



# **INTERNSHIP REPORT ON**

**Customer Satisfaction on News of Channel 24**

# Internship Report on

“Customer Satisfaction on News of Channel 24”



## Channel 24 Bangladesh

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**Submitted to:**

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## Letter of Transmittal

September , 2012

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**Subject:** Submission of the Internship report.

Sir,

It is a matter of great pleasure for me to submit my internship report on Customer Satisfaction of Channel 24 Bangladesh. I have tried my level best to fulfill the requirements of the report. I consider myself very fortunate to prepare this report under your guidance. This has been a great opportunity for me. It has provided me with a great scope of applying the gathered classroom knowledge in the practical field. During the internship period I got to know many new faces and developed interacting skills.

I must mention here that I am extremely grateful to you for your valuable guidance and constant attention as and when required. It is worthwhile to mention that there might be some errors and mistakes in my report due to lack of experience. Therefore, I expect that you will pardon my unintentional mistakes in preparing this report. I will be pleased to answer any sort of query you think necessary as now and when needed. I am always available to share the pleasure of discussions.

Thanking You  
Surovi Alam  
ID: 0810 4034

### Acknowledgement

There are many people without the support of whom this report could not have been completed. I gracefully thank **Muhammad Intisar Alam**, Senior Lecturer, BRAC University, for his proper guidance and feedback. He was there whenever I needed his help and gave me opportunity to learn about this topic. I thank Channel24 for allowing me to complete my internship in the organization. I am also very grateful to **Burhan Uddin Nayan**, Manager, Sales & Maekwting department, **Mahabubur Rahman Khan Jitu**, **Assistant Manager**, Sales & Marketing Department.

## Executive Summary

Channel 24 is a fast growing Television Channel. Considering the importance of customer satisfaction, this project was designed to assess the satisfaction level of Channel 24's subscribers and Customers. It is generally recognized that, although Channel 24 is the finest Channel in Bangladesh, its customer's are not fully satisfied with their services. If Channel 24 does not take care of these dissatisfactions and other company enters the market with similar offers, it will be difficult for Channel 24 to keep current market intact. A survey was thus conducted focusing on different customer satisfaction factors of Channel 24.

Channel 24 has been successful to build a superior image in comparison to the other operators. In other words, Channel has a clear advantage over the competitors. Channel 24 has some additional features in comparison to its competitors. The News of Channel 24 is playing a vital role to increase the subscribers and customers. Another important thing is that Channel 24 viewers are mostly satisfied with the rest of the program like entertainment, sports, drama serial etc. Moreover, customers and subscribers are happy with the every service and programs of Channel 24

This is an internship report regarding the customer satisfaction on news of Channel 24 Bangladesh. It starts with an introduction about Channel 24 followed by the activities of Channel 24. It gives briefing about the technique and process of customer satisfaction on Channel 24. The report also include about the marketing system which is used by channel 24. The reports show an internal architecture of the working of the Channel 24 as a marketer in Media world. Also it discusses the departments, objectives, policies, customer services and operational description of Channel 24. It also includes some necessary statistics. In the end there is a briefing about internship project that was assigned during required internship to me.

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## **PART A: The organization**

### **1.1 Introduction:**

Channel 24 started as a private television station. It is one of the latest TV channel in Bangladesh. FBCCI President AK Azad is the Managing Director of Channel 24. It has set to join the fleet of media stations by frequenting its television sets. Channel 24 officially launched on 24<sup>th</sup> may, 2012. The name of the new station was chosen to open up the vision of 24-hours news & entertainment. We know today media is playing an important role in presenting news and views. That's why it was launched with the aim of telecasting the correct information and with a lot of entertainment, making the program available to the people all over Bangladesh, removing the darkness from the society, making the channel acceptable for every kind of people in the society and focusing on the proper and professional journalism with a view to be the fastest and trusted electronic media of the country with a lot of latest technology and empowered journalists. Channel 24 looks forward to an overall change with the media market. The concept is to provide actual news required by the audience of every segment. The basic need of Channel 24 was to achieve the maximum security and protection for the on-air transmission, that's why besides the famous Etere Automation playout software. The popularity of channel 24 is increasing day by day. People are accepting this channel as a great source of entertainment and news. The success of this new TV channel is incredible. Now Channel 24 is one of the top names in the media market.

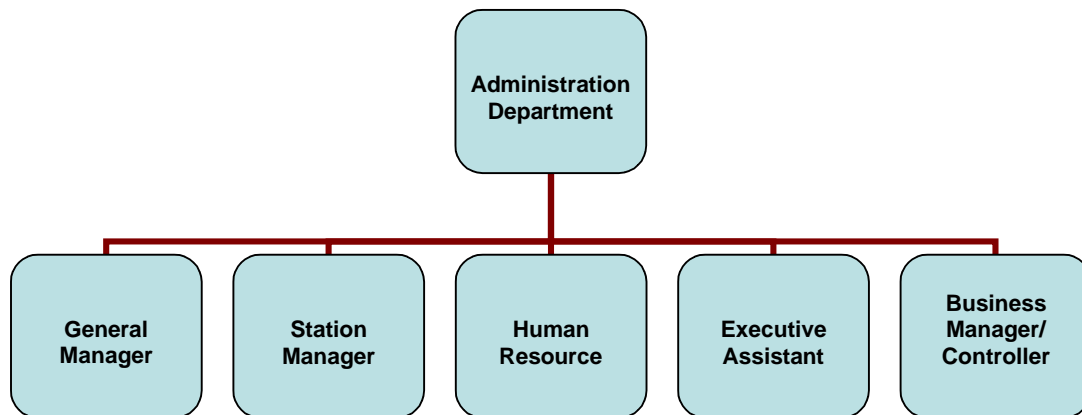


## 1.2 Foundation and Growth

Channel 24 from Times Media Limited based on News Entertainment based TV channel only focus on women and youth group. Channel 24 will be concentrating on corporate identity of established companies. It is one of the fastest growing TV channel in Bangladesh. The targeted customer is a small- to Large -Size Company that has been established for five to 15 years. The company has done well with the business so far, but they are in need of a new corporate identity to allow them to move to the next level.

Channel 24 is fully equipped state of the art studios with the state of the digital equipment and feed from play back room directly and linked to up linking will bring the advantage of the most advanced transmission and production to the viewers. There are six departments in Channel 24. Those are

### I) The Administration Department:



A company is incomplete without a human resource department so it is said. But, it's true as the very existence of a human resource department is vital to overall productivity and efficiency of the strong workforce in any thriving organization. In fact, good human



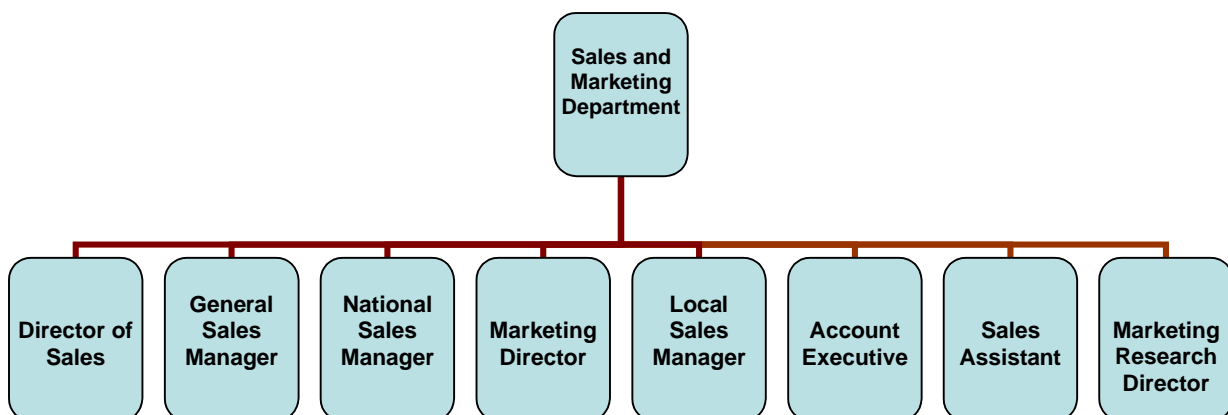


resources can be one of the most valued and respected departments in an organization; their job is managing people, and people are the company’s most important asset.

One of the major roles of a human resources department in a successful business involves a lot of observation and analysis from behind the scenes. Indeed, the intelligence of the human resources department often involves what can be equated to “crunching numbers.” Compiling complex data and metrics that follow the performance of individual employees, as they move through the workforce is an important task, which has helped human resources, work out crucial solutions to inefficiency, wilting profit margins and more.

Due to the sensitive nature of human relations and the work that human resources departments must carry out, discretion is a crucial element to this field. That’s because the management of performance can often involve tough decisions such as choosing who to let go, who to promote and who to hire. Keeping the decision making process behind closed doors is an ethical practice that breeds the least amount of contention possible.

## II) Sales and Marketing Department:





Sales and marketing has following section:

- Market analysis and research
- Collection of Advertisements
- Agreements and documentation
- Production and prom motion

### **III) The News Department:**

The News Department is consists of News Director, Assistant News Director, Managing Editor, Business Manager for News/News Operations Manager, Executive Producer, Senior Producer, Producer and Assistant Producer, News Writer, Futures or Planning Editor, Assignment Desk Chief, News Assignment Desk, Special Projects Editor, News Assistant, News Anchor/On-Air Talent, Sports Director, Weathercaster/Meteorologist, Reporter, Creative Services or Promotions Director, Promotions Manager or Audience Promotions Manager, Writer/Producer, Post-Production Editor and Station Announcer.

