P-3345

A STUDY ON CUSTOMER SATISFACTION WITH BSNL 3G SERVICES IN SALEM TOWN.

A SUMMER PROJECT REPORT (MBA703)

Submitted by

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Register No: 0920400025

Under the Guidance of

Mr.K.R.SAHTHISH KUMAR

in partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

in

Department of Management Studies

KUMARAGURU COLLEGE OF TECHNOLOGY

(An Autonomous Institution Affiliated to Anna University of Technology, Coimbatore)

COIMBATORE – 641 049

CERTIFICATE

KUMARAGURU COLLEGE OF TECHNOLOGY

COIMBATORE -641 049

Department of Management Studies

A SUMMER PROJECT WORK (MBA703)

OCTOBER 2010

This is to certify that the project entitled

A STUDY ON CUSTOMER SATISFACTION WITH BSNL 3G SERVICES IN SALEM TOWN.

is the bonafide record of project work done by

P.MANSI

Register No: 0920400025

of Master of Business Administration during the year 2010 – 2011

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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

BSNL 3G))) BSNL LTE 2010

GMS&M-CM/Genl/2010-11/

Dt. 14/7/2010

TO

THE DIRECTOR,

KCT BUSINESS SCHOOL,

KUMARAGURU COLLEGE OF TECHNOLOGY,

COIMBATORE - 641006.

Project Certificate

This is to certify that Mr.P.Mansi a final year student of KUMARAGURU COLLEGE OF TECHNOLOGY, Coimbatore has done a project on "Customer Satisfaction with BSNL services in Salem Town" in our "MARKETING" department at BSNL, Salem from July 19th to August 23rd 2010.

C.V.VINOD
GMS&M-CM

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DECLARATION

DECLARATION

I affirm that the project work titled **"A STUDY ON CUSTOMER SATISFACTION TOWARDS BSNL 3G SERVICES IN SALEM TOWN"** being submitted in partial fulfillment for the award of Master of Business Administration is the original work carried out by me. It has not formed the part of any other project work submitted for award of any degree or diploma, either in this or any other University.

MANSI.P
09MBA25

I certify that the declaration made above by the candidate is true

Mr. K.R.SATHISHKUMAR
Lecturer

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved chairman **Arutchelvar Dr. N.Mahalingam and nagement** for the prime guiding spirit of Kumaraguru College of Technology.

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This study is about "customers preference of BSNL 3G services in salem town " the oject is under taken to study the satisfaction level of the existing BSNL 3G users, whether SNL should conduct awareness programs in order throw the light of knowledge about 3G chnology in customer's mind and also the cost of 3G phones should be taken in to account cause it plays a vital critical factors in 3G technology.

CHAPTER – 1

INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

3G or Third Generation technology is a convergence of various Second Generation telecommunication systems. The technology is intended for SMARTPHONES - multimedia cell phones. Video broadcasting and other e-commerce services such as, stock transactions and e-learning will now be made possible much faster. It offers 3.4 Mbps speed for downloading, which is very high as compared to that of the 2G technology. The 3G technology provides for internet surfing, downloading, e-mail attachment downloading, audio-video conferencing, fax services and many other broadband applications.

ABOUT 3G

3G Technology was implemented in Japan for the first time in the world. Today the technology is serving 25 countries over more than 60 networks having its existence in Asia, Europe and USA. Video conferencing has been a major factor in the success of the technology.

3G TECHNOLOGY & MARKETING

Not only the media and entertainment but the business sector too has started utilizing the 3G applications worldwide. Video conferencing allows two individuals at a distance to interact in the same way as they could have done in person. The technology is being implemented at various functional level of the business such as, marketing, human resources, etc.

Mobile Interview

In today's global scenario, the 3G technology will enable organizations and qualified candidates to have a telephonic interview in a modern way through video conferencing. Traditional telephonic interview and personal interviews may be replaced by 3G voice and video conferencing. This will reduce the cost and save the time of both the organizations and the candidates.

Conferences

3G technology provides for video conferencing which can help the Human Resource Department interact with their seniors at the time of urgency without wasting other resources. This can be very much helpful when the concerned person is out of state or country.

File Transfer

With the advent of video and audio multimedia and a faster rate of downloading e-mail attachments, employees in an organization can request any urgent file or report they need to present to the clients. This will again reduce the burden on organization's resources and increase employee effectiveness.

e-learning & m-learning

3G technology provides for internet browsing that will help the employees to surf and learn using their 3G cell phones while traveling (m-learning) or from home. The organizations can schedule training modules for the employees of other branches through video conferences.

1.2 REVIEW OF LITERATURE

Brett R parks (2009)[1] In his study entitled " HTC touch diamond review -3G technology for the future" depicts that All of the mobile phone manufacturers are trying to join the vie to 3G technology. It affectations everyone is streaming the vie to develop new mobile phones that hit more capabilities than the older one. It also reason upgrading older features and virtually creating the kindred of a camera phone, MP3 player and computer that fits into your pocket, thusly the soubriquet \"Pocket PC.\" The newer the profession and the faster a consort crapper come into set with what the public need, the more outstanding that consort module be.

Scott Case (Dec 2009)[22], In this study , they made study using UTAUT(UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY) reveals that Although Taiwan's 3G services started its operation in 2003, the main profit sources for telecommunication company is still the cheaper fees of airtime minutes. Therefore, this study is directed on how these companies design the marketing tactics closer to the consumers' need under the dual influences of the decreasing individual's contribution and the low utility rate, as well as how to improve customers' willingness to adopt 3G mobile telecommunication services.

Yan Hui, Aalborg university[3]**(May-2008)** In his study entitled"The discussion of 3G mobile systems in china –Technology standards and National interests says about The development of 3G service is perceived to have important economic and social impact. In addition, 3G is an important stake especially for developing countries. Successful development of 3G service can help developing countries shorten technology gaps with developed countries. But failure to do so could widen the digital gap further. Although most European countries and some East Asian counties have already launched 3G services, China's allocation of 3G operations was postponed again and again, until it promulgated TD-SCDMA as a 3G standard on January 20, 2006.

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[1] Brett R parks (2009)[1] EzineArticles – vol 30 no 2, Feb 2009.

[2] Scott case(Dec 2009)[22], Asibus Article – vol 12 , Members of Industrial Engineering and Engineering management

[3] Yan Hui, Aalborg university[3] Rollins – vol 16 May 2008

Xinhua (2008) [4]In this article "china to use 3G technology for mobile telecom before 2008 says that The Chinese government will begin to provide 3G (third generation) based mobile telecommunications service before 2008, said Minister of Information Wang Xudong on Wednesday at the 2005 Fortune Global Forum in Beijing. He said China has always paid a lot of attention to the development of the 3G telecom, and that it will continue to keep pace with growth trend for the technology and will devote great efforts to research and development in this respect.

