Introduction

I can see one example in satisfactory side and dissatisfaction side. Firstly satisfactory side "when my mobile phone is not working in peak time, I informed that mobile phone company. The employee in a proper way and immediately he took charge". Unsatisfactory side is "The mobile phone is not giving clarity of sound and the customer reports to the company, but there was no response.

Service prices are powerful due to this customers inform expectations of service levels. and later help them to evaluate actual quality and value received. Pricing is so important and such a powerful influence on customers expectations. Price sets an expectation of quality. Pricing too low can lead to inaccurate inferences about the quality of the service. Pricing too high can set expectations that may be difficult to match in service delivery.

Customer expectations are belief about service delivery standard by which performance is judged. Being wrong about what customers want can mean loosing a customer's business when another company hits the target exactly.

New services for the currently served market:

Represent the attempts of the existing customers of the organization. A service not previously available from the company.

Ex.: Now in some of the cell phones they provide new features like MMS, calculator, Calendar, infrared port, games, blue-tooth, Sync, modem connector etc.

Service improvements:

Change in features of service that already differed might involve faster execution of an existing service process, extended hours of services, etc.

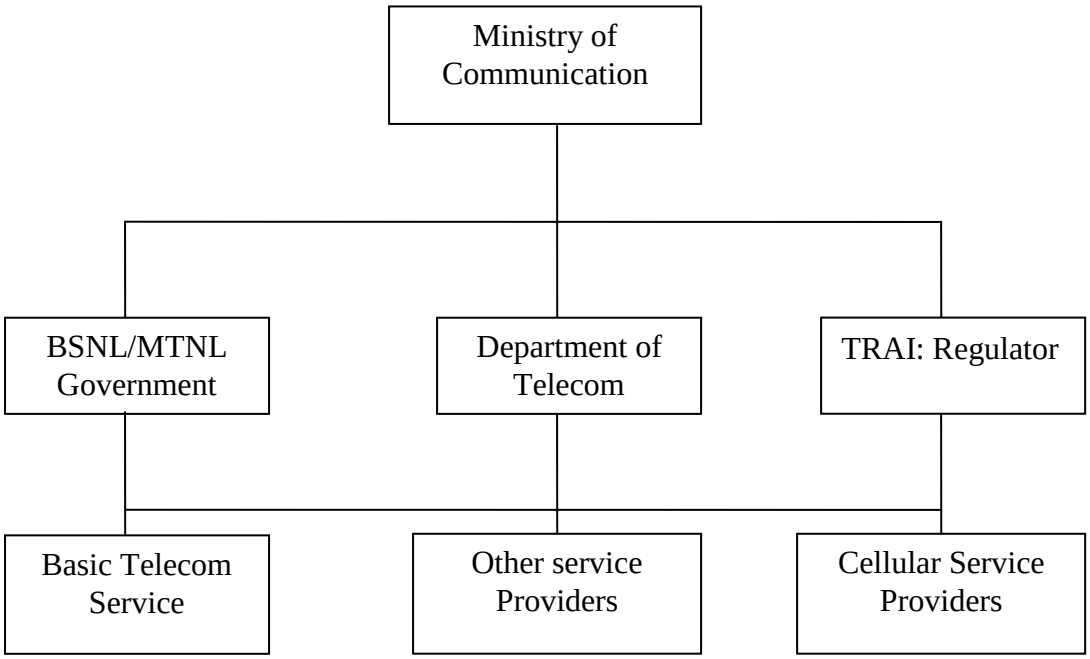
Style:

New mobile phones are coming in different colors and a basic model in any mobile phone today would have call making and receiving, phone book, SMS (short message service), calculator, profiles, call register, games, reminders, alarm clock and calendar. The other features would be a vibration mode, polyphonic eco-friendly (natural, melodious tones like birds chirping) and different ring tones.

1.2 BACKGROUND OF THE STUDY:

Indian telecom sector is one of the oldest and largest networks in the world. With more than 65 million telephone lines spread across all the states Indian telecom is a giant set-up. The sector that was till recently dominated only by the government is now seeing the rise of the private service providers for the first time. The sector was one of the biggest monopolies in the country. The Indian telecom sector consists of the communication ministry at the top. There us an autonomous regulatory body called the Telecom Regulatory Authority of India (TRAI).the government issues the licenses to service provides under various categories to provide the telecom services to the consumers.

The structure Indian telecom industry is shown in the figure:



MAJOR TELECOM SERVICES:

The major telecom services available in the country are classified as given below:

- Fixed landline or basic services
- Cellular services
- National Long Distance services
- Internet and Data services including Broad Band
- Paging services
- Satellite telephony

BRIEF HISTORY:

Over 160 years ago a new industry began in India that transformed the country forever. It was the beginning of the telegraph industry in India. This was followed few years later by the launch of telephone services in country. It is important to note the fact Indian telecom was entirely in the hands of private sector till all the operators were taken over by the government in 1943. India has less than Lac subscribers at the time of Independence. In 1997 government passed the TRAI bill and Telecom Regulatory Authority of India was constituted. The TRAI Act was amended in the year 2000 to recognize and strengthen the regulator. A new body called TDSAT (Telecom Dispute Settlement and Appellate Tribunal) was also constituted to resolve any disputes between the service providers and the government. The government decision to liberalize the sector way backing 1999, has made it an exciting one. India today has 100 million fixed telephone lines and 70 million mobile phone users.