News and Current Affairs department has following section:

- Reporting
- Editing
- Presentation
- Lifestyle
- Talk shows on Current Affairs
- Research, Reference and archive

### **IV) The Programme Department:**

The programming director or programming manager makes certain programming information is fed to traffic, sales and other pertinent departments. Any changes are communicated both in house and externally to the TV listings services. Maintaining programming equilibrium versus negotiating for new product is part of the daily



responsibilities. Many programming decisions are now made at the corporate level, on behalf of multiple stations.

Programme department has following section:

- Programming
- Set design and properties
- Make up
- Presentation
- Press and Publication
- Library and Archive

### **V) Broadcast and Engineering Department:**

The staff of the Engineering department keeps the television station on the air and the station's physical property in good shape. Rapidly evolving technology has compressed the workforce in this area, making multi-tasking more essential and some jobs obsolete. Head of this department is the director of broadcast operations and engineering (BO&E), who could also be called chief engineer. This is a hybrid position that's half technical, half personnel management, overseeing in the words of one BO&E director "everything from the toilet paper to the tower." BO&E heads figure out what new equipment the station needs to keep competitive and work the angles to get the best deals. While a number of news departments are still video-tape based, most are converting to non-linear, server-based technologies. Digital technology is replacing analog, but stations still need to deal with video's legacy: all the information still physically stored in this format versus compressed computer files.

Broadcast and Engineering has the following section:

- Maintenance
- Outside Broadcasting
- Satellite and communication
- Training and research



## **VI) Finance and Accounts department:**

Finance Department largely performs the function of advising the Government on all financial matters. The formulation of the Budget is one of its most important functions. Finance department is also entrusted with the responsibility of framing rules regulating pay, emoluments and other service conditions of all Government employees. It has administrative control over the departments of Local Fund Audit, Directorates of National Savings, State Lotteries State Insurance and Treasuries. The department is headed by the Principal Secretary and has two Secretaries in charge of expenditure and Finance Resources. The functions of Finance Department are Preparation of budget, appropriation of accounts, re-appropriations, surrender and savings.

So, Finance and Accounts has the following section:

- Budget
- Accounts
- Tax and VAT



## Organizational Profile:

| <b>Organization</b>       | <b>Channel 24</b>  |
|---------------------------|--|
| <b>Address</b>            | 387 (south) Tejgaon I/A, Dhaka 1208, Banladesh   |
| <b>Telephone</b>          | 01766654444 , 01766659999  |
| <b>Website</b>            | <a href="http://www.channel24bd.tv">www.channel24bd.tv</a>   |
| <b>Nature of business</b> | Private television (Electronic/Broadcast media)  |
| <b>Services</b>           | <ul style="list-style-type: none"><li>• News updates</li><li>• One-hour-dramas</li><li>• Telefilms</li><li>• Drama serials</li><li>• Movies</li><li>• Sports programs</li><li>• Musical show, game show, shows on health</li><li>• Business</li><li>• Comedy shows</li><li>• Family shows, kids entertainment, cooking, musical show</li><li>• Celebrity talk show, foreign entertainment etc.</li></ul> |
| <b>Launched</b>           | Thursday May 24, 2012  |
| <b>Owned by</b>           | Hamim Group, Bangladesh.   |



## Downlink Parameter:

**CHANNEL 24** Downlink Parameter

|                       |                       |
|-----------------------|-----------------------|
| Satellite             | Apstar II -R @ 76.5°E |
| Transponder           | C5a                   |
| Downlink Polarization | Horizontal            |
| Modulation            | QPSK                  |
| Downlink Frequency    | 3815.75 MHz           |
| FEC                   | 3/4                   |
| Carrier Type          | MPEG-2/DVB            |
| Symbol rate           | 3333 ksps             |

Contract : 017 6665 4444 | 017 6665 9999

387 (South) | Tejgaon I/A | Dhaka - 1208  
www.channel24bd.tv | distribution@channel24bd.tv



### 1.3 National/International Network:

Over the past decade television has emerged as the most powerful channel news and entertainment in Bangladesh. It has displaced radio and newspapers to become the country's main source of reliable information. The 2011 Nielsen Media and Demographic survey found that 84% of urban households and 43% of rural households in Bangladesh owned a television set. The same surveys that 74% of Bangladeshis aged 15 and over watch television at least once every seven to 10 days.

The rise of television has been stimulated by a boom in private TV channels, and now Channel 24 is one of the growing commercial TV stations that received a license in 2011. Channel 24 has maintained a strong hold on viewers in both rural and town. The 2011 Nielsen survey showed that 83% of TV owners in urban areas have access to private TV channels via satellite dishes.

As every TV channels Channel 24 is charged the highest rates for advertising between 19.00 and 23.00, suggesting that is also the peak viewing period. As Channel 24 is operating their program 24 hours that's why it is reached to the every kind of viewers. Channel 24 now broadcasts at least one talk show per day and these programmes cause considerable debate nationally. Channel 24 broadcast a mix of news, talk shows, reality shows, music shows, dramas, movies and other forms of entertainment. It is also broadcasting some Islamic program which is creating the religious values and opens the door for the discussion. Rising incomes and the emergence of a large middle class have meanwhile made commercial television, based on the sale of advertising, extremely profitable. Individual programmes of Channel 24 on may have higher ratings at certain times of day. Live shows are creating great values in nationally/internationally. All of this creating the national and international network likes a strong web.



## 1.4 Principle Business Entities

### Vision:

A graphic with a light blue background. On the left, the word 'VISION' is written in large, bold, blue capital letters. To its right is a 3D bar chart with four bars of increasing height. In the top right corner of the graphic is the Channel 24 logo. Below the word 'VISION' is the following text in blue: 'Inspired by the finest cultural, corporate and creative values to present content which entertains and enriches audiences.'

The Channel 24's mission is to provide the customer with complete interactive and entertainment based creative and practical channel. It is inspired by the finest cultural, corporate and creative values to present content which entertains and enriches audiences. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers.





## Mission:



The Channel 24's mission is to provide the customer with complete interactive and entertainment based creative and practical channel. To enable the organization of outstanding content on subjects of interest and relevance to a range of audiences while using the best professional practices and ensuring long term continuity is the main mission of Channel 24. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers.

Within the last seven to 10 years, there has been a trend in the industry for the general advertising agencies to start acting as a full-service agency that not only prepares advertisements, but also does much of the creative work in-house instead of outsourcing it. This trend toward full-service agencies has continued. To a large degree it is occurring due to higher profit margins for the service providers. The Channel 24 will be bucking the trend and concentrating on their specific skill set and not offers everything under the sun.

By this year the TV channel industry reached more than twenty channels. This growth is attributed to companies' desire to appear professionally to the public. Another related



aspect of this trend is the formation of many small business owners that took their business, or created a business that uses the Internet and their desire to appear more corporate or established than they really are.

## **Objective:**

The Channel 24 is still in the speculative stage as a service provider. It plans to take a modest strategy toward project acquisition, not accepting projects by virtue of increasing revenue, but accepting new projects conditionally on the fact that sufficient resources can be committed ensuring complete customer satisfaction. Let's know some objectives of Channel 24.

### **Marketing Objectives**

- Increase visibility, evidenced by an increase in unsolicited requests for service.
- After year one, generate at least 30% of new business each quarter from referrals.
- Continually strengthen Channel 24's brand equity, evidenced by informal polling during networking activities.

### **Financial Objectives**

- Maintain positive, steady, growth each month.
- Reach profitability by the end of year one.
- Continue to decrease the variable costs associated with serving a project.



## **Target Markets**

The Channel 24 has two distinct customer groups which they will concentrate on:

- Small-Medium size companies
- Large-size companies: 15-40 employees

## **Sales Forecast**

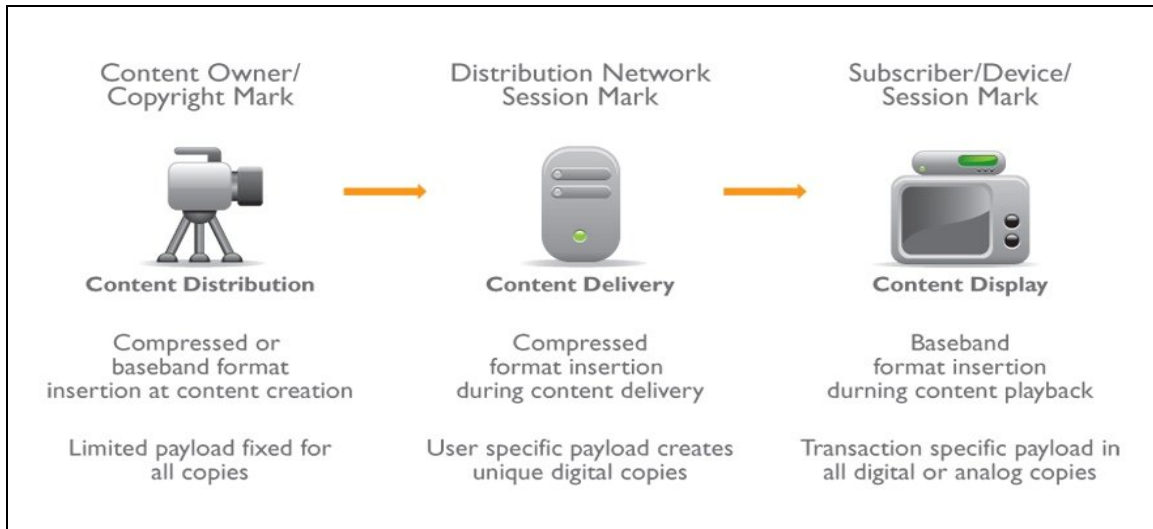
The first month of operation will be used to set up the office and establish the online presence. Some of the time will be working with the interior designers to create a modern looking office space.

Months two through four will be somewhat slow as Kiev is developing clients. He is forecasting to take on some smaller projects. By month five Metolius will have developed larger projects and will continue to grow steadily.