International operators track China's 3G technology [5](2008). An executive from one of China's largest telecom equipment vendors said international mobile network operators have expressed interest in the country's homegrown third-generation (3G) mobile technology, TD-SCDMA, the *South China Morning Post* reported. Isaac Liang, international marketing director of TD-SCDMA at ZTE, claimed that at least 10 overseas carriers have shown interest in the technology.

Dave wisely, Philip Erdley [5]In their study "Networking technologies for mobile communication" explains Major conceptual differences between IP and mobile communications, on standardization processes, network approaches, connectivity, design approaches are compared in order to highlight difficulties for such a converged solution. Then three major issues are examined in details: session management & SIP protocol, QoS and Mobility Management (macro and micro). Last, authors discuss what is next: All-IP 3G and beyond.

Nokia 3G Technology development(Aug 2007)[7] tells about N okia and STMicroelectronics announced their intention to deepen their collaboration on the licensing and supply of integrated circuit designs and modem technologies for 3G and its evolution. The two companies also are negotiating a plan relating to transferring a part of Nokia's Integrated Circuit (IC) operations to STMicroelectronics. The multifaceted agreement will enable STMicroelectronics to design and manufacture 3G chipsets based on Nokia's modem technologies, energy management and RF (radio frequency) technology and deliver complete solutions to Nokia and the open market

[4] Xinhua , published in Xinhua news agency – vol 23 2008
[5] Dave wisely, Philip Erdley , vol 12 May 2007

Rajputbrotherhood [6](July 2009) [8] The study explains that International Mobile telecommunication program launched the 3G technology which allows various network operators to provide better services to their customers. This technology supports various hi-end features like VoIP services, video calls and hi-speed broadband. The main function of 3G technologies is to provide high speed internet access and video telephony to cellular networks.

George Elton (oct 2008) [7]The study explains that India plans to review market conditions for a planned auction of radiowaves for next generation wireless services, but hopes to start on schedule by December 2009.

Erik Dalhman [8] **(Dec 2009)**In his study "The long term evolution of 3G" says that The Third Generation Partnership Project (3GPP) has begun charting the long-term evolution of 3G to ensure the competitiveness of 3G technology during the next 10 years and beyond. The fundamental aims of this evolution - to further improve service provisioning and reduce user and operator costs - will be met through improved coverage and system capacity and by improving data rates and reducing latency.

[6] Rajputbrotherhood, vol – 26 July 2009 in international mobile telecommunication
[7] George Elton in Review market condition of 3g – vol- 17, oct 2008
[8] Erik Dolmen in competition of 3g in next 10 years vol - 4 , dec 2009

1.3 PROBLEM STATEMENT

The researcher attempts to find the customer perception of BSNL 3G services which is launched by BSNL specifically in salem town to trace out whether customers have awareness about 3G technology and also to study their satisfaction level.

1.4 COMPANY PROFILE

Bharat Sanchar Nigam Limited (known as **BSNL**, *India Communications Corporation Limited*) is a public sector telecommunication company in India. It is India's largest telecommunication company with, 24% market share as on March 31, 2008. Its headquarters are at Bharat Sanchar Bhawan, Harish Chandra Mathur Lane,Janpath New Delhi. It has the status of *Mini Ratna*, a status assigned to reputed public sector companies in India.

BSNL is India's oldest and largest Communication Service Provider (CSP).Currently has a customer base of 90 million as of June 2008.It has footprints throughout India except for the metropolitan cities of Mumbai and New Delhi which are managed by MTNL. As on March 31, 2008 BSNL commanded a customer base of 31.55 million Wireline, 4.58 million CDMA-WLL and 54.21 million GSM Mobile subscribers. BSNL's earnings for the Financial Year ending March 31, 2007 stood at INR 397.15b (US$ 9.67 b) with net profit of INR 78.06b (US$ 1.90 billion). BSNL has an estimated market value of $ 100 Billion. The company is planning an IPO with in 6 months to offload 10% to public in the Rs 300-400 range valuing the company at over $100 billion.

BSNL provides almost every telecom service in India. Following are the main telecom services provided by BSNL:

- **Universal Telecom Services** : Fixed wireline services & Wireless in Local loop (WLL) using CDMA Technology called **bfone** and ***Tarang*** respectively. As of December 31 2008 BSNL has 81% marketshare of fixed lines.
- **Cellular Mobile Telephone Services**: BSNL is major provider of Cellular Mobile Telephone services using GSM platform under the brand name BSNL Mobile.As of March 31 2007BSNL has 17% share of mobile telephony in the country.
- **Internet**: BSNL provides internet services through dial-up connection (Sancharnet) as Prepaid,(NetOne) as Postpaid and ADSL broadband (BSNL Broadband). BSNL has around 50% market share in broadband in India. BSNL has planned aggressive rollout in broadband for current financial year.
- **Intelligent Network (IN)**: BSNL provides IN services like televoting, toll free calling, premium calling etc.

1.5 OBJECTIVES OF THE STUDY

Primary Objectives :

To study the customer preference of BSNL 3G services in salem town.

Secondary Objectives :

To identify the satisfaction level of existing BSNL 3G service users.

To identify the level of awareness and advantages of 3G technology and services.

1.6 SCOPE OF THE STUDY

The study mainly deals with the awareness level in BSNL 3G services in salem town.

1.7 LIMITATION OF THE STUDY

For want of time the study has been restricted to salem town alone.

The number of respondents is limited to 100 only.

CHAPTER – 2

RESEARCH METHODOLOGY

CHAPTER-2

2.1 RESEARCH METHODOLOGY

Research methodology is used to systematically solve the research problem. It is a way that defines the process of overall study. Research is logical and systematic gathering and analysis of information, pertaining an issue or problem for the purpose of arriving at a certain conclusion. Research in commonly refers to the search for knowledge. The Research method refers to the steps taken by the Researcher to solve the Research problems.

Research design

A Research design is the overall operational gather or framework of the project that stipulate what source and by what procedure the survey will be conducted. It is the specification of procedure for acquiring the needs and procedure for the needed information. For the given study Descriptive Research Design was selected.

