

**ALCCS**

Time: 3 Hours

**JUNE 2015**

Max. Marks: 100

***PLEASE WRITE YOUR ROLL NO. AT THE SPACE PROVIDED ON EACH PAGE IMMEDIATELY AFTER RECEIVING THE QUESTION PAPER.***

**NOTE:**

- Question 1 is compulsory and carries 28 marks. Answer any FOUR questions from the rest. Marks are indicated against each question.
- Parts of a question should be answered at the same place.

- Q.1** a. Describe the role of Barriers to entry and Demand Growth of Elements of Market structure.
- b. What are the demographic considerations required in business of broadcasting?
- c. Describe the various corporate growth strategies.
- d. Explain the role of HFC network required in Cable television
- e. Explain the rights and responsibilities of Public Utilities.
- f. What are the competitive challenges in the telecommunication market?
- g. What are the advantages of DSL and VOIP services? (7×4)
- Q.2** a. Explain the principles of supply and pricing in telecommunication economics. Also describe the factors that can influence supply. (9)
- b. Explain the role of SWOT model, External factors and Internal factors used in Environmental Scanning. (9)
- Q.3** a. What is strategic planning? Explain the corporate growth strategies and Mergers & Growth strategies in Telecommunication Business in detail. (9)
- b. Draw and explain the Broadcast Program Strategies model in detail. (9)
- Q.4** a. Explain various marketing cable and enhanced services in cable television in detail.(9)
- b. Explain the architecture and challenges of 3G and 4G networks (9)
- Q.5** a. Explain natural monopolies and cyclical patterns of services as the part of public utilities used in Telecommunication Economics. (9)

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**Subject: TELECOMMUNICATION MANAGEMENT**

- b. Explain the role of Telephony and Intelligent Networking in Telecommunication. (9)
- Q.6** a. Explain the role of telecommunication in rural development. (9)
- b. Explain risks associated with Foreign Direct Investment. Also enlist the various Global Competition issues. (9)
- Q.7** a. Explain the technology diffusion of SMS and MMS in telecommunication (9)
- b. Explain the various security issues in Telecommunication. (9)