GEOGRAPHY OF INDIAN TELECOM:

The entire country was divided into different circles for ease of administration. In majority of the cases the boundaries of circles and states were the same. The government used the same circles for allocation of license to the private service providers. The licenses were issued according to the circles. An unlimited number of private players have been allowed in each circle. There are a total of 24 telecom circles in the country. However for private service providers the licenses were issued only for 23 circles.

HISTORY:

Were Alexander Graham Bell to be here today, he would be one proud man. When he invented the telephone, Bell summed up his approach to life and invention: "Leave the beaten track occasionally and dive into the woods. Every time you do so you will be certain to find something that you have never seen before. Follow it up, explore all around it, and before you know it, you will have something about to occupy your mind. All really big discoveries are the results of thought". It has been said that Bell invented by searching for it in places were other inventors would never think to look. It was Bells ability to believe in the impossible that gave world one of most important inventions.

It was on Sunday June25, 1876, in Philadelphia, when Bell demonstrated his new invention at the Centennial exhibition. The exhibition was organized to celebrate the 100^{th} anniversary of the singing of the declaration of independence. The telephone was its star attraction. It was here that the first words came crackling over the telephone wire. Pandemonium broke out as distinguished scientists raced to see if Bells voice in another room indeed produced the sounds. It is believed that shortly after the telephones invention, Bell wrote to his father," the day is coming when telegraph wires will lie onto houses just like water or gas, and friends will converse with each other without leaving home". Bell certainly had no doubts about the importance of his new invention, but would he ever have imagined telephone lines being used to transmit video images? Since his death in 1922, the telecommunication has undergone an amazing revolution. Bells 'electrical speech machine' has paved the way for the Information Superhighway.

MOBILE SERVICES:

Cellular service operations made their debut in India in the year 1995-96.Eight licensees in the metros began their operations and 15 others were given licenses to provide services in 18 circles. Modi Telstra in Calcutta was the first to start, followed by Bharti Cellular in Delhi.

Delhi had the largest number of subscribers during this period and Bharti had the lead in this market.

2. DESIGN OF THE STUDY:

This chapter briefly describes the design of the study, beginning from the title of the study and goes on to explain the objective, scope of the study, methodology, sampling, field work, analysis and finally the limitation of the study.

2.1 STATEMENT OF PROBLEM:

This study addresses the hindrances of potential customer who are dissatisfied with the present cellular services.

Today is the world of inventions and innovations and that lies in a customer who is dynamic and his beliefs, attitude and his satisfaction level. It is needless to affirm that marketing is a new way of thinking about how companies and other organization can develop beneficial change with target customer who is always inclined in seeking to satisfy some needs and wants. Hence the problem is how we can find more customers for what services we provide, how the company can live up to their expectations and understand the different aspects of customer's views.

2.2 SCOPE OF THE STUDY:

Today the telecommunications industry is undergoing a revolution. Many types of branded companies are entering into this field. This has given rise to the opening of the competitive mobile phone service stations like Airtel, Spice, Hutch, Reliance Infocom, BSNL and Tata

Indicom to offer the requisite services to the cellular users.inspite of this enormous growth in cellular industries their lies some shortcomings for such service subscriber.

With the study we can get some suggestions from subscribers for service improvements in terms of quality. In the study we can find out the levels of customer satisfaction .we can also identify the causes for customer dissatisfaction like disturbance, call cost, more service charges, and clarity of sound and delivery of the product.

2.3 NEED FOR THE STUDY:

Cell phone has become a part of everyone's life. In this study we try to understand Bangalore users who are using different services provided by the subscriber. So there exist a need to study:

1) What services are provided by the various cellular service providers now-a-days and how they can provide better services to the subscribers?

2) The different aspects of customers views and satisfactions.

3) What new services are being provided by the various service providers?

2.4 OBJECTIVE OF THE STUDY:

- To generate suggestions from subscribers for service improvement.
- To study the present network of the mobile phone services.
- To identify the various complaints of the subscribers on various aspects like clarity, disturbance, and call cost, service charges, etc.
- To find out the companies response to customer needs and wants.
- To find out the level of customer satisfaction from the service providers.
- To find out which service provider has the maximum number of satisfied customers.

2.5 REVIEW OF LITERATURE:

Customer satisfaction is a well research area. Various researchers have done research on this topic, some of them are:

- The data services market in Chennai has done a report named "Overview of the Indian Telecom Industry".
- Tata Teleservices, Chennai has done a report named "Overview of the Indian Telecom Industry".
- A study on "Customer satisfaction on mobile phone service" by P. John.
- "Telecommunications in India" by Punit Jain.

For the purpose of the study following books were referred to:

- "Marketing management" by Philip Kotler, 11th edition, Prentice Hall India defines Customer satisfaction as "Satisfaction is a person of pleasure of disappointment resulting from comparing products perceived performance in relation to his/her expectations".
- "Service Marketing" by Valartie A. Zeithamal, Mc Graw-hilll companies, Inc defines service quality as "service quality of the delivery of excellent or superior service relative to customer expectations".
- "Service Marketing" by Ronald Rust and Anthony international student edition defines unique characteristics of service as "the success of gods manufacturer is vital dependent on the services they provide. Four common characteristics of services: intangibility, inseparability, variability and perishability."