Descriptive Research

The research is descriptive in nature as the study was done to find out the customer satisfaction of BSNL 3G services

Sampling Design

- Sample size : 100
- Sample design : Purposive sampling

Data collection details:

There are two methods of collection of data in conducting the studies

- Primary data collection method
- Secondary data collection method

Primary data:

The primary data was collected through specially designed questionnaire and interview schedule.

Secondary data:

The secondary data consist of the files and records of the company, books and internet sources.

Tools of the study:

- Percentage analysis and Chi-Square Test

CHAPTER – 3

DATA ANALYSIS & INTERPRETATION

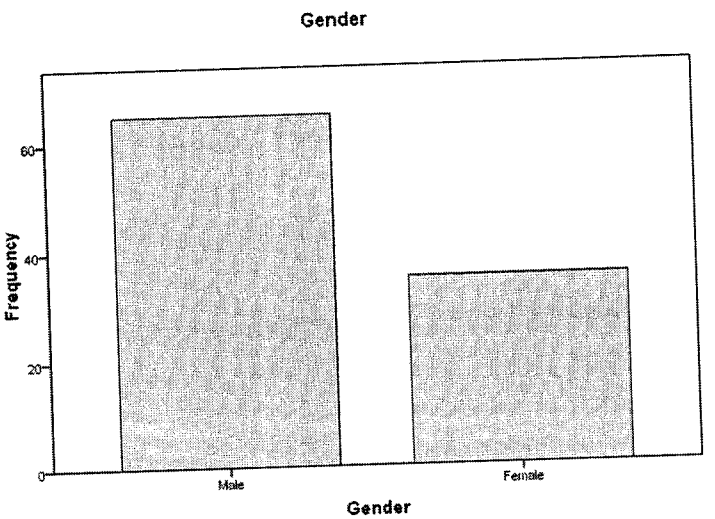
CHAPTER-3

DATA ANALYSIS AND INTREPRETATION

Table 1

Table showing the gender of the respondents

Gender	Frequency	Percent
Male	65	65.0
Female	35	35.0
Total	100	100.0

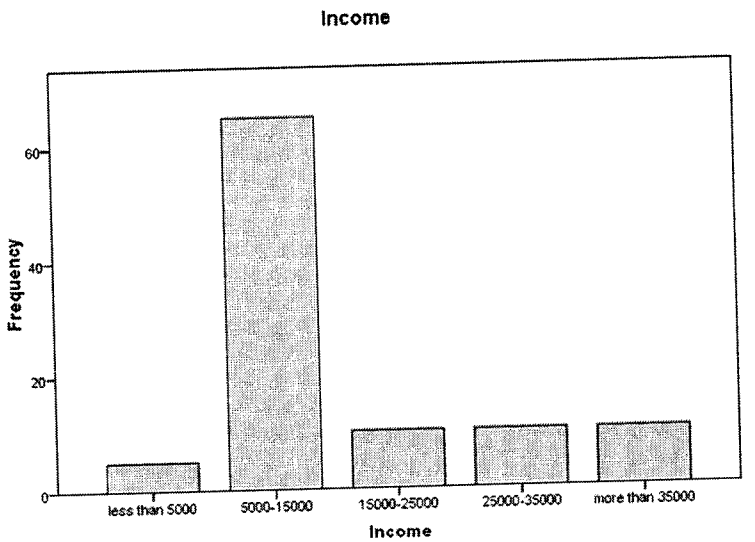


From the table 1, it is inferred that 65% of the respondents are male and 35% of the respondents are female. **Majority of the respondents are male.**

Table 2

Table showing the income level of the respondents

Income level	Frequency	Percent
less than 5000	5	5.0
5000-15000	65	65.0
15000-25000	10	10.0
25000-35000	10	10.0
more than 35000	10	10.0
Total	100	100.0

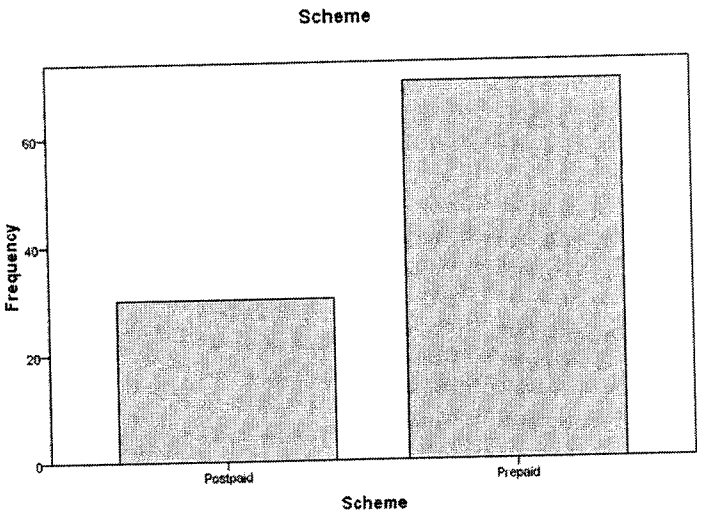


From the table 2, it is inferred that 5% of the respondents monthly income level is less than Rs.5000/-, 65% of the respondents monthly income level is Rs. 5000/- to Rs. 15000/- , 10% of the respondents monthly income level is Rs. 15000/- to Rs. 25000/- and 10% of the respondents monthly income level is above Rs. 25000/- Majority of the respondents monthly income level is Rs. 5000/- to Rs. 15000/- because Salem city covers middle income level people.

Table 3

Table showing the schemes used by the respondents

Schemes	Frequency	Percent
Postpaid	30	30.0
Prepaid	70	70.0
Total	100	100.0

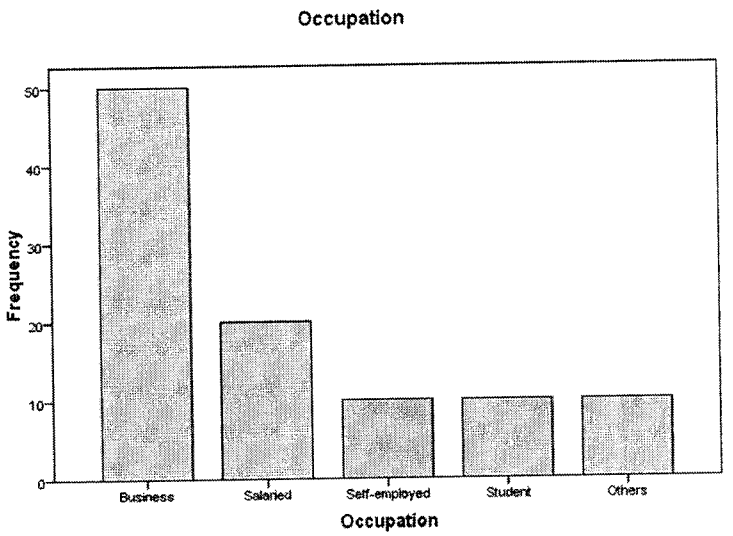


From the table 3, it is inferred that 30% of the respondents using postpaid scheme and 70% of the respondents using prepaid scheme.Majority of the respondents using prepaid scheme because the respondents feel that they are convenient in using prepaid schemes because of easily available recharge coupons in the locality.