## **Goal**

Channel 24 is the 24 hour news oriented television channel in Bangladesh. It started its journey to present 24 hours news oriented program. The channel is growing up with a band of young and devoted journalists of the country. Channel 24 is now continuing its journey with a goal to present authentic and politically unbiased news to the viewers in the nook and corners of Bangladesh.

## Principle and Values:



The company has created its Code of Business Conduct and Ethics to ensure that our employees' business decisions follow our commitment to the highest ethical standards and the law. Adherence to this Code and other official policies those are essential to maintaining and furthering our reputation for fair and ethical practices among the customers, shareholders, employees and communities. This Code applies to all company employees and members of the Board of Directors, except where superseded by specific terms of a valid contract between you and the company or a valid collective bargaining agreement. In the event that this Code conflicts with the Clear Channel Employee Guide or any contractual arrangement you may have with us or that you may benefit from, the Employee Guide or contractual arrangement shall control. The provisions of this Code are not intended to, and should not be interpreted to; prohibit activities otherwise protected by law (including legal labor organizing activity).

It is the responsibility of each employee covered by this Code to comply with all applicable laws and regulations and all provisions of this Code and the related policies



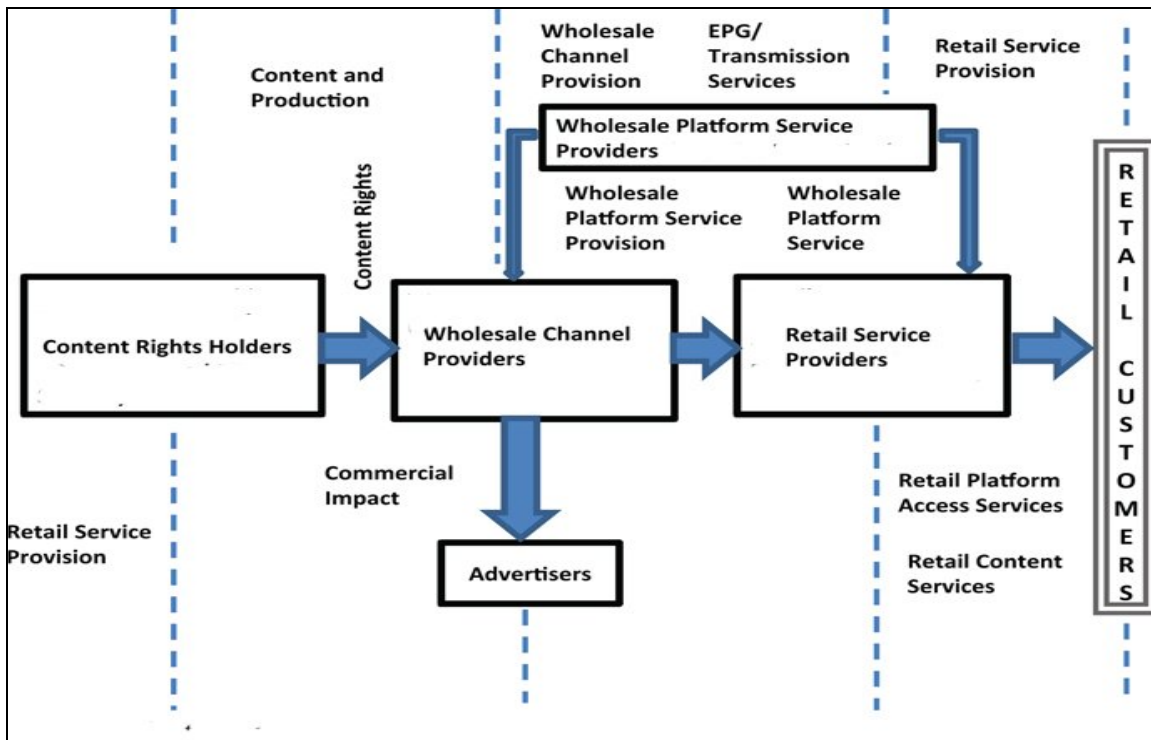
and procedures. Each employee covered by this Code must report any violations of the law or this Code. Failure to report such violations and failure to follow the provisions of this Code may have serious legal consequences and will be disciplined by the company. Discipline may include termination of your employment.

This Code summarizes certain laws and the ethical policies that apply to all of our employees, officers and directors. Several provisions in this Code refer to more detailed policies that either concern more complex company policies or legal provisions or apply to select groups of individuals within our company. If these detailed policies are applicable to you, it is important that you read, understand, and be able to comply with them.

Situations that involve ethics, values and violations of certain laws are often very complex. No single code of business conduct and ethics can cover every business situation that you will encounter. Consequently, we have implemented the compliance procedures outlined in the sections of this Code entitled “Administration of the Code” and “Asking for Help and Reporting Concerns.” The thrust of our procedures is: when in doubt, ask.



Let's know about Channel 24 value chain at a glance:



## 1.5 SWOT Analysis of Channel 24:

The following SWOT analysis captures the key strengths and weaknesses within the Strengths and weakness within the company and describes opportunities and threats faced by the Channel 24. SWOT analysis is a powerful technique for understanding organizations strength and weakness and looking for the opportunities and threats it may face. Used in a business context it helps organization crave a sustainable niche in a market. This analysis is mainly based on a current market situation.





### **Strength:**

- A unique combination of both creative and business sense.
- An elegant office that gives off the perception of creative, cutting-edge design, implying a skilled service provider.
- A targeted focus for attracting customers.

### **Weaknesses:**

- The struggle to develop awareness related to a start-up company.
- Increasingly limited amount of time for marketing activities as more and more time is needed to finish projects.
- The struggle to constantly appear on the "cutting edge."

### **Opportunities:**

- A growing market that does not seem to be focused on attracting a target customer segment.
- The ability to generate future business by leveraging the technological advances of the Internet.
- An industry that is not significantly affected by slumps in the economy.

### **Threats:**

- Competition from local competitors who decide to focus on Channel 24 targeted segments.
- Significant increase in ease of use of graphic design software that allows individuals to design their own graphical pieces.
- A shift in local industries that changes the demographics of many of the companies located in Concord.



## **PART B: Job Description**



### **2.1 Working Experience in Channel 24:**

1st May, I joined in Channel 24 marketing department (Sales and Marketing). My first day at my professional work .I fell very nervous but I didn't expose that. I shown that I am smart why should I tense? But I really become nervous. In Channel 24 I saw everyone very friendly. When my coordinator introduce to every one-I saw every one came to me and talk to me. Every one asked my name, from which university I came. I noticed that when I said I am from private university then suddenly they all become quit, their attitude like "OK, She is from Private University". Because in Channel 24 maximum employed from Public University. I stunned. Why rapidly all people becomes clam? Every one looked at me. I felt more nervous. Then I take some time from me. I thought why I should fell nervous or bad. I am come form BRAC University which is most popular university in Bangladesh. What they know about sales and marketing I also familiar with that. That's true I have no realistic skill. But if any one can give me an opportunity I can prove that I can also do much better than them. I think I am smarter from them. Then I promise my self that this 3months internship I will prove every one that now private universities students are more educated, smarter, and practical than public university. Today's private universities and public universities are compatible. Students want to admit in private universities. Then I give up my entire tensed mood. I walk every ones desk and speak to every one smartly. Then they gradually came my desk have a chat with me. They told me if I need help they help me out. Now they like me very much. I work hard only proved my self and my university.

My internship in the Channel 24 at marketing department let me know that there is a vast difference between classroom learning and the practical field. I have been to face lots of difficulty in my field assignment. But my education in sales and marketing has assisted me a lot.



There are a lot of similarities between my subject and the Marketing department. Last semester I learnt about advertising and marketing research. I also gained knowledge of the marketplace, competing objectives and competing priorities (e.g., budget, prestige). Marketing department has some own language, which I learnt from subject. It was easy for me to work at Channel 24 because I know everything. In sales and marketing department I learn how to develop and execute campaigns. I also learn how to measure and monitor the performance of social media. I got the practical experience of customer relationship and customer communication. Now I have very good knowledge on social media tools, trends and applications and appropriately apply.

Despite learning these things there is a big different between study and work. When I do work I get to know that I have to face a lot of problems. But since I studied the classroom subjects very well I did not have to face that many problems.



## 2.2 Daily Work/Job Responsibilities:

In sales and marketing department there have different section to work. As I was working at sales and marketing department in channel 24, I had some job like developing and managing social media presence, customer advocacy, customer communication activity, integrating social media into overall web experience, updating customer information etc. I also have experience to work with online sales team to manage the web experience from a customer prospective.

Let's know some of my Responsibilities in my office

- Developing and executing campaigns in line with other activity to help to build positive brand awareness.
- To measure and monitor the performance of activity across all Social Media channels and audiences.
- Supporting the Customer Relationship Manager will all existing customers' communications.
- Liaising with the Campaign Team and Media Manager to ensure integration of Social Media into the on-going campaign activity.
- To develop integrated campaigns linked to the overall business strategy that use social media techniques to increase visibility, membership and traffic.
- Monitor trends in social media tools, trends and applications and appropriately apply that knowledge to increasing the use of social media.



- To develop a plan to integrate the web experience with the overall customer communication and social media strategy.
- To develop a plan to continually improve how we use our customer TV channel.

## 2.3 Different Aspects of Job Performance:

Marketing is defined as all organized efforts, activities and expenditures designed to first, acquire a customer and, second, maintain a customer.<sup>3</sup> The marketing department is a unit of organization, traditionally charged with carrying out specific task that are deemed to be marketing such as advertising, marketing research. As the definition would suggest the marketing department customer acquisition and customer maintenance efforts go beyond the organizational boundaries of the marketing department. When all departments know and understand their role and importance in the marketing process, the functions of marketing work better. The marketing department works better. Usually, the role of marketing is viewed from the inside of an enterprise looking out to the market place. In many instance, the marketing function should provide the perspective of the market place looking in.