For the purpose of the study following articles were referred to:

- “The future is in your palm,”Business World”
- “Money on call”Business World”
- “Welcome to the world of AIRTEL” Airtel company broacher

2.6 RESEARCH DESIGN:

Meaning of the research design:

Research design is the arrangement of conditions and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

In other words it is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study, the methodology and the techniques to be adopted for achieving the objectives.

Nature of research design:

A research design is indispensable for a research project unlike the building plan which is precise and specific. Research design is a “tentative plan” with a series of guide posts to keep one going on in a right direction. It undergoes modifications, as circumstances demand when the study progresses. New aspects, new conditions and new relationships come to light when the study deepens.

A research is purely and simply the framework or plan for a study that guides the collection and analysis of the data. It is a blue print that is followed in completing a study.

- The study must be relevant to the problem.
- The study must employ economical procedures.

Three important points about research design are:

- The design of investigation should stem for the problem.

- The three basic research designs are whether the design is productive in given problem setting depends on how imaginatively they are applied.
- An understanding of the basic design is needed so that they can be modified to suit specific purpose.

Exploratory

Exploratory research is used when one is not conversant with the problem environment such type of investigation is mainly concerned in determining the general nature of the problem and variables related to it.

Descriptive

Descriptive research designs are determined for some definite purpose a number of research studies can be based on such designs it is focused on accurate description of the variables present in the problem.

Casual or experimental

Casual or experimental design attempt to specify the nature of functional relationship between two or more variables present in the problem environment.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this research firstly, exploratory research is done by the visiting the SPICE, AIRTEL, HUTCH, BSNL,

RELIANCE offices to gather the preliminary data. Secondly, descriptive research is done through surveys to find the various aspects of customer satisfaction like sound clarity, service charges, service delivery, etc. Questionnaire is prepared to collect the primary data.

2.7 SAMPLE DESIGN:

Sampling may be defined as the selection of some part of an aggregate or totality, on the basis of which judgment about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by only examining only a part of it.

For the purpose of the study 100 samples i.e. subscriber of mobile phones is surveyed to collect the primary data.

The convenient sampling is used to select the representative sampling from the population, because researcher does not have subscriber who are easily accessible.

2.7.1 Definition of the population:

Out of the sample collected the break up of the sample size was on the following parameters.

- The respondents were taken from all the kinds of class i.e. high, lower and middle classes. The respondents have been chosen on random basis.
- These respondents were the software engineers, businessman, employees, etc.
- Some were students of engineering college, management colleges and under graduate colleges.

- Also the opinion of local people had been taken.
- The sample size consists of 100 respondents.

2.7.2 Sample size:

A total number of 100 respondents were included in the study; of these were software engineers, students and also the general public.

2.7.3 Sample Techniques Adopted:

As the Bangalore city is a metropolitan and its population is in millions and there are large number of sectors. The population universe in the city of Bangalore being vast in size, it was difficult to conduct 100% coverage of the study within the limited period. Hence the sample survey method is adopted for this study.

2.8 SOURCES OF DATA

2.8.1 SECONDARY DATA:

Secondary data refers to that which has already been collected by someone else. Secondary data for the study was collected from:

- Published literature
- Company published data and broachers
- Internet
- Commercial service
- Books

2.8.2 PRIMARY DATA:

Primary data refers to data that is collected afresh and recorded for the first time. Primary data are those data i.e. collected by the researcher himself. It thus happens to be original in nature. The various methods of collecting primary data are performing surveys, census, through observation or through correct communication with respondents. But basic manner of primary data collection is survey method. The primary data for the study was collected through questionnaire and informal interviews with the company staff.

2.9 FIELD WORK:

The interview schedule was carefully decided and constructed upon and revised in consolation with experts in order to avoid collection of irrelevant data. The researcher directly approached the respondents.

2.10 OPERATIONAL DEFINITIONS OF THE STUDY:

For the purpose of the study the following terms are used:

- ***Services:*** Services are deeds, processes and performances include all economic activities whose output is not a physical product or construction, it is generally consumed at the time it is produced.
- ***Satisfaction:*** It is a persons feeling of pleasure or disappointment.
- ***Quality:*** It is the totality of features and characteristics of a product of servicing that bear on its ability to satisfy stated or implied needs.

- ***Industry:*** An industry is a group of firms that offer a product or products.
- ***Brand competition:*** It occurs when a company looks at its competitors as other companies offering similar products and services to the same customers at similar prices.
- ***Marketing:*** It is a social and managerial process by which individual and groups what they need and want through creating offering and exchanging products of values with others.
- ***Value:*** It is the consumer's estimate of the products overall capacity to satisfy his or her needs.
- ***Price:*** Service price are powerful customers that aid customer in forming expectation of service levels.
- ***Service delivery:*** It refers to what actually happens when the customers buy the service.
- ***Cost quality:*** Quality improvements leads to profile at least in parts because of cost saving achieved through increased efficiency.
- ***Brand name:*** Brand is a name, term, sign, symbol, design or a combination of them, intended to identify the goods services.
- ***Voice mail:*** Allows users to leave a recorded message when the rewspondent does not want to attain calls.
- ***Cellular phone***: A cellular phone works on the principle of wireless radio technology which receives and transmits radio waves. It is like a sophisticated two way radio which transmits and receives through a wide band radio frequency and channel. The total network is divided in two cells.

