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7016

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, December 2014

(MANAGEMENT PRACTICES)

(SECOND YEAR)

282. TELECOM INVENTORY MANAGEMENT

Time: Three hours

Maximum: 75 marks

SECTION – A

(5×3=15)

Answer any FIVE questions

1. What is meant by monopoly?
2. What is the role of government agencies in securing support?
3. Brief Grassroots campaign.
4. What is the need for inventory management?
5. Highlight the importance of telecom cost and expense management.
6. Mention the activities of telecom regulatory authority.
7. What is meant by ICATL?
8. What is the outcome of telecom reforms in India?

SECTION – B

(3×10=30)

Answer any THREE questions

9. Describe the merits and demerits of telecommunication liberalization process.
10. Discuss the aspects of public relations strategy.
11. Explain about the legislative strategy.
12. Explain the telecom information management system.
13. Discuss telecom invoice management.

SECTION–C

(1×15=15)

Answer any ONE question

14. Illustrate the mechanism involved in the reforms of Indian telecom industry.
15. Discuss the domestic and international strategies of India.
16. Justify with your explanation that India's monopoly rationale is outdated.

SECTION–D

(1×15=15)

(Compulsory)

17. Explain the strategies and functions of congress and government agencies followed in the process of securing support in telecom.
