SAMPLING DESIGN

In this study, the researcher has adopted non-probability random sample technique for the survey. So, convenient sampling has been used. SAMPLING PLAN

The sample unit of the research is that of population, that is respondents who read both the Gulf and Khaleeja Times regularly. The sample size is 150 readers who regularly read these two news papers.

OBJECTIVES OF THE STUDY

- To study the preference of readers towards particular newspaper. 1.
- 2. To analyse the various sources that influences the readers to purchase that news papers.
- 3. To study the changes required in the news papers by the reader in future.

LIMITATIONS OF THE STUDY

- The study given by the readers are limited to readers own perception, opinion, emotion, knowledge, feelings and awareness. 1.
- The result of the study is fully dependent on the correctness of the information given by the respondents through the questionnaire 1.
- The data collected for the study are quantitative being subject to personal bias of the readers. 2.
- 3. The sample size is just 150 which are very small for generalization.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: AGE OF THE RESPONDENTS

S. No	Age	No. of Respondent	Percentage
1	20-30 Years	84	56
2	31-40 Years	36	24
3	41-49 years	24	16
4	50 & above	6	4
	Total	150	100

Among 150 respondents 56 per cent of the respondents belong to 20-30 years of age, 24 per cent of the respondents belong to 31-40 years of age, 16 per cent of the respondent belongs to 41-49 years of age and 4 per cent of the respondents belong to above 50 years of age. Hence, majority of the respondents in our study belongs to 20-30 years of age.

TABLE 2: GENDER OF THE RESPONDENT

S. No	Gender	No. of Respondents	Per cent age
01	Male	104	69.0
02	Female	46	31.0
	Total	150	100.00

Among 150 respondents 69 per cent belong to male category and 31 per cent of the respondents belong to female category. Hence, majority of the respondents belong to male category.

TABLE 5. OCCOFATION OF THE RESPONDENT				
S. No	Occupation	No. of Respondents	Per cent age	
01	Professional	38	25.00	
02	Students	40	27.00	
03	Business	36	24.00	
04	Employee	36	24.00	

TABLE 3: OCCUPATION OF THE RESPONDENT

Total It is observed from the above table that 25 per cent of the respondents belong to professional category, 27 per cent of the respondents belong to student's category 24 per cent of the respondents belong to business category and remaining 24 per cent of the respondents constitute employee category. Thus, it can be concluded that majority of the respondents belong to students category.

100.00

150

TABLE 4. EDUCATIONAL QUALIFICATION OF THE RESPONDENTS.

S. No	Educational Qualification	No. of Respondents	Per cent age
01	School Level	15	10.00
02	UG Level	81	54.00
03	PG Level	41	27.00
04	Others	13	9.00
	Total	150	100

The above table shows that the 10 per cent of the respondents are educated at school level, 54 per cent of the respondents at UG level, 27 per cent of the respondents at PG level and 9 per cent of the respondent PG level. Hence, the majority of 54 per cent of the respondents have had UG level education.

TABLE 5: SIMPLE USAGE OF LANGUAGE				
S. No	Opinion	No. of Respondents	Per cent age	
01	The Gulf	63	42	
02	Khaleeja Times	87	58	
	Total	150	100	

The above table shows out of the total 150 respondents 42 per cent of the respondents have chosen The Gulf news papers and the remaining 87 respondent's i.e 58 per cent chosen Khaleeja Times for the same. From the above table it can be concluded that Khaleeja Times has a simple usage of language.

TABLE 6: NEW APPROACH OF EVENT

S. No	Opinion	No. of Respondents	Per cent age	
01	The Gulf	87	58	
02	Khaleeja Times	63	42	
	Total	150	100	

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Hence, it can be concluded that The Gulf news paper has a different way of presentation of events.

TABLE 7: EDITORIAL MATURED ESSAYS

S. No	Opinion	No. of Respondents	Per cent age
01	The Gulf	76	51
02	Khaleeja Times	74	49
		150	100

The above table shows that out of the total of 150 respondents, 51 per cent of the respondents, have chosen The Gulf for matured essays, remaining 49 per cent of the respondents have chosen Khaleej Times for matured essays. From the above table it concluded that The Gulf contains matured essays in the editorial column.