- ***Handset:*** The electronic gadget used for cellular mobile communication is called the handset.
- ***Sim card:*** The SIM (Subscribers Identify Module) id is provided by the cellular telecommunication service company.
- ***Call forwarding***: Enables users to forward call to another cell phone.
- ***Call hold:*** Allows the users to screen and select calls by displaying the number on the screen.
- ***Fax and data service:*** Allows users to send or receive faxes and even transfer pages of data countries call.

2.11 LIMITATIONS OF THE STUDY:

- The sample size of customer is limited to 100 because of time and cost factor.
- The information collected may not be sufficient and reliable in terms of total market conditions in India as Bangalore represents only a small portion of the total national market.
- The study was time bound.
- Few of the respondents were not open with their responses.
- Seldom had to come across respondents who did not have much idea about the objective of the study.

2.12 OVERVIEW OF THE REPORT

This is essentially the chapter scheme and is divided into five units as under:

Chapter -1 INTRODUCTION

This chapter starts with the brief idea regarding the project and it also explains the theoretical background of the study i.e. sources of pleasure and displeasure in service etc.

Chapter-2 DESIGN OF THE STUDY

The design if the study tells us about the research methodology adopted for the study, statement of the problem, review of the literature, scope of the study, objective of the study, operational definitions of the concept, sampling method, data collection tool, limitations of the study and overview if the report.

Chapter-3 PROFILE OF THE RESPONDENT

This chapter has the profile of the industry, profile of the sample unit, etc.

Chapter -4 ANALYSES

This chapter contains classification and tabulation of data, analysis and interpretation.

Chapter-5 SUMMARY OF CONCLUSION AND SUGGESTION

This is the last chapter. It has executive summary of dissertation, findings, conclusions and suggestions.

3. PROFILE OF THE RESPONDENTS

3.1 PROFILE OF THE INDUSTRY:

Communication is believed to be one of the most crucial factors in the evolution of mankind. It was only after groups of people settled in various parts of the globe started interacting with each other that ideas and more importantly, knowledge began to be exchanged. In the modern world too a strong communication system is perhaps the first visible symbol of enhanced awareness and therefore, development. The oldest telecommunication's service in India is the telegraph service, which was introduced in 1851. The British Empire in India realized the advantages of the industry and devoted much time and capital to the expansion of the telegraph industry. Within four years, 7000 km of telegraph lines were created, connecting the North and South. The telephone industry was introduced in 1882. Unlike the telegraph industry, the development of telephones was entrusted to the private sector and was limited to few cities. With independence from the British Empire in 1947, India had "321 telephone exchanges, with a capacity of 100,000 lines, 86,000 working connections, 426 long distance voice circuits, 338 long distance public call offices, and 3324 public telegraph offices."

HISTORY OF CELLULAR PHONES

Alexander Graham Bell invented the telephone in 1876 which was not generally welcomed till the end of 19^{th} century. Most viewed it as a device that breached privacy. Consumers must have been grateful that its reach was limited by a length of wire. Now even that is gone. Cellular technology is about 50 years old actually. It was born in AT&T laboratories. The first commercial cellular system was launched much later in 1981, not in the U.S. but in Sweden, Denmark, Finland and Norway. Work on developing digital cellular technology began in mid 80s, the first system becoming operational in 1992.

The technology that gives a person the power to communicate anytime, anywhere - has spawned an entire industry in mobile telecommunication. Mobile telephones have become an integral part of the growth, success and efficiency of any business / economy. The most prevalent wireless standard in the world today, is GSM. The GSM Association (Global

System for Mobile Communications) was instituted in 1987 to promote and expedite the adoption, development and deployment and evolution of the GSM standard for digital wireless communications. The GSM Association was formed as a result of a European Community agreement on the need to adopt common standards suitable for cross border European mobile communications. Starting off primarily as a European standard, the Group Special Mobile as it was then called, soon came to represent the Global System for Mobile Communications as it achieved the status of a world-wide standard. GSM is today, the world's leading digital standard accounting for 68.5% of the global digital wireless market. The Indian Government when considering the introduction of cellular services into the country, made a landmark decision to introduce the GSM standard, leapfrogging obsolescent technologies / standards. Although cellular licenses were made technology neutral in September 1999, all the private operators are presently offering only GSM based mobile services. The new licensees for the 4th cellular licenses that were awarded in July 2001 too, have opted for GSM technology to offer their mobile services.

Cellular Industry in India

The Government of India recognizes that the provision of a world-class telecommunications infrastructure and information is the key to rapid economic and social development of the country. It is critical not only for the development of the Information Technology industry, but also has widespread ramifications on the entire economy of the country. It is also anticipated that going forward, a major part of the GDP of the country would be contributed by this sector. Accordingly, it is of vital importance to the country that there is a comprehensive and forward looking telecommunications policy which creates an enabling framework for development of this industry.

Mobile:

A mobile or cellular phone of it is generally called, is a two way communication device, which enable us to receive as well as transmit vocal (conversational or telephonic) messages anywhere or anytime (however the clause anywhere and anytime depends upon a particular service providers network).