Critical Marketing functions include:

1. Identifying the important constituencies with in the market place
2. Identifying and valuing specific target purchaser/ user groups for the product. (Also known as target audiences or market segments).
3. Communicating with the market place.
4. Conducting transactions with the market place.
5. Obtaining on-going feed back from the market place. Obtaining feed back also means understanding the environmental conditions that the enterprise operates in, the product is marketed in. spending on research is essential to direct the development of a product or service and the development of communications messages necessary to acquaint potential customers with the product or service, in still them positive feelings about the product or service and motivate them to purchase.



The selling function is an important element of the overall marketing process. Many organizations establish a separate sales function, apart from other elements of the marketing process. This is often a sound business strategy but can lead to a chasm between Sales and the other marketing elements. Even when both are contained within a unified Marketing Department, separate sales and marketing groups often create the situation where they have competing views of the marketplace, competing objectives and competing priorities (e.g., budget, prestige).

One area that often creates the opportunity for jurisdictional disputes and other serious problems is lead generation. In many instances, some component of the Marketing Department is responsible for developing leads and then turns them over to the Sales Department. "Discussions" over the timing and quality of leads are a top topic at almost all Sales-Marketing joint meetings. It makes sure that planning and executions of plans are always coordinated, and that all programs are integrated across both marketing and sales efforts.



## 2.4 Observations and Recommendations:

### Observations:

Channel 24 is the fastest growing Television Channel in Bangladesh. As a Television Channel Customer Satisfaction is the most important fact for Channel 24.

There are two key facts involved in any purchase/buying or subscribing process. They are people and the competitive products. Within the scope of our work they can be classified as television viewers and competing TV channels like Channel I, ATN News, NTV. The above figure lists out the main factors that influence the viewers to subscribe (purchase decision) to a particular TV channel. They are socio-cultural, economic/ business interests and family backgrounds etc. Let it be news, food or fashion, people from different regions has diverse idea about this. Even people from the same region may have different tastes based on their economic status and family traditions. Apart from these influences that every buyer has, there are certain other elements that decide the final purchase decision. They are 'real need' for the commodity, 'proper motivation' to purchase, 'attitude, learning style and perception' of the individual. In short the central process of subscribing to a news channel by an individual is decided by various external influence factors shown figure plus intrinsic personal traits of the individual. Consumer purchase is influenced strongly by cultural, social, personal and psychological characteristics.

In my observation Channel 24 gives more emphasis on customer satisfaction. For channel 24 customer satisfaction is the important fact for its income. All the employer of sales and marketing department is very efficient, energetic and educated. They all are trained well to handle customers. The quality of service is very good. The environment of office is very good. The office setup is very modern and technological advance. The main



problem is Channel 24 has a large number of customers. So it is difficult to satisfy all the customers.

### **Recommendation:**

- Give more training to the marketing director and sales director so that they can increase their skill.
- Effectively make the break plan so that marketing and sales director can remove stress.
- Increase the number of employee to reduce huge customer pressure.
- Motivate the employee by different motivational factor because it is a monotonous job.
- Provide medical facilities especially on eye and hearing checkup on a regular basis to the employee.
- Give more benefit to the employee to reduce employee turnover.
- The management of the office can be stronger.
- Different programs should be taken to educate the subscribers regarding different essential features of mobile phone.





### Chapter 1: Introduction

Channel 24 today is apparently the fastest growing TV Channel in Bangladesh. It operates its function with an aim to accomplish two principal targets. Firstly, as with other commercial organizations, it operates in such a manner that it receives a good economic return on the investment. Nonetheless, secondly, it contributes significantly to the economic development of the country in making telecommunication a popular medium for exchange the information.

Channel in its operation, has to address a large number of customers throughout the country. It is therefore imperative to get to the customers to know their impression on the services of this important communication medium. This encouraged me to choose the topic of this internship as “**Customer satisfaction on news of Channel 24**”.

The introductory part of subject under investigation contains following:

- Origin of Report
- Objective of Report
- Scope of Study

As an intern-member of Channel 24’s CMD the assigned job of the researcher involve providing different services to the esteemed subscribers over television. In other words, the job related to satisfy the customers.

#### Origin of Report:

Internship is one of the main courses in Brac University. To be a graduate from Brac University a student must have to complete his Internship. Generally the syllabus requires all students to do an internship at a firm, organization, institution and multinational company to get introduced to familiar with and skilled about the genuine professional



world. It is a realistic experience of theoretically gained information and can be measured as an introduction trial to be familiar with the professional environment of any organization other than making individual confident enough to enter professional life and construct the groundwork of her carrier.

My report will be the outcome of the internship work and experience gathered during the time of my working in Channel 24 at Sales and Marketing department. The study will be focused on customer satisfaction on news coverage of National, International and sports issues in Channel 24. Sales and Marketing section as an intern of the department of Media and Communication I tried to cover up maximum sections in news of the country's most modern TV Channel and the fastest growing TV Channel named Channel 24.

### **Objective of Report:**

This Program was designed to accomplish two objectives. The objectives were identified through a closer interaction and exchange of views with the management of CMD. The objectives are:

- To find out the satisfaction level of Channel 24 subscribers.
- To locate specific areas of dissatisfaction of the customer of Channel 24.

### **Scope of Study:**

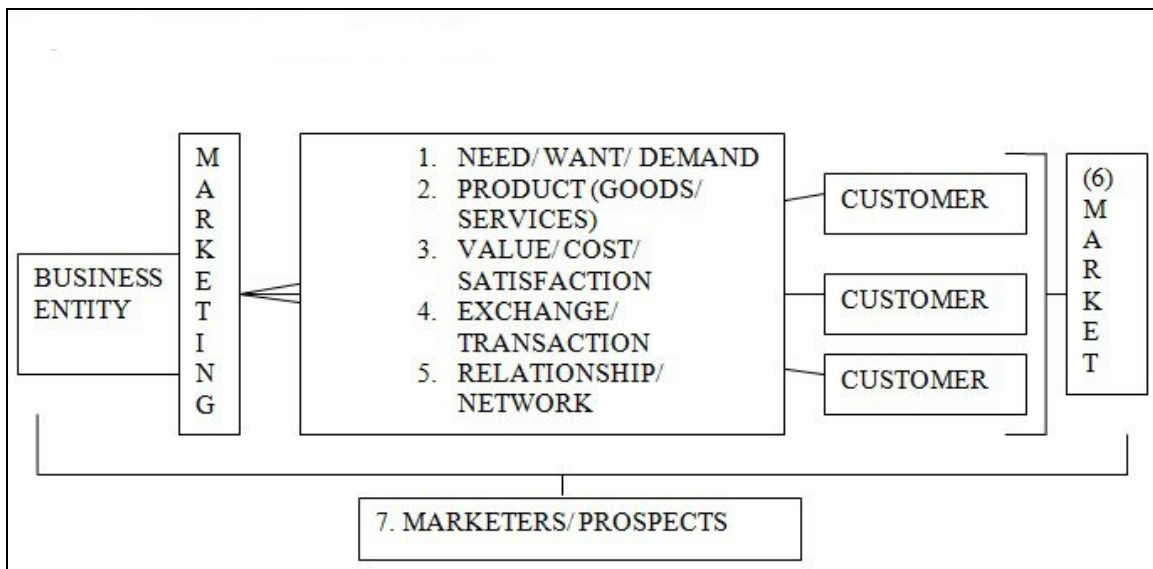
Organizationally Channel 24 is one of the market leaders in the media sector in Bangladesh. Its growth rate is splendid. But in this age of free market economy and hard competition, it is very difficult to keep up the leadership without mitigating the day-to-day problems in the structural and operational segments and making demand-driven improvement. Companies therefore need to come up with new ideas to remain in healthy



competition for business development. They need to maintain the optimum level of their customers' satisfaction. It is very important for Channel 24 as well to assess whether its customers are satisfied or not. If the customers are not satisfied, Channel 24 can then identify and specify the areas of dissatisfaction and take necessary action to remove the dissatisfaction.

## Chapter 2: Literature Review

The buyer's satisfaction after purchases depends on the offers performance in relation to the buyer's expectations. According to Philip Kotler, **“satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. Customer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's expectations”**. This satisfaction level is a function of difference between perceived performance and expectations. If the product's performance, exceed expectation the customer highly satisfied or delighted. If the performance matches the expectations the customer is satisfied. If the products performance fall shorts of expectations the customer is dissatisfied.



Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. High satisfaction or delight creates an emotional affinity with brand.



Variety of factors that affect customer satisfaction includes product quality, product availability and after sales support such as warranties and services. Customer satisfaction is seen as a proof of delivering a quality product or service. It is believed that customer satisfaction brings sales growth, and market share. A company can always increase customer satisfaction by lowering its price or increasing its services but this may result in lower profits. Thus the purpose of marketing is to generate customer value profitability.

Bangladesh is on the threshold of a new millennium. Bangladesh depends on global economy and now our country is exposing her to winds of change in the market place, which has expanded vastly and become fiercely competitive. In the changed environment, decision makers view the marketing concept as the key to success. Marketing in practice has to manage products, pricing, promotion and distribution.

A successful product can be developed by exploring these opportunities. While delivering the value of the consumer we make use of marketing support. This support is based on the knowledge of consumers and distribution. Marketing support both at the introduction of products and maturing is considered Marketing, as suggested by the American Marketing Association is "an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders".

The two major factors of marketing are the recruitment of new customers (acquisition) and the retention and expansion of relationships with existing customers (base management). Marketing methods are informed by many of the social, particularly psychology, sociology, and economics. Anthropology is also a small, but growing, influence. Market research underpins these activities. Through advertising, it is also related to many of the creative arts.