Table 4

Table showing the occupation of the respondents

Description	Frequency	Percent
Business	50	50.0
Salaried	20	20.0
Self-employed	10	10.0
Student	10	10.0
Others	10	10.0
Total	100	100.0

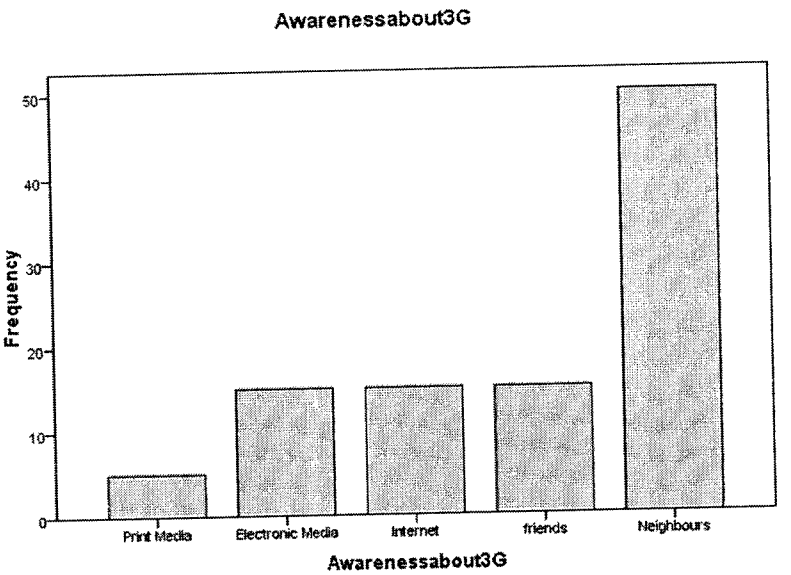


From the table 4, it is inferred that 50% of the respondents occupation is business, 20% of the respondents are salaried, 10% of the respondents are self employed, 10% of the respondents are students and 10% of the respondents belongs to other than the above than the mentioned category. Majority of the respondents are businessman because Salem city is famous for business area zone.

Table

Table showing that the respondents how they came to know about3g

Description	Frequency	Percent
Print Media	5	5.0
Electronic Media	15	15.0
Internet	15	15.0
Friends	15	15.0
Neighbours	50	50.0
Total	100	100.0

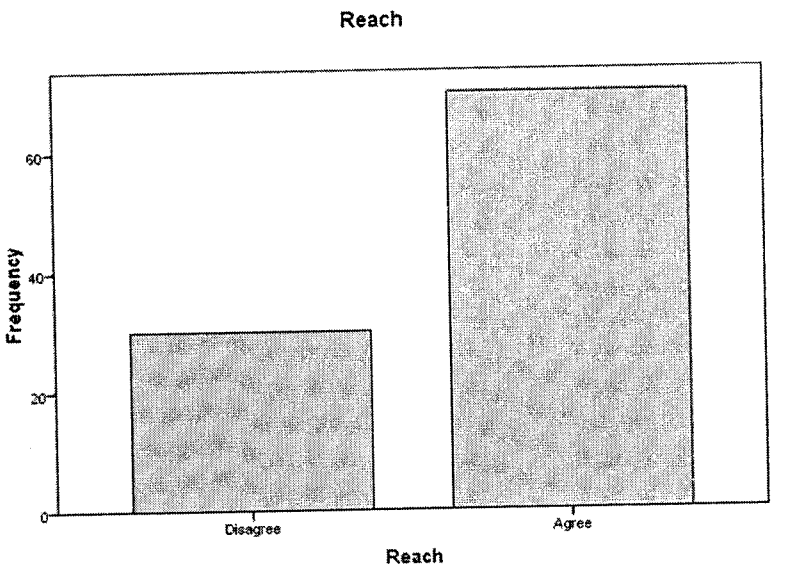


From the table 5, it is inferred that 5% of the respondents came to know about 3G through print media, 15% of the respondents came to know about 3G through Electronic Media, 15%of the respondents came to know about 3G through Internet Website, 15% of the respondents came to know about 3G through friends and 50% of the respondents came to know about 3G through Verbal [Neighbors].Majority of the respondents came to know about 3G through Verbal [Neighbors] because communication with Neighbors is effective .

Table 6

Table showing that the respondents having Awarness about 3G

Satisfaction level	Frequency	Percent
Disagree	30	30.0
Agree	70	70.0
Total	100	100.0

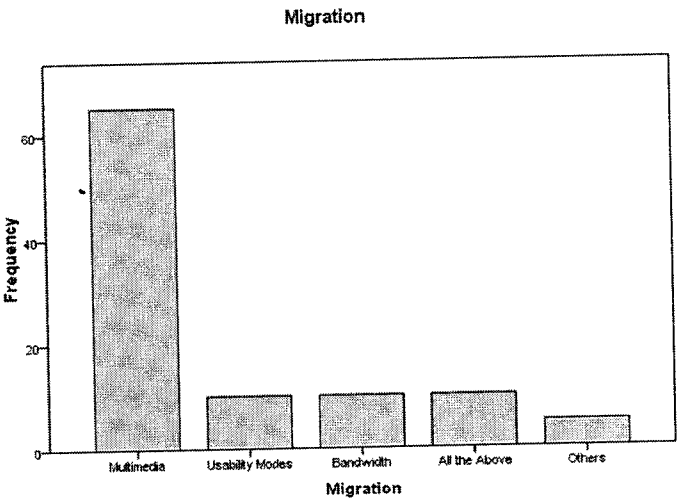


From the table 6, it is inferred that 30% of the respondents are aware about 3G launch in salem and 70% of the respondents are not aware about 3G in Salem. Majority of the respondents are not aware about 3G lauch in Salem

Table 7

Table showing that the respondents Motivational factors for migration to 3G technology

Description	Frequency	Percent
Multimedia	65	65.0
Usability Modes	10	10.0
Bandwidth	10	10.0
All the Above	10	10.0
Others	5	5.0
Total	100	100.0