A mobile unit comprises of

a) The mobile handset

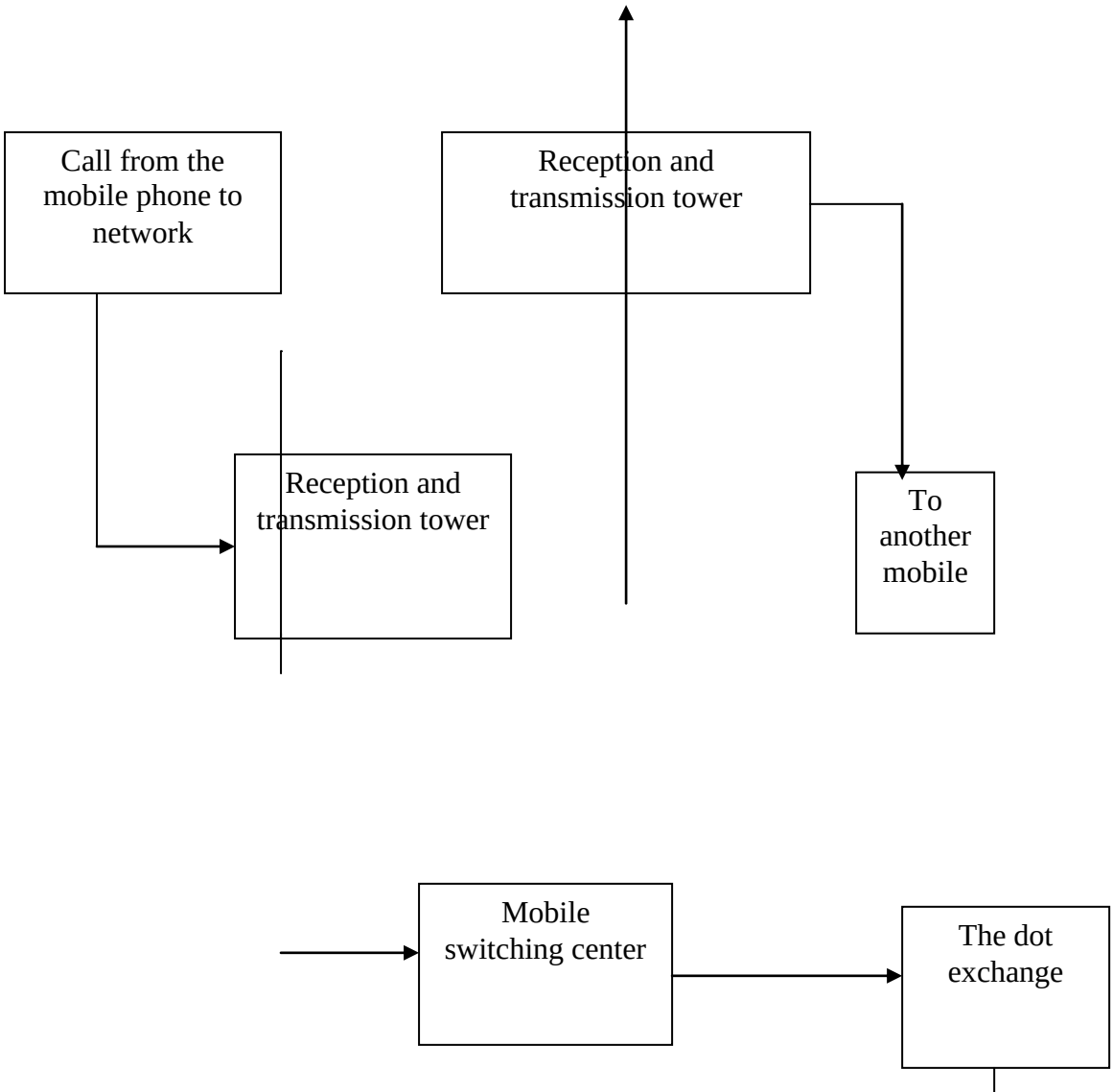
b) Sim card

The mobile handset and sim card go hand-in-hand i.e., sim card (a technically coded card to suit mobile calling requirements) may also called the very heart of mobile handset, it is the sim card, which deterring the particular brand of service being used by a subscriber.

The mobile phones just like another wireless communication device work on radio- waves-2 basic standards used in India are the POCSAG (Post Office Code Standard Advisory Group) and FMRDS (Frequency Modulated Radio Data Systems) and all the service providers have to strictly adhere to these standards, which have been laid by the DOT(Department Of Telecommunication).In case any operator does not conform to the above preset norms, DOT reserves all rights to cancel the licenses of that particular service provider.

Therefore to sum up, a cellular phone is a two way wireless communication device that works on the principles of radio waves. The jurisdiction of usage of a mobile phone depends strictly upon the relay transmission system used namely a carrier wave is received by several transmitter,modulated,amplified and passed onto the next transmission site before it reaches the destination.