TABLE 8: WELFARE PROGRAMME OF GOVERNMENT

S. No	Opinion	No. of Respondents	Per cent age
01	The Gulf	84	56
02	Khaleeja Times	66	44
	Total	150	100

The above table shows that in the total of 150 respondents 56 per cent of the respondents choose 'The Gulf' for publishing many welfare programs of government, remaining 44 per cent of the respondents have chosen Khaleej times for the same.

From the above table it can conclude that the respondent feel that 'The Gulf' published lot of welfare programmes announced by the government.

TABLE 9: PAPER PROVIDING CORRECT EMPLOYMENT NEWS

S. No	Opinion	No. of Respondents	Per cent age
01	The Gulf	84	56
02	Khaleeja Times	66	44
		150	100

The above table shows that the total of 150 respondents 56 per cent of the respondents have chosen 'The Gulf News' for providing correct employment news, remaining 44 per cent of the respondents have chosen "Khaleej Times' for the same.

Hence, it can conclude that the majority of 56 per cent of the respondents feel that 'The Gulf News newspaper provides authenticated employment news.

TABLE 10: INTERNATIONAL NEWS ACCURATE

S. No	Opinion	No. of Respondents	Per cent age
01	The Gulf News	83	55
02	Khaleeja Times	67	45
	Total	150	100

The above table shows that in the total of 150 respondents 55 per cent of the respondents have chosen "The Gulf News" for news paper providing international news accurately, remaining 45 per cent of the respondents have chosen Khaleeja Times for the same.

Hence it can conclude that the 'The Gulf News provides accurate international news.

TABLE 11: PAPER GIVES ENOUGH OF EDUCATIONAL NEWS

S. No	Opinion	No. of Respondents	Per cent age
01	The Gulf News	74	49
02	Khaleeja Times	76	51
	Total	150	100

The above table shows that in the total of 100 respondents 49 per cent of the respondents have chosen 'Gulf News' for providing more educational news, remaining 51 per cent of the respondents have chosen 'Khaleej Times' for the same. Hence, it concluded that Khaleeja times provide sufficient educational news.

TABLE 12: PROVIDES UP-TO DATE SPORTS NEWS

S. No	Opinion	No. of Respondents	Per cent age
01	The Gulf News	66	44
02	Khaleeja Times	84	56
	Total	150	100

The above table shows that in the total 150 respondent 44 per cent of the respondents have chosen 'The Gulf News' for providing up-to-date sports news, remaining 56 per cent of the respondents have chosen Khaleeja Times newspaper provides up-to-date sports news. Hence, it can be concluded from the above table that 'Khaleeja Times' news paper provides up-to-date sports news.

TABLE 13: MERITS AND DEMERITS OF RULING GOVERNMENT

	TABLE 13. MERTIS AND DEMERTIS OF ROLING GOVERNMENT			
	S. No	Opinion	No. of Respondents	Per cent age
_	01	The Gulf News	86	57
	02	Khaleeja Times	64	43
		Total	150	100

The above table shows that in the total of 150 respondent 57 per cent of the respondents have chosen 'The Gulf News' for providing both merits and demerits of the government; remaining 43 per cent have chosen 'Khaleeja Times' for the same.

Hence, from the above table it can conclude that majority 57 per cent of respondents felt that "The Gulf News" Newspaper provides the merits as well as demerits of the government.

TABLE 14: INFORMATION FOR YOUTH DEVELOPMENT	
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S. No	Opinion	No. of Respondents	Per cent age
01	The Gulf News	70	47
02	Khaleeja Times	80	53
	Total	150	100

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24

The above table shows that in the total 150 respondents 47 per cent of the respondents have chosen The Gulf Newspaper for providing more information for youth development, remaining 53 per cent of the respondents have chosen Khaleeja Times for the same. Hence it can conclude that Khaleeja Times provides more information for youth development.

TABLE 15: INTERVIEW OF ACHIEVED PERSON

S. No	Opinion	No. of Respondents	Per cent age
01	The Gulf News	87	58
02	Khaleeja Times	63	42
	Total	150	100

The above table shows that in the total of 150 respondents 58 per cent of the respondents have chosen 'The Gulf News' Newspaper for interview of achieved person, remaining 42 per cent of the respondents have chosen 'Khaleeja Times for the same.

From the above study we can conclude that "The Gulf News' has the majority of providing the interview of achieved person.