**Meior Factors of Marketing**

|                    |                    | Established Programs | New Programs           |
|--------------------|--------------------|----------------------|------------------------|
| Established Market | <b>Lowest Risk</b> | Market Penetration   | Program Expansion      |
| New Market         | <b>Medium Risk</b> | Market Expansion     | Market Diversification |
|                    |                    | <b>Medium Risk</b>   | <b>Highest Risk</b>    |

For a marketing plan to be successful, the mix of the four "Ps" i.e. product, price, place, promotion must reflect the wants and desires of the consumers in the target market. Trying to convince a market segment to buy something they don't want is extremely expensive and seldom successful. Marketers depend on marketing research, both formal and informal, to determine what consumers want and what they are willing to pay for. Marketers hope that this process will give them a sustainable competitive advantage. Marketing management is the practical application of this process. The offer is also an important addition to the 4P's theory.



## Chapter 3: Methodology

To define any research problem and give a suitable solution for the problem, a sound research plan is inevitable. Research methodology underlines the various steps involved by the researcher in systematically solving the problem with the objective of determining various facts.

### Research Design

A research work will be successful, only with a sound research design. The research design for the purpose of the study is Analytical in nature.

The major purpose of analytical research is to analyze the state affairs as it exists at present. Analytical research includes survey and in-depth analysis of variables. The research plan calls for gathering primary and secondary data. The Sampling Method adopted for the present study is Simple Random Sampling.

### Methods of Data Collection:

In this research, the collection of data is from various sources and the two types of data.

- Primary Data
- Secondary Data

Let's know about all the methods of data collection:

- **Primary Data:** Primary data collection was mainly done through the mainly done through questionnaires, direct interview and telephone contacts. The respondents were approached personally and were requested to fill up the questionnaire.





- **Secondary Data:** Secondary data was collected from Company records, Internet, and books.
- **Variables of the Study:** The Bangladeshi news channel's preference was assessed on the basis of the following variables – Accuracy of the news, News Coverage, Presentation Style, Number of advertisements etc. The preference of an additional Bangladeshi news channel were assessed on the basis of the following factors – satisfied with the existing channels, No scope for additional news channel, confusion of watching more news channels and lack of time etc.
- **Research Instrument:** The instruments adopted for the primary data collection is through “QUESTIONNAIRE”.
- **Sampling plan:** Sampling plan includes sampling unit used in the survey. It also includes the sampling size and the sampling procedure used for the survey.

Sampling plan consists of two kind of sampling unit and sampling size. The sampling unit is the Television viewers and the sampling size was selected based upon simple random sampling. For the purpose of study 50 samples are taken.

- **Sampling Frame:** The study has been carried out from Dhaka city.
- **Analysis Data:** Data's are analyzed through analytical statistics using Numerical Methods are tested.
- **Presentation Data:** Percentage method, tables and charts are used to present the data.



## **Chapter 4: Finding and Analysis**

- ❖ **Channel 24 is the one of the fastest growing channel in Bangladesh.**
- ❖ **The survey revealed that ATN News is the main competitor of the Channel 24 in Bangladesh.**
- ❖ **The viewer's convenient time of watching detailed news in at Night.**
- ❖ **Most of the viewers prefer to watch the news between 1 -2 hrs.**
- ❖ **Peoples are interested to watch all types of news.**
- ❖ **The viewers often like to watch programs like News, Entertainment, Drama Serial, and Lifestyle from Channel 24.**
- ❖ **The viewers are satisfied with Channel 24.**
- ❖ **News programs are the most popular in Bangladesh.**
- ❖ **The preference of a particular news channel is on the basis of information updates.**
- ❖ **Regarding the quality factors most of the viewers had opinion that the new readers and reporters should have excellent language fluency, presentation, skills good personality and excellent interpersonal skills.**



## Chapter 5: Recommendation

- ❖ To give some more importance to real-estate in business slot, which is the most beloved arena for investors.
- ❖ Promote information contribution from the people like sharing amateur video footage on anything of public interest.
- ❖ Environmental/Ecological issues are no longer branded as issues of some nature fanatics, is well accepted among the educated Bangladeshi.
- ❖ As Bangladesh is a development country it is appropriate to give more coverage to the developments and success stories in the field of science and technology.
- ❖ Introducing successful entrepreneurs, craftsmen, technicians, small scale industrialists, farmers etc, from the neighborhood may attract local population, especially in the rural areas.
- ❖ Add more discussions on local issues regarding the welfare of the society.
- ❖ Maximum news should be conveyed at a limited period of time, as everyone lacks time to be spent in front of televisions.
- ❖ The news should be considered with priority.
- ❖ To include more live programs.
- ❖ The programs need to be scheduled according to the viewer's convenience.



- ❖ The presentation should be unbiased.
- ❖ To deliver the relevant news with more accuracy.

Overall I can say that working as an internee I have gather lots of knowledge which can never be learnt from books and the process of working is very effective but as an internee I felt that if they have given opportunity to work in different department then my learning might be more fruitful.



## Chapter 6: Limitations of Report:

In spite of my untiring effort, I guess there may be still some shortcoming prevailing in the report due to

- The scope of the study was restricted to only few areas.
- Subscribers may not give an accurate data.
- Busy nature of respondents.
- Sample size limited to 50.
- Respondent's bias towards the certain entertainment channels.
- Lack of response from customers & resistance.

Despite these limitations I tried my best to collect necessary data and information that have been analyzed in the subsequent section.



## Conclusion:

It is clear that television is no longer just a means of entertainment; specialized channels are also equally gaining popularity. Even channels that are focused on specific field like news are also facing tough competition. In Bangladesh key players are Somoi Television, Independent Television, ATN News, Channel 24 and NTV. The research shows that Channel 24 News poses strong challenge in terms of presentation skills, news coverage and popularity.

In purview of commercial position advertisements are the bread and butter for all private owned channels. Evidently this points to importance of extensive research in to the socio political changes that the viewers are interested to listen and learn.

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Reference:

- ❖ Philip Kotler, Marketing Management- Analysis, Planning, implementation and Control, 9<sup>th</sup> Edition, Prentice Hall, Inc, 1997
- ❖ Del I Hawkins, Roger J Best, Kenneth a Coney, consumer behavior. Building Marketing Strategy, 9<sup>th</sup> Edition
- ❖ Murray R. Speigal & Larry J. Stephens, Theory and Problems of statistics, 3<sup>rd</sup> edition, McGraw hill, 1999
- ❖ Divisional Report of Channel 24
- ❖ Newsletter of Channel 24
- ❖ Web Site: [www.channel24bd.tv](http://www.channel24bd.tv)
- ❖ Valuable discussion of supervisors during the period of internship.
- ❖ Books, Publications and Journals of Channel 24.
- ❖ Moller, Susan. “ Four habits of International News reporting.” The framework Institute 30 august 2006.



# A P P E N D I X



## Appendix

### Conducting a Need Assessment

**Organization:** Channel 24 Bangladesh

**Type of Interview:** Face to face Interview

Job \_\_\_\_\_ Organization \_\_\_\_\_

Interview(s) \_\_\_\_\_ Date \_\_\_\_\_

#### **Background Information on Interviewee**

Years in the Job \_\_\_\_\_ Years in the company \_\_\_\_\_

**Highest level of education completed:**

## Questionnaire:

Please read the whole questionnaire at least once before beginning your responses

1= Excellent   2=Very Good   3= Good   4= Fair   5= Poor

|  |          |          |          |          |          |
|--|----------|----------|----------|----------|----------|
| <b>1. Channel 24 is the most favorite TV Channel for news in Bangladesh</b>            | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>2. Quality of News as a program</b>   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>3. News is up to date</b>   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>4. International News</b>   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>5. National News</b>  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>6. Entertainment News</b>   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>7. Sports News</b>  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>8. Presentation style and accuracy of News presenter/ Quality of News presenter</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |

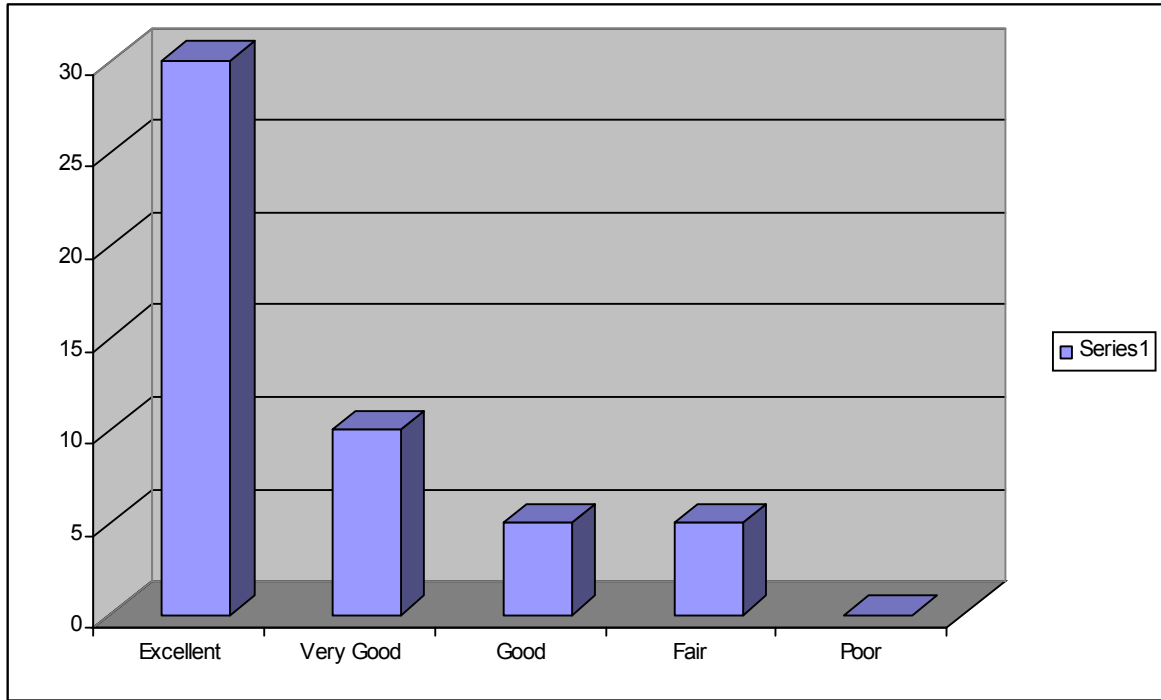
**Questionnaire I:** Channel 24 is the most favorite TV Channel for news in Bangladesh

| <b>Quality</b>   | <b>No. of Respondents</b> | <b>Percentage</b> |
|------------------|---------------------------|-------------------|
| <b>Excellent</b> | 30                        | 60                |
| <b>Very Good</b> | 10                        | 20                |
| <b>Good</b>      | 05                        | 10                |
| <b>Fair</b>      | 05                        | 10                |
| <b>Poor</b>      | 00                        | 00                |
| <b>Total</b>     | <b>50</b>                 | <b>100</b>        |