HOW A MOBILE PHONE WORKS



ADVANTAGES OF CELLULAR PHONE

The following are the advantages of cellular phones:

1) It increases accessibility

2) It increases mobility

3) It is a dependable service as one has not to bother about the line or other faults that are Common in the telephone system commonly used

4) It helps in providing instant connections

5) It is economical when used for inter-city calls and is hence cost competitive

6) Fax and other data can also be received on the system

7) It helps to receive and send confidential message in text up to any number of characters

8) It displays the call charges

9) It displays the time of the call

10) No chances of the lines being held up

INSIDE THE CELLPHONE:

The compact cell phone is an extremely complex piece of digital engineering made possible by advanced Ics and advancements in telecom technology essentially, the handset consist of two units the mobile terminal (or the phone itself) and the subscriber identify module

(SIM).The SIM is a credit card-sized plastic module which fruits into your phone. This SIM card is a ‘smart card’ and counting the entire subscriber related information, like your cellular identification number and other preference.

The handset itself can be divided into three main sections: Terminal adaptations, radio modem and radio frequency (RF) unit.

WHY PEOPLE USE CELLULAR PHONE:

There has been a steady growth in public demand for a cellular phone. Cellular phone is preferred very often for its convenience as compared to other communication.

The important factor which influence subscribers to use cellular phones are:

1) Time is most important consideration i.e. saving time is important.
2) It is easy to communicate.
3) The cellular phone is less weight, so it is easy to carry out.
4) The charges of the cell cost are also not high compare to other communication.

Growth and development of the industry:

In the late 19^{th} century, radio waves first used for the purpose of communication. They remained the domoin of the armed forces until the end of the Second World War, when the use of frequency modulation made two way public mobile radio communications possible.

Earlier mobile telephone networks were manually operated, and restricted to a single call area. Also because the armed forces hand a priority on the location of frequency quality of

service deteriorated due to crowded bands, by the 1980s mobile radio system was automated and costs decreased when semi conductor technology improved. Capacity improved only marginally.

The real breakthrough came when cellular systems instead of increasing transmission power simply worked on the system of frequency reference use (the same frequency is used by different sites that are far enough from each other, thus increasing capacity mobile). Equipment evolved through the 80s with handsets becoming progressively lighter, smaller and cheaper.

As the prerequisite for a common radio systems was a common radio bandwidth, the 900MHz was reserved for mobile communication, first in Europe and then in other countries that adopted the G.S.M. standard.

In 1990, a version of G.S.M. adapted to the 1800MHz was added. This variant aims at reaching.

The world wide telecommunications technology scenario:

Today cellular mobile is no longer the latest telecommunication available. Several new services are either in process of being implemented. Further the convenience of computer and telecom technology has blurred the line between two and opened up a whole new market for combinations of voice, data and visual transfer facilities.

New Technology:

The global hand telephone system will enable a subscriber to be contacted anywhere on earth on a single number, without his location being known. Internet is a global network that allows for an access to remote database, news, bulletin boards, and remote design logins to haft computers and E-mail.

Cell Manufacturers:

NOKIA:

The firm, launched near Finland's Nokia River in 1865 as a timber business, was for decades a solid, old style industrial company, selling even until the 1970s product ranging from toilet paper to rubber boots. It bought into the telephone business some 30 years ago to gain a slice of the promising technology markets, and follow the then fashionable trend for diversification.

Nokia is the world leader in mobile communications. Backed by its experience, innovation, user-friendliness and secure solutions, the company has become the leading supplier of mobile phones and a leading supplier of mobile, fixed broadband and IP networks. By adding mobility to the Internet Nokia creates new opportunities for companies and further enriches the daily lives of people.

Nokia again succeeded in translating strong brand, product offering, industry-leading execution and operational efficiency into highly profitable results.

- Nokia's net sales totaled US$ 80.72 billion
- Pro forma operating profit totaled US$ 15.4 billion
- Pro forma operating margin increased to 24.7%
- At the end of 2005, Nokia had 35 production facilities in 27 countries around the world
- R&D centers in 21 countries at the end of 2005
- Nokia employed more than 100,000 people

ERICCSON:

From the opening of his repair shop for telegraph equipment in 1876, Lars Magnus Ericsson envisioned the great potential of phones, and the need to improve technical quality. Shortly after this, one of his customers won a license for public telephony in Stockholm, based on the belief that tele-communications is for everyone, not only for the well off or privileged. Ericsson helped his customer realize that dream.

Thus, Ericsson contributed to making Stockholm the world's most telephone dense city by the late 1800's. Ever since then, it has been the firm's conviction that communication is a basic need for everyone.

Ericsson is the largest supplier of mobile systems in the world. The world's 10 largest mobile operators are among Ericsson's customers and some 40% of all mobile calls are made through Ericsson systems.

Ericsson provides total solutions covering everything from systems and applications to services and core technology for mobile handsets. With Sony Ericsson is also are a top supplier of complete mobile multi-media products.

Ericsson has been active worldwide since 1876 and the company has today around 150,000 employees in more than 150 countries. The headquarters is located in Stockholm, Sweden.

Ericsson believes in an "all communicating" world. Voice, data, images and video are conveniently communicated anywhere and anytime in the world, increasing both quality-of-life, productivity and enabling a more resource-efficient world. The company is one of the major progressive forces, active around the globe, driving for this advanced communication to happen. Ericsson worldwide is seen as the prime model of a networked organization with top innovators and entrepreneurs working in global teams.