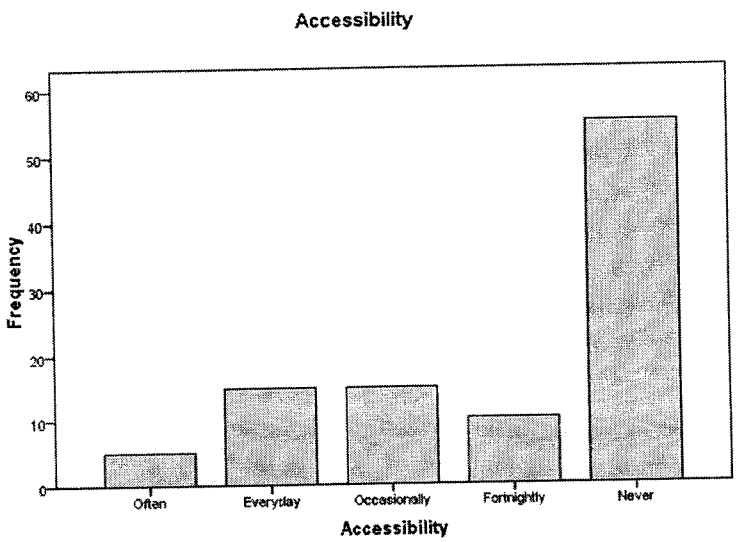


From the table 7, it is inferred that out of 89 respondents who opt 3G, 65% of the respondents attracted by features in 3G is Enhanced multimedia ,10% of the respondents attracted by features in 3G is Usability ,10% of the respondents attracted by features in 3G is Broad band , 10% of the respondents are attracted by all features in 3G mentioned above and 5% of the respondents are attracted by others Majority of the respondents are attracted by all features in 3G is Enhanced multimedia.

Table 8

Table showing the usage of online by the respondents

Usage	Frequency	Percent
Often	5	5.0
Everyday	15	15.0
Occasionally	15	15.0
Fortnightly	10	10.0
Never	55	55.0
Total	100	100.0

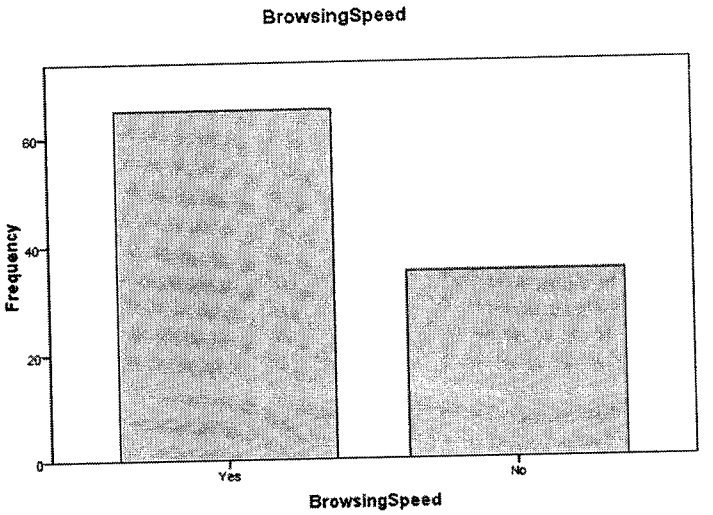


From the above analysis it is inferred that 35% says often they have accessibilty to online through mobile whereas, 45% says every day, 15% says occasionally, 5 % says never.

Table 9

Table showing the satisfactory position in **Browsing Speed** by the respondents

Response	Frequency	Percent
Yes	65	65.0
No	35	35.0
Total	100	100.0



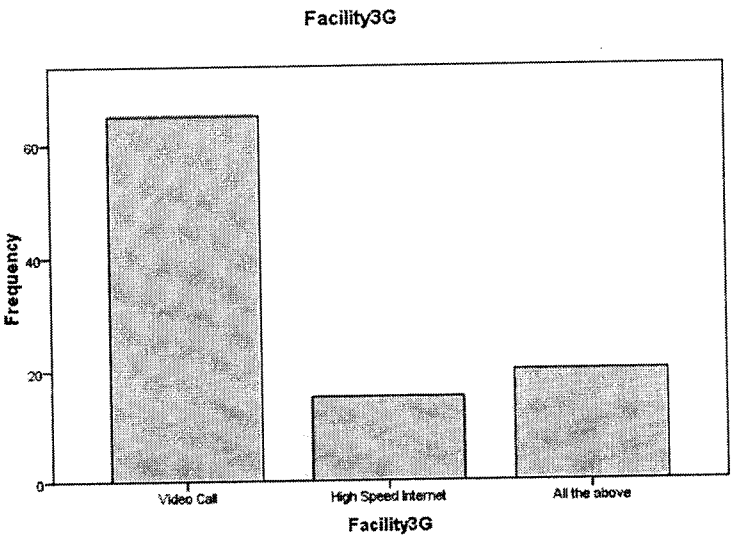
Inference

From the above analysis it is inferred that 59% says yes, (they are satisfied),41% are not satisfied with the prevailing speed of GPRS.

Table 10

Table showing the Facility in 3G attracted towards the respondents

Description	Frequency	Percent
Video Call	65	65.0
High Speed Internet	15	15.0
All the above	20	20.0
Total	100	100.0



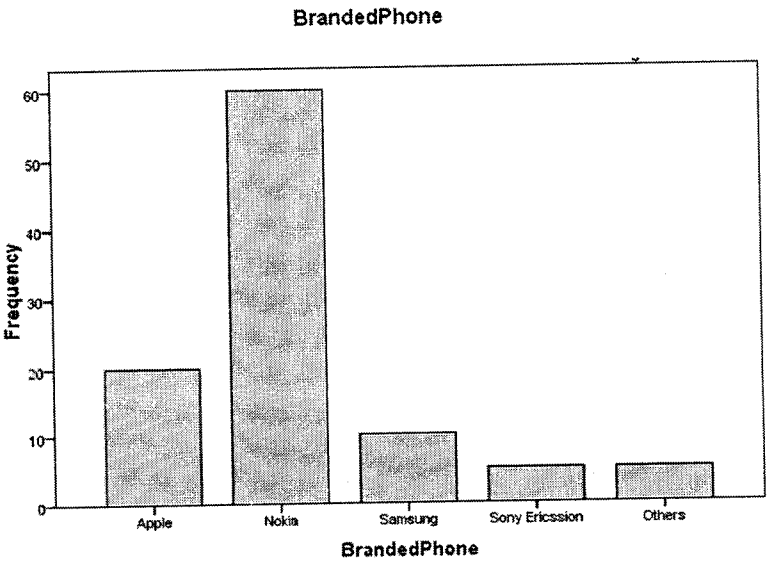
Inference

From the analysis it is inferred that, 7% says for the preference of video call facility , 2% for Remote control facility,26% for High speed Internet , 65% for All above factors.

