

Time: 3 Hours

JUNE 2017

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. Explain emerged and emerging technologies used in new services of telecommunication. (7x4)
- b. Explain signalling in telecommunication systems.
- c. Discuss the various types of Broadcast Program Strategies. Enlist their merits and demerits
- d. What are the demographic considerations required in business of broadcasting?
- e. What are the advantages of DSL and VOIP services?
- f. What are the security issues in telecom areas?
- g. What are the risks associated with FDI? Also, discuss global competition issues. (7x4)
- Q.2** a. Explain the role of Total Quality Management and Six Sigma as used in Organizational culture. (9)
- b. Explain the principles of supply and pricing in telecommunication economics. Also describe the factors that can influence supply. (9)
- Q.3** a. What are the competitive business strategies? Explain with suitable examples. (9)
- b. Explain SWOT model in detail. (9)
- Q.4** a. Explain various marketing cable and enhanced services in cable television in detail. (9)
- b. Explain the concept of public broadcasting. Why? How? (9)
- Q.5** a. Explain natural monopolies and cyclical patterns of services as the part of public utilities used in Telecommunication Economics. (9)
- b. Discuss the role of other regulatory bodies and Govt. Dept. in India who act as regulators in telecommunication regulator. (9)
- Q.6** a. Differentiate between telecommunication and media. Why regulation of telecommunication is required. (9)
- b. Explain the role of telecommunication in rural development. (9)
- Q.7** a. Explain the various security issues in Telecommunication. (9)
- b. What do you mean by Mobile commerce? Justify, how Mobile Commerce is beyond e-commerce? (9)