SIEMENS:

Thinking globally and acting locally is more than semantics for siemens. The electronics and industrial giants have operations worldwide in the automation and control, information and communications, lighting, medical, power and transportations sector. It is also active in the semiconductor sector through a minority stake in chip maker Infineon Technologies. Siemens is Europe's largest electronic and electrical engineering firm and one of the worlds leading mobile phone handset makers. The company has recognized its US operations as siemens Corporation.

MOTOROLA:

U.S. major Motorola is in a blanking move, had initially decided to enter the market with a whole range of products. Motorola's cell phones go mano a mano with those made by global leader Nokia. The company is a leading supplier of communications infrastructure equipment including cellular transmission base stations, amplifiers, and switching equipment. Motorola's largest customers include Nextel Communications and Japan –based KDDI. The company continues to expand its broadband and cable product lines.

LG (Life's Good):

In 1958 GoldStar Established the LG and later it expanded its wings in different areas. Today LG Electronics MobileCommunication becomes second largest mobile phone manufacturer in the US. LG Electronics MobileCommunication leads the U.S. mobile handset industry in customer satisfaction. LG Electronics MobileCommunication dominate CDMA sales

LG Electronics pursues its 21st century vision of becoming a true global digital leader who can make its customers worldwide happy through its innovative digital products and services.

LG Electronics set its mid- and long-term vision a new to rank among the top 3 electronics, information, and telecommunication firms in the world by 2010.

As such, we embrace the philosophy of "Great Company, Great People," whereby only great people can create a great company, and pursue two growth strategies involving "fast innovation" and "fast growth." Likewise, we seek to secure three core capabilities: product leadership, market leadership, and people-centered leadership.

SERVICE PROVIDERS:

HUTCH:

Hutch is brought to you by Hutchison Telecom, one of the world's leading cellular service providers. We are known for our innovative approach and world class technology. Our goal is to provide you superior products and services, anytime and anywhere. Hutchison established its presence in India in 1994, through a joint venture with Max India Ltd. In 1995, Hutchison Max Telecom became the first operator in India to launch its cellular service.

Today, Hutchison is one of the largest providers of cellular services in India with presence in all the major regions- Gujarat, Kolkatta, Andhra Pradesh, Karnataka, Delhi and Chennai. It is also the country's largest roaming operator, with a more extensive network in India and around the world than any other operator.

It is part of the Honk Kong based multinational conglomerate Hutchison Whampoa Limited, a fortune 500 company, and one of the largest company listed on the Hong Kong Stock

exchange. Its operations span 36 countries across the Asia Pacific region, Europe and the Americas. Hutchison affiliates jointly account for the largest number of cellular subscribers in India numbering over 2 million.

What can you expect from a career at Hutch? Well, the chance to work with one of India's most respected companies, in one of India's fastest growing industries and the opportunity to make a difference. Also to enjoy the satisfaction that comes from handling important responsibilities in the best way possible. And most importantly, having fun while you are at it.

Wherever you go, our network follows

Feel at home with the widest coverage in the country. Present all over India, we have you covered no matter where you are.

Its coverage includes, Andhra Pradesh, Maharashtra, Goa, Chennai, Mumbai, Delhi, Punjab, Gujarat, Rajasthan, Haryana, Tamil Nadu, Karnataka, Rest of Bengal, Kerala, UP (E), Kolkata, UP ,and many more.

BSNL:

On October 1, 2000 the Department of Telecom Operations, Government of India became a corporation and was christened Bharat Sanchar Nigam Limited (BSNL). Today, BSNL is the No. 1 Telecommunications Company and the largest Public Sector Undertaking of India and its responsibilities include improvement of the already impeccable quality of telecom services, expansion of telecom network, introduction of new telecom services in all villages and instilling confidence among its customers.

Responsibilities that BSNL has managed to shoulder remarkably, deftly. Today with a 43million line capacity, 99.9% of its exchanges digital, nation wide Network management &

surveillance system (NMSS) to control telecom traffic and nearly 3, 55,632 route kms of OFC network, Bharat Sanchar Nigam Ltd is a name to reckon with in the world of connectivity.

BSNL launched India's biggest cellular service Cell One, which along with Excel (pre-paid service) brings cellular telephony to the masses, through innovative technology and strategic pricing.

This ambitious service uses state-of-the-art GSM technology to attain global excellence and leadership in business. Our entry into this sector has brought GSM cellular service at an affordable cost to the common man. All serving a single objective, to provide better communication to millions across India.

Customers have reposed tremendous faith in BSNL and it has enrolled over 20 Lakh Cellular customers within five months of launch of Cellular service. An unprecedented mark in Indian Cellular Market.

Why should you choose Cell One?

• For the first time in the country, all major towns and cities are covered through our network

• All national and state highways are covered

• The facility of one number roaming across the country

• Appropriate and reasonable tariff packages to suit every pocket

• Absolute transparency in billing

• All regular features of cellular telephony, such as SMS as well as advanced features like MMS will be available.

NEW SCHEMES

BSNL revises tariff for ITC (India Telephone Card)

BSNL revises the charges for Hot Spot B type Services

More discount offered on 64 Kbps and 128 Kbps internet leased line

Revised Call Charges for calls originating from Basic Network to Mobile Networks.

BSNL reduces intra-circle tariff rates by 25 percent for calls from Bfone(Fixed Line) and WLL.