Table 11

Table showing the mobile brand preferred for 3G by the respondents

Brands	Frequency	Percent
Apple	20	20.0
Nokia	60	60.0
Samsung	10	10.0
Sony Ericssion	5	5.0
Others	5	5.0
Total	100	100.0



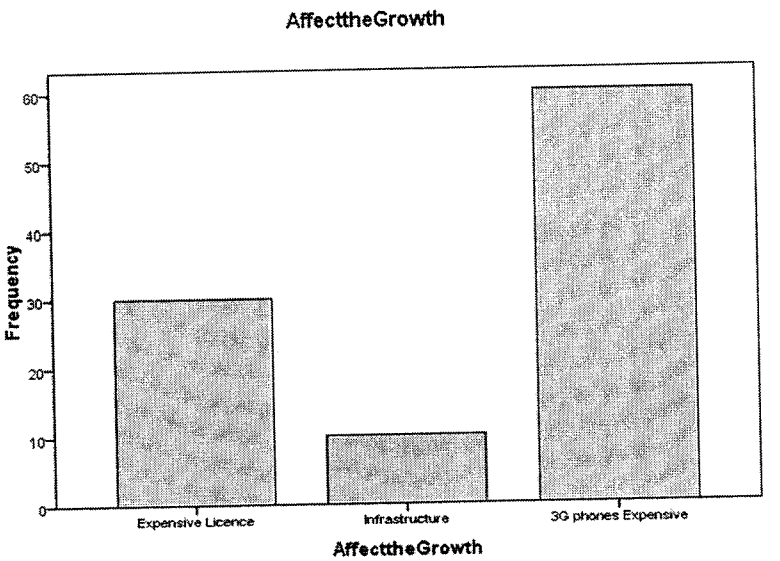
Inference

From the above it is inferred that,10% prefers for Apple's iphone , 53% for Nokia's N 95, 33% for sony ericsson W950i , 4% for others.

Table 12

Table showing the Critical factors after launching 3G technology

Description	Frequency	Percent
Expensive Licence	30	30.0
Infrastructure	10	10.0
3G phones Expensive	60	60.0
Total	100	100.0



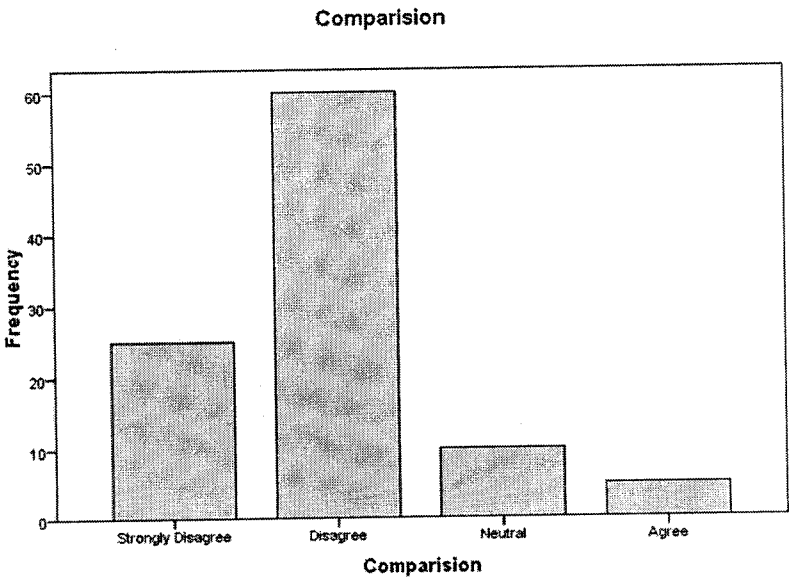
Inference

From the above it is inferred that,30% say expensive licence, 60%said that 3G phones expensive, 10% said that infrastructure

Table 13

Table showing the awareness about 3G is less when compared with other foreign countries by the respondents

Satisfaction Level	Frequency	Percent
Strongly Disagree	25	25.0
Disagree	60	60.0
Neutral	10	10.0
Agree	5	5.0
Total	100	100.0



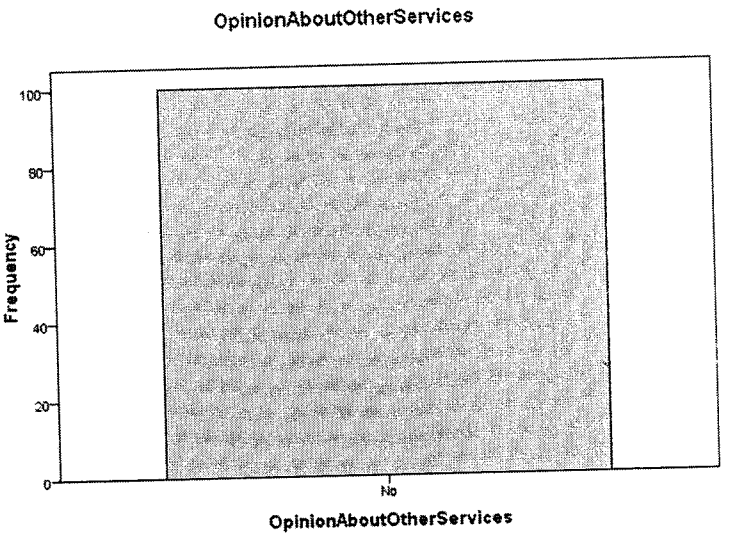
Inference

From the above it is inferred that,25% are strongly disagree, 60% are disagree, 10 are neutral and 5 % are agree