TABLE 16: BUSINESS AND ECONOMY

S. No	Opinion	No. of Respondents	Per cent age	
01	The Gulf News	83	55	
02	Khaleeja Times	67	45	
	Total	150	100	

The above table shows that in the total of 150 respondents 55 per cent of the respondents have chosen 'The Gulf News' for business and economy, remaining 45 per cent of the respondents have Khaleeja Times for the same.

From that study it concludes that 'The Gulf 'gives the authenticated business and economy news.

TABLE 17: MAXIMUM GOVERNMENT CONTRACTS/TENDERS

S. No	Opinion	No. of Respondents	Per cent age
01	The Gulf News	87	58
02	Khaleeja Times	63	42
	Total	150	100

The above table shows that in the total of 150 respondents 56 per cent of the respondents have chosen 'The Gulf News' for maximum Government contracts, tenders, and remaining 44 per cent of the respondents have chosen 'Khaleeja Times' for the same.

It is concluded from the above study that 'The Gulf News' has the maximum Government contracts/Tenders news.

TABLE 18: MORE INFORMATION RELATING TO STOCK MARKET

S. No	Opinion	No. of Respondents	Per cent age	
01	The Gulf News	89	59	
02	Khaleeja Times	61	41	
	Total	150	100	

he above table shows that in the total 150 respondents 59 per cent of the respondents have chosen 'The Gulf News' for stock market information, remaining 41 per cent of the respondents have chosen 'Khaleja Times' for the same. Hence, from that we can finally conclude that 'The Gulf News' give updated news of stock market.

TABLE 19: CONCENTRATED MORE ON ADVERTISEMENT

S. No	Opinion	No. of Respondents	Per cent age
01	The Gulf News	95	63.00
02	The Khaleeja Times	55	37.0
	Total	150	100

The above table shows that in the total of 150 respondents 63 per cent of the respondents have chosen 'The Gulf News' for advertisement news, remain 37 per cent of the respondents have chosen 'Khaleeja Times' for same.

From that we can conclude that 'The Gulf News' concentrates more on advertisement.

TABLE 20: MORE INFORMATION ABOUT CURRENCY VALUE

S. No	Opinion	No. of Respondents	Per cent age
01	The Gulf News	73	49.00
02	Khaleeja Times	77	51.00
	Total	150	100

The above table shows that in the total of 150 respondents 51 per cent of the respondents have chosen 'Khaleeja Times' for currency value information, remaining 49 per cent of the respondents have chosen 'The Gulf News' for the same.

From the above study we can conclude that 'Khaleeja Times' has the majority in providing the currency value news.

TABLE 21: LETTER TO THE EDITOR				
S. No	Opinion	No. of Respondents	Per cent age	
01	The Gulf News	81	54.00	
02	Khaleeja Times	69	46.00	
	Total	150	100	

The above table shows that in the total of 150 respondents 54 per cent of the respondents have chosen 'The Gulf News' for best letter to the editor, remaining 46 per cent of the respondents have chosen 'Khaleeja Times' for the same.

From that we get into conclusion that 'The Gulf News' readers prefer letter to the Editor column the most.

TABLE 22: PHOTO CLIPPINGS

S No	Opinion	No. of Respondents	Per cent age	
01	The Gulf News	81	54.00	
02	Khaleeja Times	69	46.00	
	Total	150	100	

The above table shows that in the total 150 respondents 54 per cent of the respondents have chosen 'The Gulf News' for photo clippings remaining 46 per cent of the respondents chosen 'Khaleeja Times' for the same.

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25

Hence from that we can conclude that the photo clippings of the 'The Gulf News' has been preferred the most.

TABLE 23: PAPER GIVE USEFUL SUPPLEMENTS

S. No	Opinion	No. of Respondents	Per cent age
01	The Gulf News	87	58
02	Khaleeja Times	63	42
	Total	150	100

The above table shows that in the total 150 respondents 58 per cent of the respondents chose 'The Gulf News' for best supplements, remaining 42 per cent of the respondents have chosen 'Khaleeja Times' for the same.