**Interpretation:**

Among the 50 samples chosen for the research study 60% of the respondents that Channel 24 is their most favorite News Channel, 20% responds it as very good, 10% as good, 10% select it as Fair and No one responds it as poor.

**Channel 24 is the most favorite TV Channel for news in Bangladesh:**



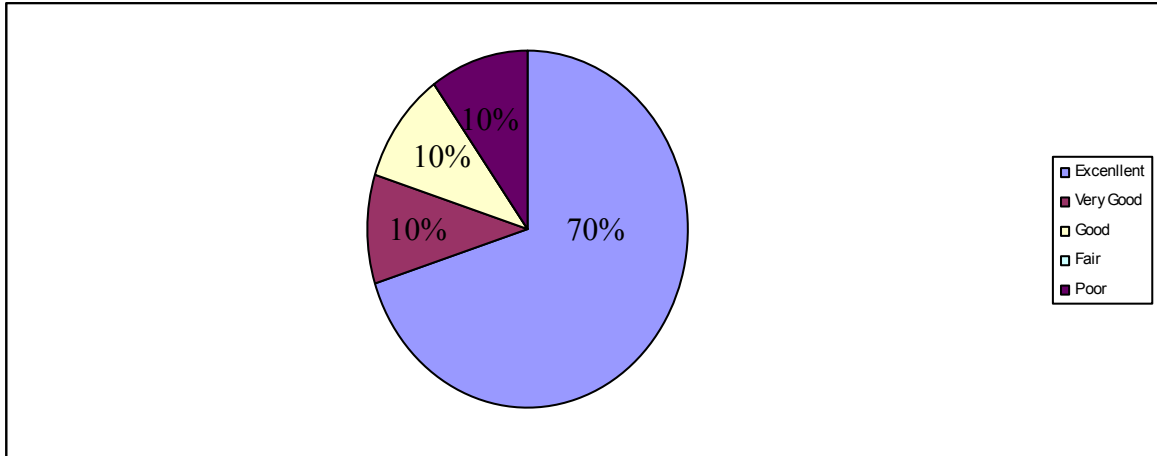
## Questionnaire II: Quality of News as a program

| Quality      | No. of Respondents | Percentage |
|--------------|--------------------|------------|
| Excellent    | 35                 | 70         |
| Very Good    | 05                 | 10         |
| Good         | 05                 | 10         |
| Fair         | 00                 | 00         |
| Poor         | 05                 | 10         |
| <b>Total</b> | <b>50</b>          | <b>100</b> |

### Interpretation:

Among the 50 samples chosen for the research study 70% of the respondents that the quality of Channel 24 is Excellent, 10% responds it as very good, 10% as good and No one responds it as Fair and 10% select it as poor.

## Quality of News as a program



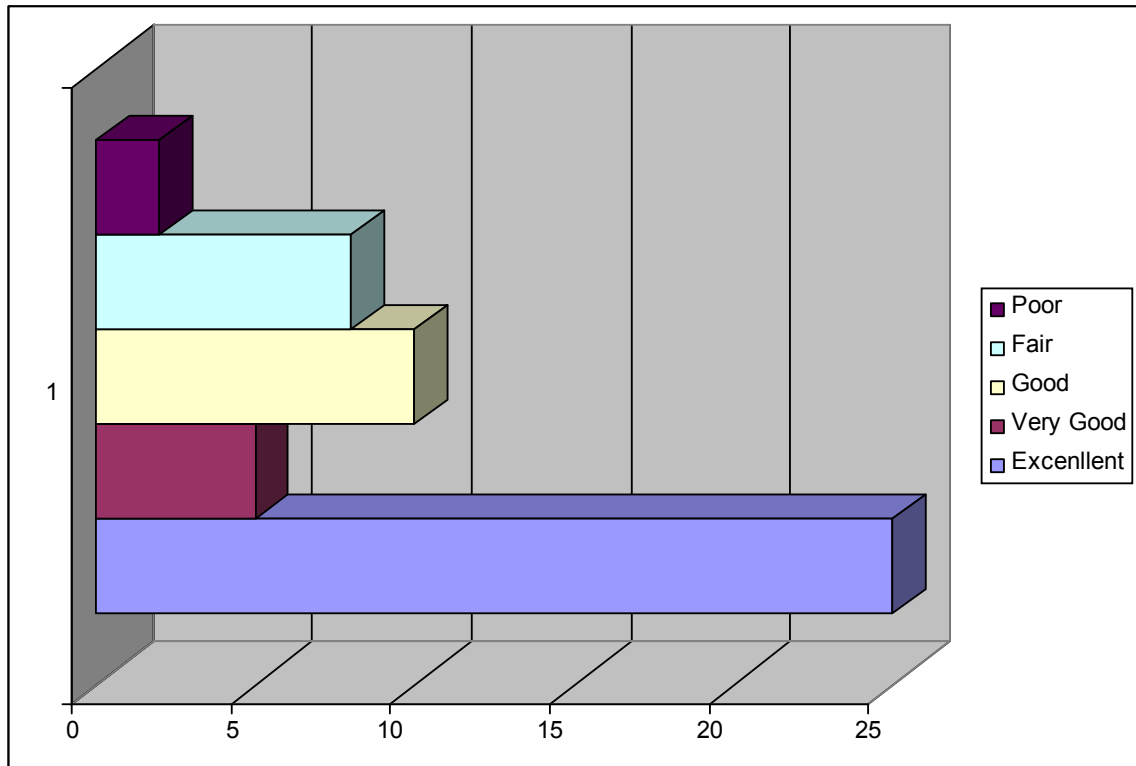
**Questionnaire III: News is Up to date**

| <b>Quality</b>   | <b>No. of Respondents</b> | <b>Percentage</b> |
|------------------|---------------------------|-------------------|
| <b>Excellent</b> | 25                        | 50%               |
| <b>Very Good</b> | 05                        | 10%               |
| <b>Good</b>      | 10                        | 20%               |
| <b>Fair</b>      | 08                        | 16%               |
| <b>Poor</b>      | 02                        | 04%               |
| <b>Total</b>     | <b>50</b>                 | <b>100</b>        |

**Interpretation:**

Among the 50 samples chosen for the research study 50% of the respondents that the News of Channel 24 news update is excellent, 10% responds it as very good, 20% as good, 16% select it as Fair and 04% responds it as poor.

**News is Up to date:**





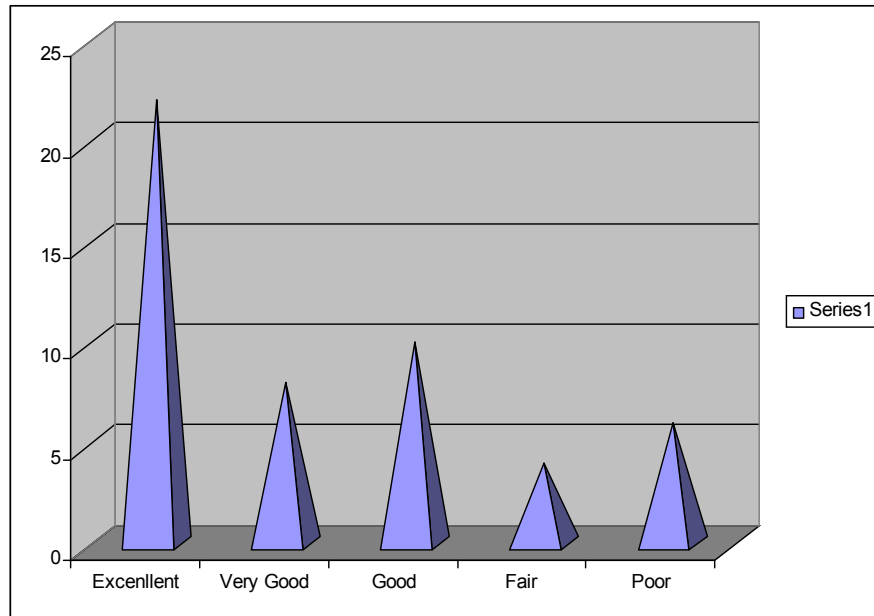
#### Questionnaire IV: The Quality of International News

| Quality      | No. of Respondents | Percentage |
|--------------|--------------------|------------|
| Excellent    | 22                 | 44%        |
| Very Good    | 08                 | 16%        |
| Good         | 10                 | 20%        |
| Fair         | 04                 | 08%        |
| Poor         | 06                 | 12%        |
| <b>Total</b> | <b>50</b>          | <b>100</b> |

#### Interpretation:

Among the 50 samples chosen for the research study 44% of the respondents that the International News of Channel 24 is excellent, 16% responds it as very good, 20% as good, 8% select it as Fair and 12% responds it as poor.