Table 14

Other telecom service provider

Response	Frequency	Percent
No	100	100.0



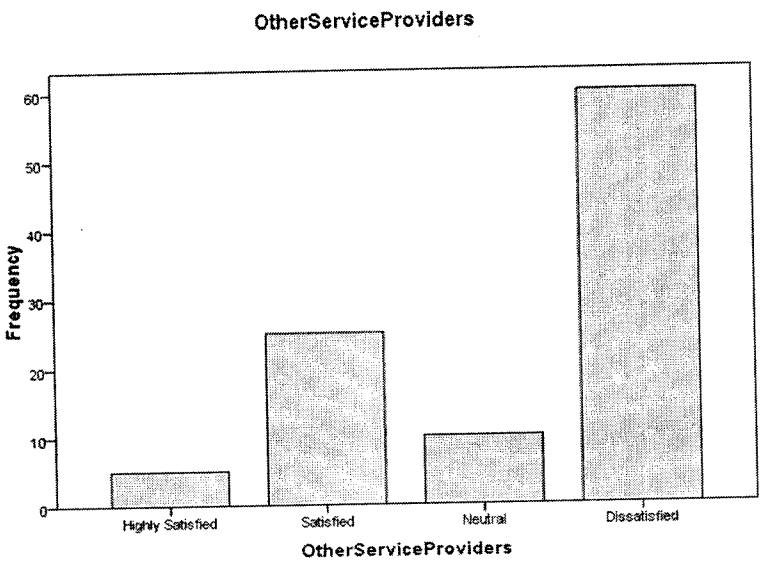
Inference

From the above it is inferred that, there are no other telecom providers

Table 15

Table showing the satisfaction level of the respondents

Satisfaction Level	Frequency	Percent
Highly Satisfied	5	5.0
Satisfied	25	25.0
Neutral	10	10.0
Dissatisfied	60	60.0
Total	100	100.0



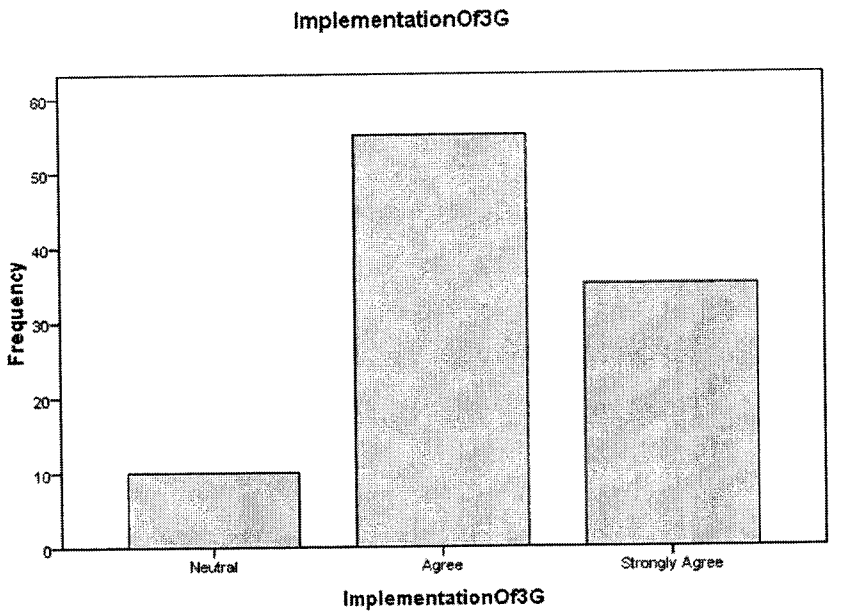
Inference

From the above it is inferred that,30% say expensive licence, 60%said that 3G phones expensive, 10% said that infrastructure

Table 16

Change in communication field

Satisfaction level	Frequency	Percent
Neutral	10	10.0
Agree	55	55.0
Strongly Agree	35	35.0
Total	100	100.0



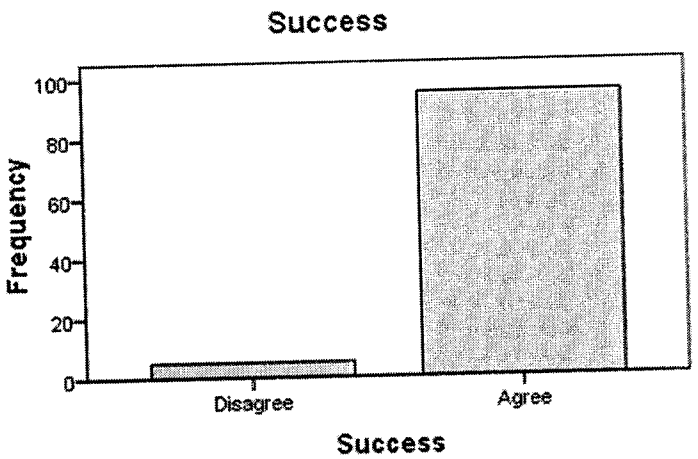
Inference

From the above it is inferred that,55% say implementation of 3G has bought a change in communication field , 35%said that implementation of 3G has bought a change in communication field , 10% are in neutral.

Table 17

3g services most likely to succeed in India

Satisfaction Level	Frequency	Percent
Agree	95	95.0
Disagree	5	5.0
Total	100	100.0



Inference

From the above it is inferred that 95% agree that 3G services most likely to succeed in India. 5% Disagree that 3G services most likely to succeed in India.

ANALYSIS -II

CHI-SQUARE TEST:

Association of gender and phone charges

Gender * PhoneCharges Crosstabulation					
Count					
		PhoneCharges			Total
		Disagree	Neutral	Agree	
Gender	Male	10	15	40	65
	Female	20	5	10	35
Total		30	20	50	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.048[a]	2	.000
Likelihood Ratio	18.765	2	.000
Linear-by-Linear Association	16.548	1	.000
N of Valid Cases	100		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.00.			

Since the calculated (19.048) which is greater than the table value (5.991) at 5% level of significance at the two degrees of freedom so we reject the null hypothesis and infer that there is a significant relationship between the genders and phone charges.

Association of browsing speed and migration

BrowsingSpeed * Migration Crosstabulation							
Count							
		Migration					Total
		Multimedia	Usability Modes	Bandwidth	All the Above	Others	
BrowsingSpeed	Yes	55	5	5	0	0	65
	No	10	5	5	10	5	35
Total		65	10	10	10	5	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.828[a]	4	.000
Likelihood Ratio	45.951	4	.000
Linear-by-Linear Association	38.189	1	.000
N of Valid Cases	100		
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.75.			

Since the calculated (40.828) which is greater than the table value (9.48) at 5% level of significance at the four degrees of freedom so we reject the null hypothesis and infer that there is a significant relationship between the browsing speed and migration.

Association of usage and awareness about 3G

Usage * Awarenessabout3G Crosstabulation							
Count							
		Awarenessabout3G					Total
		Print Media	Electronic Media	Internet	friends	Neighbours	
Usage	Yes	0	15	10	15	5	45
	No	5	0	5	0	45	55
Total		5	15	15	15	50	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.350[a]	4	.000
Likelihood Ratio	86.024	4	.000
Linear-by-Linear Association	22.018	1	.000
N of Valid Cases	100		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.25.			