From the above study it can conclude that 'Gulf News' has the majority in giving useful and best supplements. **CHI-SQUARE ANALYSIS**

TABLE 24: AGE AND OPINION ABOUT THE EDITORIAL ESSAYS (Two-way-Table)

S. No	Age	Opinion about the editorial essays		
		The Gulf News	Khaleeja Times	Total
1	20-30 Years	47	38	85
2	31-40 years	13	23	36
3	41-49 years	15	8	23
4	Above 49 years	1	5	6
	Total	76	74	150

Null Hypothesis Alternative Hypothesis There is no significant relationship between age and opinion about the editorial essays.

There is close significant relationship between age and opinion about the editorial essays.

Chi-square (x2) Calculation

(H0)

(H1)

Test us	ed	Degree of Freedom	Level of Significance	Calculated value	Table value	Result
Chi-sq	lare	3	5%	7.912	7.815	Accept

It is found from the above analysis that calculated chi-square value is greater than the table value at 3 degree of freedom. So, we concluded that, there is close significant relationship between the age and opinion about the editorial essays.

TABLE 25: AGE AND OPINION ABOUT THE ADVERTISEMENT (Two-way Table)

	S. No	Age	Opinion about advertisement				
			The Gulf News	Khaleeja Times	Total		
	1	20-30 Years	57	24	81		
	2	31-40 years	23	14	37		
	3	41-49 years	12	12	24		
	4	Above 49 years	3	5	8		
		Total	95	55	150		
-	- There is no significant relationship between age and opinion about the advertisement.						

Null Hypothesis (H0) age anu (H1)

Alternative Hypothesis

- There is close significant relationship between age and opinion about the advertisement.

Chi-square ($\chi 2$) Calculation

Test used	Degree of Freedom	Level of Significance	Calculated value	Table value	Result
Chi-square	3	5%	6.80	7.815	Accept

It is found that from the above analysis that calculated chi-square value is less than table value at 3 degree of freedom. So, we concluded that, there is no close significant relationship between the age and opinion about the advertisement.

TABLE 26: EDUCATIONAL QUALIFICATION AND OPINION ON PROVIDING INFORMATION ABOUT CURRENCY VALUE (Two-way Table)

S. No	Age	Opinion on providing information about currency values		
		The Gulf News	Khaleeja Times	
1	School level	10	6	16
2	UG Level	31	50	81
3	P.G Level	20	19	39
4	Others	12	2	14
	Total	73	77	150
	1 2 3	1School level2UG Level3P.G Level4Others	The Gulf News 1 School level 10 2 UG Level 31 3 P.G Level 20 4 Others 12	The Gulf News Khaleeja Times 1 School level 10 6 2 UG Level 31 50 3 P.G Level 20 19 4 Others 12 2

Null Hypothesis - There is no significant relationship between educational qualification and opinion on providing information about currency (H0) value.

Alternative Hypothesis (H1)

- There is close significant relationship between educational qualification and opinion on providing information about currency.

Test used	Degree of Freedom	Level of Significance	Calculated value	Table value	Result
Chi-square	3	5%	13.83	7.815	Reject

It is found from the above table that calculated chi-square value is greater than the table value at 3 degree of freedom. So, we conclude that, there is close significant relationship between the educational qualification and opinion on providing information about currency value.

SUGGESTIONS FOR THE GULF NEWS

- There should be simple usage of language. 2.
- Educational news should be adequate. 3.
- 4. Correct political news has to be given.
- Employment news also should be concentrated. 5.
- Youth development information should be given importance. 6.
- More concentration must be given on exposing the government development Programme to people. 7.

SUGGESTIONS FOR KHALEEJA TIMES

- International affairs should be concentrated more. 1.
- 2. Information on stock market should be given importance.
- 3. Business and economy sectors also have to be given extra concentration.

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- 4. Youth development oriented information should be given importance.
- 5. Photo clippings have to be added.
- 6. Supplements for children's skill development can be given.
- 7. Science and technology news should be more concentrated.
- 8. Agriculture oriented news must be given.
- 9. News related to rural development programmes should be added.

CONCLUSION

A study on reader's preference of The Gulf News and Khaleej Times news paper has given us Valuable information. The study helped us great experience and made us understand the importance of newspaper. We could understand the satisfaction level of both The Gulf News and Khaleej Times newspaper reader preference.

Thus, it can be concluded that The Gulf News newspaper is the best where compared to the Khaleej Time newspaper due to various factor such as best photo clipping, editorial essays, good advertising, news approach of event, correct employment news etc.

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