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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, December 2014

(MANAGEMENT PRACTICES)

(SECOND YEAR)

281. BROADCASTING CABLES AND NEW TECHNOLOGIES

Time: Three hours

Maximum: 75 marks

SECTION – A

(5×3=15)

Answer any FIVE questions

1. Enumerate the telecommunication market structure.
2. Mention the mobile service providers in India.
3. What is the objective of wireless communication?
4. What are the implications faced on revenues?
5. Brief the impacts of deregulation.
6. Whether the handset price influences the subscriber growth? If so, How?
7. Name the authority which controls the service providers in India.
8. Write note on next generation networks.

SECTION – B

(3×10=30)

Answer any THREE questions

9. Describe the development of telecommunication in India.
10. Explain the growth of mobile technology.
11. Discuss about the Indian telecom market.
12. Explain the relationship of income to telecom penetration.
13. Explain infrastructure prices.

SECTION–C

(1×15=15)

Answer any ONE question

14. Explain basic service license and cellular mobile service licenses.
15. Discuss the influence of VTM cells in telecommunication system.
16. Explain about mobile services, limited mobility service and falling tariffs.

SECTION–D

(1×15=15)

(Compulsory)

17. Is India emerging as major player in the growth of mobile technology? Discuss.