## The Quality of International News



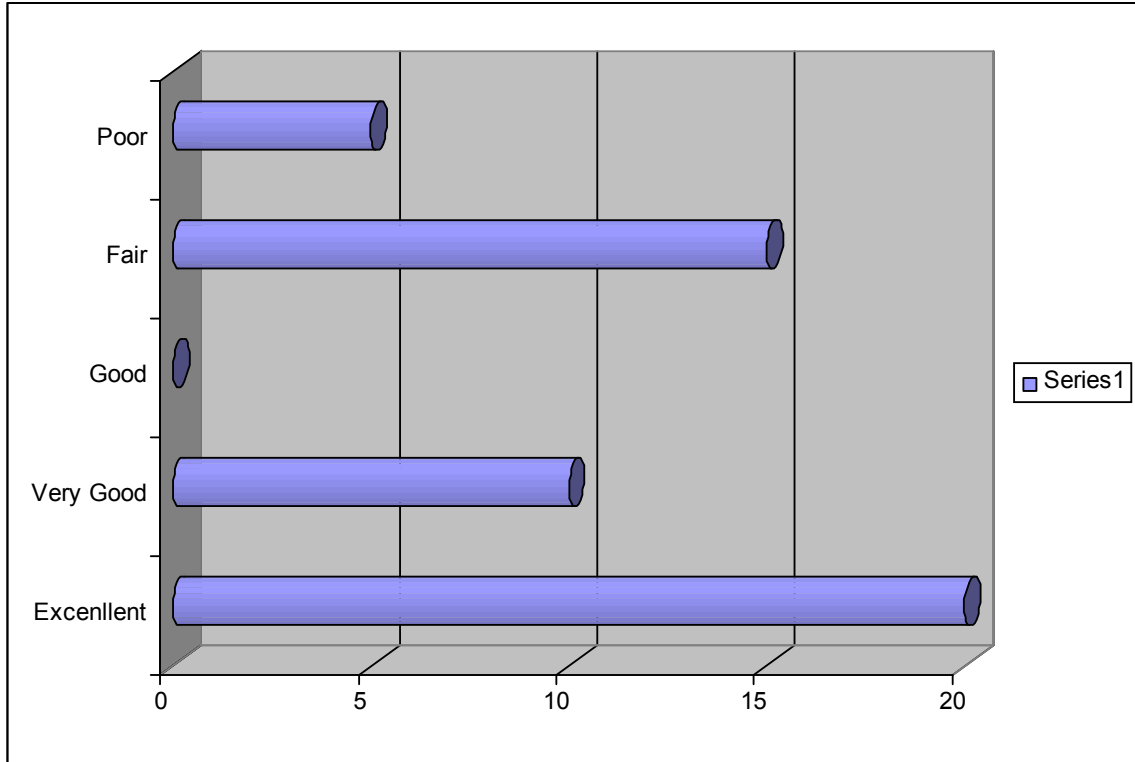
### Questionnaire V: The Quality of National News

| Quality      | No. of Respondents | Percentage |
|--------------|--------------------|------------|
| Excellent    | 20                 | 40%        |
| Very Good    | 10                 | 20%        |
| Good         | 00                 | 00%        |
| Fair         | 15                 | 30%        |
| Poor         | 05                 | 10%        |
| <b>Total</b> | <b>50</b>          | <b>100</b> |

#### **Interpretation:**

Among the 50 samples chosen for the research study 40% of the respondents that the national News of Channel 24 is excellent, 20% select it as very good, and No one responds as good, 30% select it as Fair and 10% responds it as poor.

# The Quality of National News



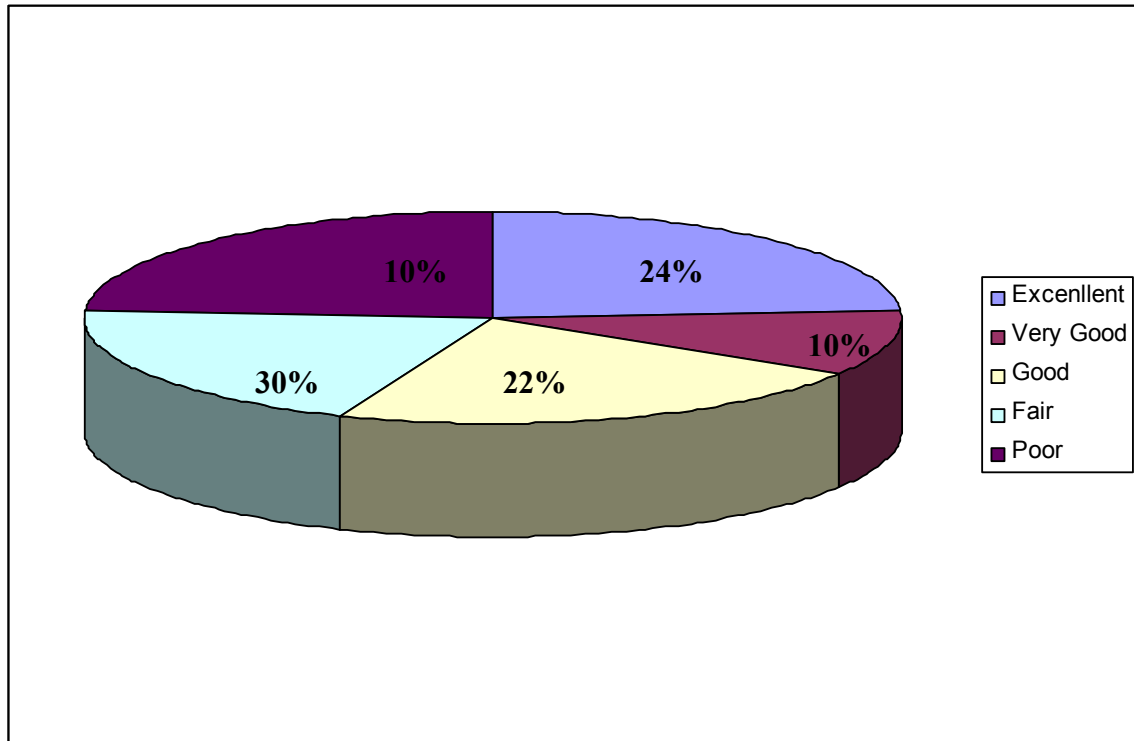
### Questionnaire VI: The Quality of entertainment News

| Quality      | No. of Respondents | Percentage |
|--------------|--------------------|------------|
| Excellent    | 12                 | 24%        |
| Very Good    | 5                  | 10%        |
| Good         | 11                 | 22%        |
| Fair         | 10                 | 30%        |
| Poor         | 12                 | 10%        |
| <b>Total</b> | <b>50</b>          | <b>100</b> |

#### **Interpretation:**

Among the 50 samples chosen for the research study 24% of the respondents that the sports News of Channel 24 is excellent, 20% select it as very good, and No one responds as good, 30% select it as Fair and 10% responds it as poor.

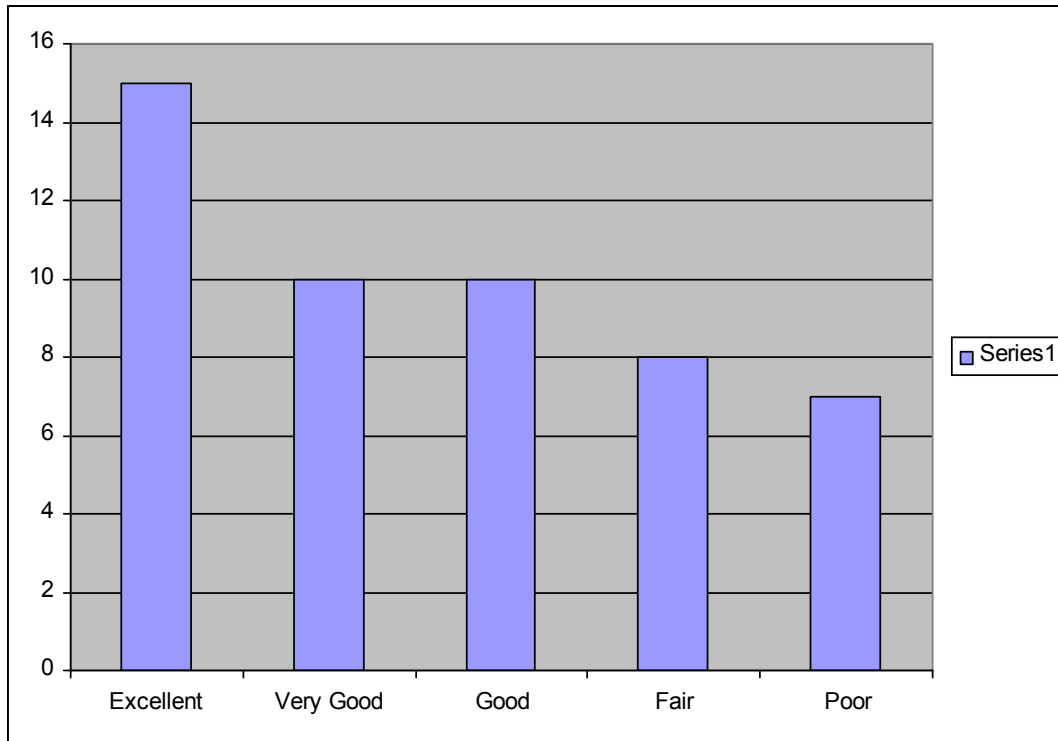
## The Quality of entertainment News



**Questionnaire VII: the quality of Sports News**

| <b>Quality</b>   | <b>No. of Respondents</b> | <b>Percentage</b> |
|------------------|---------------------------|-------------------|
| <b>Excellent</b> | 15                        | 30%               |
| <b>Very Good</b> | 10                        | 20%               |
| <b>Good</b>      | 10                        | 20%               |
| <b>Fair</b>      | 08                        | 16%               |
| <b>Poor</b>      | 07                        | 14%               |
| <b>Total</b>     | <b>50</b>                 | <b>100</b>        |