Since the calculated (60.350) which is greater than the table value (9.48) at 5% level of significance at the four degrees of freedom so we reject the null hypothesis and infer that there is a significant relationship between the usage and awareness about 3G.

CHAPTER – 4

CONCLUSION

CHAPTER-4

4.1 FINDINGS

- The awareness about 3G technology is low(84%) in small medium enterprise.
- The media through which people come to know is maximum through print media(Newspaper/Magazine) and next to print media occupies the verbal through friends or family.Hence awareness is created predominantly through printmedia and verbal.
- The factors that are responsible for motivation to migrate from 2G/2.5G to 3G technology is Enhanced multimedia,Usability on all popular modes ,broad bandwidth and high speed(All the above)
- Also the preference to move to 3G technology is due to the facilities available such as Video call facility, Remote control, High speed internet.
- The smart phone which the maximum respondents prefer for 3G usage is Nokia's N95 .
- It is inferred that out of 88% respondents who is satisfied with browsing speed
- It is inferred that 64% of the respondents using prepaid scheme.
- It is inferred that 45% of the respondents monthly income level is Rs. 5000/- to Rs. 15000/- .
- It is inferred that 43% of the respondents occupation is business.
- 3G services most likely to succeed in India.

4.2SUGGESTIONS

- Conduct various orientation programs to enhance the awareness among people.
- Enhance customer service.
- The income is directly related with the pricing of the 3G handsets so according to the needs of the people 3G handsets can be launched in different range of prices to cover all levels of people.
- Proceed ahead and implement lot of facilities to customer as soon as possible because private players come in to role.

4.3 CONCLUSION

Thus the study concludes that 3G technology most likely succeeded and bought revolutionary in both communication field. Also awareness programs should conducted by BSNL in order throw the light of knowledge about 3G technology in customer's mind. The cost of 3G phones should be taken in to account because it plays a vital critical factors in 3G technology.

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APPENDIX

APPENDIX

QUESTIONNAIRE

(Please choose your options wherever necessary)

Personal details:

1. Please indicate your gender. .....

    a) Male
    b) Female

2. Please indicate your age group. .....

    a) Less than 20 yrs
    b) 20 - 35 yrs
    c) 36 - 45 yrs
    d) 46-55 yrs
    e) more than 55 yrs

3. Please indicate your marital status. .....

    a) Single
    b) Married

4. Please indicate your highest level education you have completed .....

a) Non graduate
b) Graduate
c) Post graduate
d) Doctoral

5. Please indicate one category that best describes your occupation .....

a) Business
b) Salaried
c) Self employed
d) Student
e) Others(please specify)

6. Please indicate your monthly income. .....

a) Less than RS. 5000/-
b) Rs. 5000/- to Rs. 15000/-
c) Rs. 15001/- to Rs. 25000/-
d) More than Rs. 25000/-

7. Please indicate network you currently use

Airtel ☐ Reliance ☐ Tata indicom ☐ Aircel ☐ vodafone ☐

8. Please state the mobile brand you own now: .....

9. Do you avail? post paid ☐ pre paid ☐

10. Average monthly expenses on usage of mobile : Rs.....

3G TECHNOLOGY

1. If you know about 3G technologies, how did you come to know?
   a) Through print media [newspaper / magazine]
   b) Through Electronic Media [Radio / television]
   c) Through Internet website
   d) Through Verbal [Friends / Family]

2. Will you consider using 3G mobile service?
   a) yes
   b) no

3. If yes, what motivates you to think for migration from 2G / 2.5G technology to 3G technology?
   a) Enhanced multimedia (voice, data, video and remote control)
   b) Usability on all popular modes (cellular telephone, e-mail, paging, fax, Video conferencing and web browsing)
   c) Broad bandwidth and high speed (upwards of 2 mbps)
   d) All above
   e) Others (pl. specify).....

4. How often do you use mobile phone in order to access online content?

a) Often
b) Everyday
c) Occasionally
d) Never
e)

5. Are you satisfied with the prevailing speed of GPRS while browsing internet?

a) Yes
b) No

6.If answer to previous question is No, do you expect more speed of 3G for faster access?

a) Yes
b) No

7. Which facility of 3G services do you prefer more?

a) Video call facility
b) Remote control
c) High speed internet
d) All the above
e) None

8. Which type of smart phone do you prefer for 3G service usage?

a) Apple's iphone
b) Nokia's N95
c) Sony Ericsson's W950
d) LG's KE850
e) 0thers (please specify)

.....

9. "3G services are being overcharged for new services and phones". Do you agree with the statement?

a) Strongly disagree
b) Disagree
c) No idea
d) Agree
e) Strongly agree
f)

10. "In due course the cost of 3G mobile handsets will reduce". Do you agree with statement?

a) Strongly disagree
b) Disagree
c) Uncertain
d) Agree
e) Strongly agree

11. What type of tariff do you prefer / recommend for 3G services?

12. In your opinion, point out the issues that will most critically affect the growth of 3G services?

a) Expensive input fee require to earn a 3g license
b) Necessary infrastructure for 3g is very difficult to build
c) The 3g phones are really expensive
d) All the above
e) None

13. In India awareness about 3G is less when compared with other foreign countries. Do you agree this statement?

a) Strongly disagree
b) Disagree
c) Uncertain
d) Agree
e) Strongly agree

14. Whether any other telecom service approached you to get opinion about 3G technologies?

a) Yes
b) No

15.Do you think that the service provided by your preferred network is better than BSNL?

Satisfied ☐ Highly dissatisfied ☐ Dissatisfied ☐ Neutral ☐

Highly satisfied ☐

16. "Implementation of 3G technology in India has brought a tremendous change in communication field positively". Do you agree with this statement?

a) Strongly disagree
b) Disagree
c) Uncertain
d) Agree
e) Strongly agree

17. Will you migrate from 2G/2.5G to 3G technology as the services available in Salem ?

a) Yes
b) No

18. **Will** you recommend your family and friends to use BSNL 3G services?

a) Yes
b) No

19.3G services mostly getting succeed in India. Do you agree with this statement?

a) Strongly disagree
b) Disagree
c) Uncertain
d) Agree
e) Strongly agree

20. We welcome your opinion / valuable suggestions for implementation of 3G services.

SIGNATURE

Name of the participant :

Address :

Land line number :

mobile number :

e-mail id :

Your response will be kept confidential.

if you have any queries,

kindly call at 95003-76353 or e-mail to mansisofts05@gmail.com

THANK YOU