



MARKETING OF TELECOM SERVICES BY BHARATH SHANCHAR NIGAMLIMITED, DINDIGUL

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ABSTRACT

The present study investigates the comparison between B.T.C Teachers and other teachers (untrained) in relation to their job motivation. Survey method is used to select a sample of 211 primary school teachers. Work motivation questionnaire by K.G Agrawal is used to study. The results of the statistical analyses show no significant difference between B.T.C teacher and other teachers in taking to job motivation. No significant difference is found between teachers in relation to gender difference

KEYWORDS

motivation, job satisfaction, performance of teachers

The telecom services had now become a basic human need. To seek, receive and impart information has been treated as a basic human right. In the ages of information, telecom services have become essential device of human development.

Telecom had grown in India before two decades. Telecom services available to people made them to think that death of distance regarding communication due to network connectivity from country to country and region to region.

The word 'Telecommunication' is derived from Greek, and it means "communication at distance" through signals of varied nature coming from a transmitter to a receiver. In order to achieve effective communication, the choice of a proper mean of transport for the signal gesture has played (and still plays) a fundamental role.

Wireless Communication Pager Services

Pager communication was successfully launched in India in the year 1995. Pagers were looked upon as devices that offered the much needed mobility in communication, especially for businesses. Motorola was a major player with nearly 80 per cent of the market share. The other companies included Mobilink, Pagelink, BPL, Usha Martin telecom and Easy call. Pagers were generally worn on the belt or carried in the pocket.

Mobile Communication

First mobile telephone service on non-commercial basis started in India on 48th Independence Day at country's capital Delhi. The first cellular call was made in **India on July 31st, 1995 over Modi Telstra's Mobile Net GSM** network of Kolkata. Later mobile telephone services were divided into multiple zones known as circles. Competition has caused prices to drop and calls across India have become the cheapest one.

Broadband Communication

After US and Japan, India stands third which has the largest Internet users of which 40% of Internet is used via mobile phones. India ranks one of the lowest providers of broadband speed as compared to countries such as Japan, India and Norway. Minimum broadband speed of 256kbit/s but speed above 2Mbits is still in a nascent stage.

The Year 2007 had been declared as "Year of Broadband" in India. Telco's based on ADSL/VDSL in India generally have speeds up to 24Mbit max while those based on newer Optical Fiber technology offer up to 100Mbits in some plans Fiber-optic communication (FTTx). Broadband growth has been plagued by many problems. Complicated tariff structure, metered billing, High charges for right of way, Lack of domestic content, non implementation of

Local-loop unbundling have all resulted in the slow growth of broadband.

Many experts opine that future of broadband is in the hands of wireless factor. BWA auction winners are expected to roll out LTE and WiMAX in India in 2012.

Next Generation Network (NGN)

Next Generation Networks, multiple access networks can connect customers to a core network based on IP technology. These access networks include fiber optics or coaxial cable networks connected to fixed locations or customers connected through Wi-Fi as well as to 3G networks connected to mobile users.

As a result, in the future, it would be impossible to identify whether the next generation network is a fixed or mobile network and the wireless access broadband would be used both for fixed and mobile services. It would then be futile to differentiate between fixed and mobile networks both fixed and mobile users will access services through a single core network. Cloud based called "cloud computing" data services are expected to come.

4G : Growth of mobile broadband

Although mobile phones had the ability to access data networks such as the Internet, it was not widespread until the availability of good quality 3G coverage. In the mid of 2000s that speed devices appeared to access the mobile internet. The first such devices, known as "dongles", plugged directly into a computer through the USB port. Another new class of device appeared subsequently, the so-called "compact wireless router" such as the Novatel MiFi, which makes 3G internet connectivity available to multiple computers simultaneously over Wi-Fi, rather than just to a single computer via a USB plug-in. Such devices became especially popular for use with laptop computers due to the added portability they bestow.

These types of devices marked the need to consider to evolve towards the fourth generation of the technology. By 2009, it had become clear that, at some point, 3G networks would be overwhelmed by the growth of bandwidth-intensive applications like streaming media. Consequently, the industry began looking to data-optimized 4th-generation technologies, with the promise of speed improvements up to 10-fold over existing 3G technologies. The first two commercially available technologies billed as 4G were the WiMAX standard and the LTE standard, first offered in Scandinavia by TeliaSonera.