## The quality of Sports News





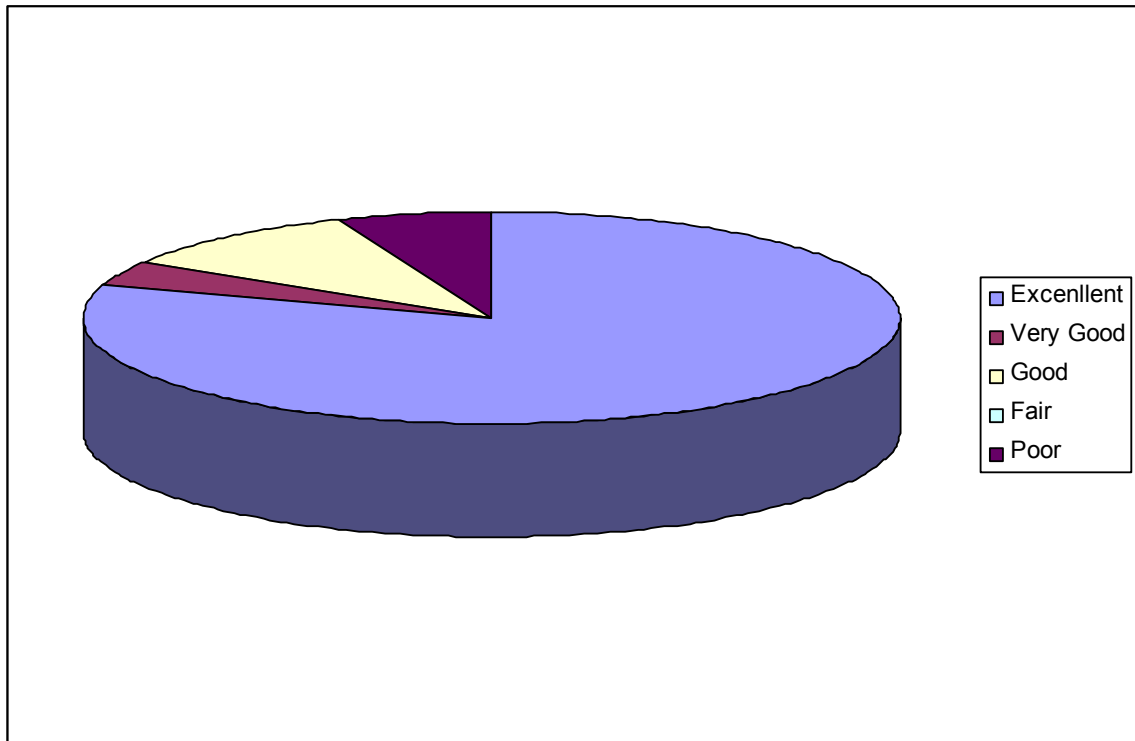
**Questionnaire VIII:** Presentation style and accuracy of News presenter/ Quality of News presenter

| <b>Quality</b>   | <b>No. of Respondents</b> | <b>Percentage</b> |
|------------------|---------------------------|-------------------|
| <b>Excellent</b> | 40                        | 80%               |
| <b>Very Good</b> | 02                        | 04%               |
| <b>Good</b>      | 05                        | 10%               |
| <b>Fair</b>      | 00                        | 0%                |
| <b>Poor</b>      | 03                        | 06%               |
| <b>Total</b>     | <b>50</b>                 | <b>100</b>        |

**Interpretation:**

Among the 50 samples chosen for the research study 40% of the respondents that the National News of Channel 24 is excellent, 4% select it as very good, and 10% responds as good, No one select it as Fair and 06% responds it as poor.

**Presentation style and accuracy of News presenter/ Quality of News presenter**



## Analyze Customer Satisfaction:

|                               |   |
|-------------------------------|---|
| <b>Mean, <math>\mu</math></b> | The average or expected value                             |
| <b>Median, Md</b>             | The value of the middle point of the ordered measurements |
| <b>Mode, Mo</b>               | The most frequent value                                   |
| <b>Standard Deviation</b>     | The Square root of the variance                           |

### Get the mean

| Questionnaire   | Excellent   | Very Good   | Good        | Fair       | Poor       |
|---|-------------|-------------|-------------|------------|------------|
| 1   | 30          | 10          | 05          | 05         | 00         |
| 2   | 35          | 05          | 05          | 00         | 05         |
| 3   | 25          | 05          | 10          | 08         | 02         |
| 4   | 22          | 08          | 10          | 04         | 06         |
| 5   | 20          | 10          | 00          | 15         | 05         |
| 6   | 12          | 05          | 11          | 10         | 12         |
| 7   | 15          | 10          | 10          | 08         | 07         |
| 8   | 40          | 02          | 05          | 00         | 03         |
| <b>Mean</b><br>$\bar{x} = \frac{\sum_{i=1}^n x_i}{n} = \frac{x_1 + x_2 + \dots + x_n}{n}$ | <b>3.98</b> | <b>1.10</b> | <b>1.12</b> | <b>0.8</b> | <b>0.8</b> |

### **Get the Median:**

We know that median is the middle value. So

Ordering the Mean of Excellent: 12, 15, 20, **22, 25**, 30, 35, 40  
So, **the Median of Excellent** =  $(22+25)/2 = 23.5$

Ordering the Mean of Very Good: 2, 5, 5, **5, 8**, 10, 10, 10  
So, **the Median of Very Good** =  $(5+8)/2 = 6.5$

Ordering the Mean of Good: 5, 5, 5, **10**, 10, 10, 11  
So, **the Median of Good** = 10

Ordering the Mean of Fair: 4, 5, **8, 8**, 10, 15  
So, **the Median of Fair** =  $(8+8)/2 = 8$

Ordering the Mean of Poor: 2, 3, 5, **5**, 6, 7, 12  
So, **the Median of Poor** = 5

### **Get the Mode (The most frequent value):**

Ordering the Mean of Excellent: 12, 15, 20, 22, 25, 30, 35, 40  
There is no frequent value of Excellent so there is no Mode of Excellent.

Ordering the Mean of Very Good: 2, **5, 5, 5**, 8, **10, 10, 10**  
We know that if the list of numbers contains more than one number that repeats the same amount of time that means it has multiple modes.  
So, **the Mode of Very Good** = 5 and 10

Ordering the Mean of Good: **5, 5, 5**, **10, 10, 10**, 11  
It also contains more than one number that repeats same time.  
So, **the Mode of Good** = 5 and 10

Ordering the Mean of Fair: 4, 5, **8, 8**, 10, 15  
So, **the Mode of Fair** = 8

Ordering the Mean of Poor: 2, 3, **5, 5**, 6, 7, 12  
So, **the Mode of Poor** = 5

Get the Deviation:

| <b>Deviation</b> (subtract the mean from each of the number) |   |
|--|---|
| <b>Excellent</b>   | 26.02, 31.02, 21.02, 18.02, 16.02, 8.02, 11.02, 36.02 |
| <b>Very Good</b>   | 8.9, 3.9, 3.9, 6.9, 8.9, 3.9, 8.9, 0.9                |
| <b>Good</b>  | 3.88, 3.88, 8.88, 8.88, -1.12, 9.88, 8.88, 3.88       |
| <b>Fair</b>  | 4.2, -0.8, 7.2, 3.2, 14.2, 9.2, 7.2, -0.8             |
| <b>Poor</b>  | -0.8, 4.2, 1.2, 5.2, 4.2, 11.2, 6.2, 2.2              |

Square the deviation

| <b>Deviation<sup>2</sup></b> |  |
|------------------------------|--|
| <b>Excellent</b>             | 677.0404, 962.2404, 441.8404, 324.7204, 256.6404, 64.3204, 121.4404, 1297.4404 |
| <b>Very Good</b>             | 79.21, 15.21, 15.21, 47.61, 79.21, 15.21, 0.81                                 |
| <b>Good</b>                  | 15.0544, 15.0544, 78.8544, 78.8544, 1.2544, 97.6144, 78.8544, 15.0544          |
| <b>Fair</b>                  | 17.64, 0.64, 51.84, 10.24, 201.64, 84.64, 51.84, 0.64                          |
| <b>Poor</b>                  | 0.64, 17.64, 1.44, 27.04, 17.64, 125.44, 38.44, 4.84                           |

Add the squares:

**Excellent** = 4145.6832

**Very Good** = 252.46

**Good** = 380.5952

**Fair** = 419.12

**Poor** = 233.12

Divide by total number of numbers less one

**Excellent** = 592.2405

**Very Good** = 36.0657

**Good** = 54.3707

**Fair** = 59.8743

**Poor** = 33.3029

Get the Standard Deviation

| <b>Standard Deviation</b> |                            |
|---------------------------|----------------------------|
| <b>Excellent</b>          | $\sqrt{592.2405} = 24.336$ |
| <b>Very Good</b>          | $\sqrt{36.0657} = 6.005$   |
| <b>Good</b>               | $\sqrt{54.3707} = 7.374$   |
| <b>Fair</b>               | $\sqrt{59.8743} = 7.738$   |
| <b>Poor</b>               | $\sqrt{33.3029} = 5.771$   |