

**Q.1 a. Describe the role of Barriers to entry and Demand Growth of Elements of Market structure.**

**Answer:**

Whole chapters of Syllabus

**b. What are the demographic considerations required in business of broadcasting?**

**Answer:**

Whole chapters of Syllabus

**c. Describe the various corporate growth strategies.**

**Answer:**

Whole chapters of Syllabus

**d. Explain the role of HFC network required in Cable television**

**Answer:**

Whole chapters of Syllabus

**e. Explain the rights and responsibilities of Public Utilities.**

**Answer:**

Whole chapters of Syllabus

**f. What are the competitive challenges in the telecommunication market?**

**Answer:**

Whole chapters of Syllabus

**g. What are the advantages of DSL and VOIP services?**

**(7×4)**

**Answer:**

Whole chapters of Syllabus

**Q.2 a. Explain the principles of supply and pricing in telecommunication economics. Also describe the factors that can influence supply.**

**(9)**

**Answer:**

Section 1.3 & Section 2.2 of Reference Book-I/Syllabus

**b. Explain the role of SWOT model, External factors and Internal factors used in Environmental Scanning.**

**(9)**

**Answer:**

Section 1.3 & Section 2.2 of Reference Book-I/Syllabus

**Q.3 a. What is strategic planning? Explain the corporate growth strategies and Mergers & Growth strategies in Telecommunication Business in detail.**

**(9)**

**Answer:**

Section 3.1 & Section 4.5 of Reference Book-I/Syllabus

- b. Draw and explain the Broadcast Program Strategies model in detail. (9)**

**Answer:**

Section 3.1 & Section 4.5 of Reference Book-I/Syllabus

- Q.4 a. Explain various marketing cable and enhanced services in cable television in detail. (9)**

**Answer:**

Section 5.5 & Section 5.8 of Reference Book-I/Syllabus

- b. Explain the architecture and challenges of 3G and 4G networks (9)**

**Answer:**

Section 5.5 & Section 5.8 of Reference Book-I/Syllabus

- Q.5 a. Explain natural monopolies and cyclical patterns of services as the part of public utilities used in Telecommunication Economics. (9)**

**Answer:**

Section 6.1 & Section 7.3 of Reference Book-I/Syllabus

- b. Explain the role of Telephony and Intelligent Networking in Telecommunication. (9)**

**Answer:**

Section 6.1 & Section 7.3 of Reference Book-I/Syllabus

- Q.6 a. Explain the role of telecommunication in rural development. (9)**

**Answer:**

Section 9.1 & Section 11.3 & Section 11.4 of Reference Book-I/Syllabus

- b. Explain risks associated with Foreign Direct Investment. Also enlist the various Global Competition issues. (9)**

**Answer:**

Section 9.1 & Section 11.3 & Section 11.4 of Reference Book-I/Syllabus

- Q.7 a. Explain the technology diffusion of SMS and MMS in telecommunication (9)**

**Answer:**

Section 12.5 & Section 13.3 of Reference Book-I/Syllabus

- b. Explain the various security issues in Telecommunication. (9)**

**Answer:**

Section 12.5 & Section 13.3 of Reference Book-I/Syllabus

### **TEXT BOOK**

- I. Richard A Gershon, Telecommunications & Business Strategy(Taylor & Francis, New Y 2008)
- II. Jim Collins, Good to Great, (New York,NY:2001, Harper-Collins)