One of the main ways in which 4G differed technologically from 3G was in its elimination of circuit switching, instead employing an all-IP network. Thus, 4G ushered in a treatment of voice calls just like any other type of streaming audio media, utilizing packet

switching over internet, LAN or WAN networks via VoIP.

There is a need to improve the service processes in order to cater to the requirements of the market. The company should learn how to offer value added services to the customers effectively than the competitors. Hence, the present study intends to examine the marketing of BSNL products and their marketing strategy for improving the service expectations of the customers in Dindigul district.

OBJECTIVES

1. To describe the profile of the telecom sectors and marketing of their products.
2. To identify the factors influencing the attitude of the customers towards the services provided by the BSNL in the study area.

METHODOLOGY

Designing a suitable methodology and selection of suitable analytical tools are important for a meaningful analysis of any research problem. This section of the thesis is devoted to the description of the methodology which includes sampling procedure, period of study, collection of data and tools of analysis.

Sample Design

The study is based on the primary data collected by the personal interview method. For this 600 BSNL customers in Dindigul district were selected randomly by adopting the simple random sampling method. On the basis of the above, 200 sample households each were selected from the three revenue divisions namely, Dindigul, Palani and Kodaikanal.

FINDINGS

It is inferred that the important people strategies are proper guidance as to all services of the BSNL, personal relations and involvement of the employees with customers and well trained in operations have a great importance for landline services of BSNL since its mean scores are 3.8942, 3.7851 and 3.6633 respectively. In the case of mobile phone services, these measures are proper guidance as to all services of the BSNL, kindness and courtesy and well trained in operations, since the respective mean scores are 3.9859, 3.8723 and 3.6533. In the case of internet services, these people strategies are, Promptness in rendering, Kindness and courtesy and Good interpersonal communication.

Regarding the effective implementation of the physical distribution strategies, the significant difference among the three type of services rendered by the BSNL is identified such as interior decors, excellent furnishings and atmosphere since the respective 'F' statistics are significant at five per cent level.

It is portrayed that the mean score of process strategies adopted in BSNL relating to landline services such as 'simplifying the procedures', 'mechanization of operations' and 'appointing more staff to reduce delay in operations' have a great impact since its mean scores are 3.8932, 3.7822 and 3.4572 respectively. In the case of mobile phone services, these measures are appointing more staff to reduce relay in operations, operating more counters and simplifying the procedures, whereas in internet services, the process strategies are computerization of operations, appointing more staff to reduce delay in operations and changing the working hours.

Regarding the implementation of the process strategies, the significant difference among the three type services rendered by the BSNL is identified such as computerization of operations and simplifying the procedures, since the respective 'F' statistics are significant at five per cent level.

SUGGESTIONS

The service providers should ensure excellent roaming facility to attract and retain the segment of travelling customers outside the State. The roaming services of BSNL can be taken as a model for other service providers.

The service providers would like to attract the internet savvy customers, especially youngsters should provide easy to activate mobile internet services.

The exclusive customer care centers of BSNL are far behind the reach of this effective retail network of private providers. The BSNL should strengthen their retail network through the widely available multi brand retailer outlets.

The BSNL should simplify the process and procedures toward customers at all interfaces. The BSNL should develop and nurture a customer and retailer friendly and supportive approach.

The BSNL should introduce this facility for all of their genuine post-paid customers. The BSNL should take utmost care to improve their support services towards post paid customers.

The service providers should try to enhance their brand value through meaningful differences distinctive from other operators.

In order to attract low income groups and daily earners BSNL should introduce small denomination recharge facility and make it available at customers' convenient locations. The BSNL should advise tariff plans to the customers suitable for individual usage.

The pricing strategies of BSNL are ethical pricing practices, transparent billing and no hidden charges. The customers found better pricing and value for money with BSNL.

CONCLUSION

Customer attitude is measuring the scale of the creditability of the services provided by the BSNL Telecom. The survey gave an opportunity to get the feed back of customers about the cell phone services offered by the service provider. The result of the survey has created a good image about the BSNL Telecom. Majority of the respondents have given a favourable opinion towards the services