HYPOTHESIS AND RESEARCH METHODOLOGY
CHAPTER - III
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3.1 HYPOTHESIS:

"The present position and progress of the Newspaper industry Pune city with reference to organizational, financial, technological and marketing developments is satisfactory while the present position about labour welfare is not up to the mark."

3.2 SCOPE AND LIMITATIONS:

1. The study is limited to the Newspaper Industry in Pune city only.

2. The study includes Newspaper units which are managed and administrated by various forms of organisation in Pune city.

3. The study is restricted to the Newspaper units about -
   a) Organisational structure
   b) Production management
   c) Financial Management
   d) Marketing Management
   e) Personnel Management

4. The study is restricted to investigate views of management, workers, union leaders about the performance of an industry.
5. The study covers the period from 1st April 1982- to 31st March 1992.

6. The study includes Newspaper units which were operating during the period of this study.

3.3 RESEARCH METHODOLOGY

Following are the details through which the design of the study is stated in terms of the methodology applied, constructed and questionnaires administered. Apart from this, discussions with management, workers and their union leaders, have been conducted as a supplementary measure.

While studying the newspaper units in Pune city the following four methods were applied in order to collect data.

1. Questionnaire method
2. Interview method
3. Observation method
4. Survey method

3.4 QUESTIONNAIRE METHOD

Questionnaire method was useful to get information about maximum number of respondents. An attempt was made to cover 10 newspaper units. Questionnaires were framed in English as well as in Marathi. The following three types of questionnaires were prepared -

a) Questionnaire for management/owners
a) Questionnaire for management/owner:

All the details about the newspaper establishment are covered in this questionnaire. These questionnaires are distributed to all the 10 newspaper establishments, consisting of all categories of establishments like Large, Medium and Small establishments.

The title of the questionnaire is "The questionnaire for newspaper units".

The questionnaire is divided into nine sections seeking the following information.

A) PERSONAL - ORGANISATIONAL INFORMATION:

This section is concerned with the general information such as the name, address, name of management body, date of establishment conversion - take over, name of managing director Editor and number of copies circulated etc.

B) ORGANISATIONAL STRUCTURE:

This section deals with supervisory and management structure that existed during the period 1982 to 1992, basis of division of work, association with state-national level organisations, existence of trade union and office routine procedure.
C) PERSONNEL MANAGEMENT:

This section includes questions regarding the existence of personnel department, employment potentials, method of recruitment available training facilities, method of labour promotions and labour turnover etc.

D) PRODUCTION MANAGEMENT:

This section consists of details about operation routine, machineries installed, environmental factors and schedules of production plans.

E) FINANCIAL MANAGEMENT:

In this section an attempt is made to obtain data concerning total investments, source of capital, various provisions made during the period and advertisement revenues.

F) COSTING INFORMATION:

This section deals with method of cost determination applied, cost-analysis, changes in prices of newspaper, cost control, measures etc.

G) TECHNOLOGICAL INFORMATION:

This section deals with technological details like nature of machineries and equipments installed, its capacity, period of replacement effects of technological change on various factors like quality, speed of work, cost-control etc.
H) **MARKETING MANAGEMENT** :-

This section covers the questions concerned with sale system terms and conditions of contracts, with agents, sales promotion schemes.

I) **OTHER INFORMATION** :-

This is the last section of the questionnaire prepared for the management-owners. All the details which are not covered in the above sections are dealt with here. This section consists of details about laws applicable to the industry, material handling procedure, disposal system, and space is provided to have opinion of the owners about the future of the industry, considering points like quality, competition, entry of foreign agencies and labour changes.

b) **QUESTIONNAIRE FOR STAFF** :-

This questionnaire is designed in such a manner as to cover all categories of newspaper establishments i.e. journalist and non-journalist. It consists of staff members like editor, composer, cameramen, computer-operator, analyst, printer etc.

The title of the questionnaire is "Questionnaire for the newspaper workers". In order to obtain information personal visits were made to the establishments as per the convenience of the staff.

This questionnaire is divided into four sections :-
A) Personal Information:
This section covers general information of the staff. It mainly includes name, address, age, qualification, experience of the worker and nature of job.

B) Working conditions (Monetary):
This section deals with monetary aspect of working condition of the staff. Details about basic pay, dearness allowance, house rent allowance, provident fund, gratuity, pension scheme and bonus are demanded from the staff.

C) Working conditions (Non-monetary):
This section consists of questions regarding working hours, leaves available, nature of service, working conditions at place of work, membership of union etc. Some space is provided to express the opinion of the staff about existing working conditions and his valuable suggestions if any about it.

D) Other Information:
All other relevant details are covered in this section; like opinions of the staff about role of government union role, behavior of superiors with them etc.
At the end of the questionnaire space is provided for suggestions comments about the over-all performance of the industry.
c) **QUESTIONNAIRE FOR THE CUSTOMER :-**

An attempt is made to set the questionnaire in such a way as to cover all categories of customers like Executives to hawkers.

The title of the questionnaire is "Questionnaire for the Customers ". The questionnaire is divided into 24 points consisting the information related to newspapers and the trends.

A) The first 4 questions are concerned with name, address, educational qualification, nature of Job-business of the respondents. Customers personal information is sought in this section.

B) Question number 4 to 9 are designed in order to obtain information about the level of satisfaction of the customer. These mainly focus on customer's satisfaction about his requirements from the paper, reading coverage and ranking of the newspaper.

C) Question number 10 and 11 deal with advertisements in the newspaper. An attempt is made to know the habits of reading/seeing/observing advertisements.

D) Question number 12 deals with the daily reading habits of the customer with such matters that form the material for regular reading.
E) Question number 13 deals with the time the consumer spends every day for daily newspaper reading and absorbing the contents of news, the question 14 covers the habit of preservation of news cuttings and its use.

F) Question number 15 to 20 deal with content of the newspaper, its needs, reliability and approach of newspapers in social context.

G) Remaining all questions deal with opinions of the respondent about subscribing other newspapers [or the changes that have taken place in the newspaper] during last 10 years, habit of comparison of news items etc.

All the above 3 questionnaires were set in Marathi as well as in English. Questionnaires were distributed to all news establishments through personal visit & contacting them personally according to the convenience of respondents.

3.5 Interview Method :-

Interview method helped reinvestigate more details found through the questionnaires received from the respondents. Interviews with Managements, Staff & Union leaders helped the researcher to obtain facts existing in the establishments. Some important information became available during the interview with the owners, which in turn helped the researcher to arrive at definite conclusions.
Interviews with staff were helpful to access working condition - monetary and non-monetary on its merit. This method was useful to collect real data about the spending of establishments on staff-welfare.

This method was useful to record "facts" existing in the press.

3.6 Survey Method :-

Survey method was useful to collect data about maximum number of units and staff, working conditions existing at various units. Survey method was also applied to collect opinions of the customers belonging to various categories and subscribing to different newspapers.

3.7 Observation Method :-

Observation method proved more useful as some of the concerned respondents were not happy to provide real facts of the establishments and working conditions.

'Observations' helped to collect data about total capital investments, space utilisation and non-monetary working conditions existing in the establishments. It was also useful for collecting data about material handling, storage, scrap-disposal and existence of environment like ventilation, safety measure installation, sanitary provisions, facilities at place of work etc.

In certain cases combined use of interview method and observation method proved more useful.