BSNL has reduced the charges for GPRS download and MMS.

Free Incoming While Roaming - Promotional Scheme on CellOne during summer vacation

Get Unlimited Usage on BSNL Broadband DataOne for Rs 900.00 per month

BSNL and MTNL launch ONE INDIA PLAN from 1st March 2006

SPICE:

Spice Telecom is a joint venture between two major players in the telecom industry-Distacom of Hong Kong, and the flagship company of the Modi group. It is one of the leading cellular providers in India today.

Spice Telecom the brand name of Spice communications Private Limited is presently operating Cellular Phone Services in the states of Punjab and Karnataka. Considered as one of the best service providers of mobile telephony in India, Spice Telecom is a flagship company of MCorp Global (www.mcorpglobal.com) a pioneer in introducing cellular mobile telephone services for the first time in India and has interests in the fields of Information, Communication and Entertainment. Spice was born in April 1997 and has a combined subscriber base of more than 10 lakh people.

The head quarters of Spice Telecom - Karnataka is located in Bangalore, a city renowned for its large base of software developers and I.T expertise. With over 1100 kms of optical fiber cable laid across the state, Spice brings you quality cellular services at attractive prices. These include a varied Choice in terms of Tariff. Plans on both post paid and prepayment

mode, on both 30sec and 60sec billing unit and both telescopic and retrospective rating mechanism, exclusive products for the young - Spice Uth, Women - Spice Disha and other premier Value Added Services. Spice is present in 130 towns across Karnataka. The number gets bigger by the day.

SPICE PREPAID TEAM PLAN

Spice Prepaid Team

Create Your Mobile Team & Enjoy Exciting Advantages

Form a team with your friends, family or colleagues with Priyanka's limited edition Team Pack and enjoy the most economical rates. So go ahead, share more & save more.

Team Package Highlights:

- One account for 2-6 people
- Each member enjoys full validity
- Call within the team @10 paise/min during day hours
- Free night chat amongst the team members * (For 30 days from activation)
- Spice to Spice SMS@ 5 paise
- Saves each one of you a whooping 83%!

Spice Prepaid Team Plan	
Outgoing Calls (Rs/minute)	**Rs./min**
Spice to GSM	0.45
Spice to Others	0.95
STD Spice to GSM	2.00
STD Spice to Others	3.00

With Spice Prepaid Team Pack save upto 83%		
Team Members	**Admin Fee/member**	**Savings**
2	155 ÷ 2 = 77.5	50%
3	155 ÷ 3 = 51.7	67%
4	155 ÷ 4 = 38.8	75%
5	155 ÷ 5 = 31.0	80%
6	155 ÷ 6 = 25.8	83%

Prepaid Team Pack Options

MRP	Talktime	MOU	Validity Period
99	0	0.00	0
299	100	105.26	7
449	175	184.21	15

Recharge options for Prepaid Team			
Denominations	**Talktime**	**MOU**	**Validity Period**
Rs. 220 recharge	Rs. 41.01	43.37	30 days
Rs. 324 recharge	Rs 133.67	141.37	30 days
Rs. 350 recharge	Rs 156.83	165.87	30 days
Rs. 540 recharge	Rs 326.11	344.91	30 days
Rs. 999 recharge	Rs 735.06	777.43	30 days
Rs. 1080 recharge	Rs 807.22	853.75	60 days

Rs. 3240 recharge	Rs 2731.67	2889.13	180 days
Rs. 5400 recharge	Rs 4656.12	4924.50	300 days
Rs. 10800 recharge	Rs 9467.24	10012.94	600 days

Spice Prepaid Tadka Recharge for Prepaid Team			
Denomination	**Admin Charges**	**Talktime**	**Validity Period**
Rs. 5-219	Rs. 0	Full Talktime (Denomination - Service Tax)	0 days

Terms & conditions

Spice Prepaid Megatalk Plan	
Outgoing Calls (Rs/minute)	**Rs./min**
Spice to GSM	0.45
Spice to Others	0.95
STD Spice to GSM	2.00
STD Spice to Others	3.00

Spice Prepaid Pack Options			
MRP (Rs.)	**Talktime (Rs.)**	**Validity (Days)**	**MOU**
101	0	0	-
149	25	7	26.32
255	50	7	52.63
505	458.26	30	482.38
1070 (Global Pack)	850	180	894.74

MRP Inclusive of Service tax.
MOU (Minutes Of Usage)

Recharge options for Prepaid Megatalk Plan			
Denominations	**Talktime**	**MOU**	**Validity Period**
Rs. 220 recharge	Rs. 41.01	43.37	30 days
Rs. 324 recharge	Rs 133.67	141.37	30 days
Rs. 350 recharge	Rs 156.83	165.87	30 days
Rs. 540 recharge	Rs 326.11	344.91	30 days
Rs. 999 recharge	Rs 735.06	777.43	30 days
Rs. 1080 recharge	Rs 807.22	853.75	60 days
Rs. 3240 recharge	Rs 2731.67	2889.13	180 days
Rs. 5400 recharge	Rs 4656.12	4924.50	300 days
Rs. 10800 recharge	Rs 9467.24	10012.94	600 days

Spice Prepaid Tadka Recharge for Megatalk Tariff Plan Subscribers			
Denomination	**Admin Charges**	**Talktime**	**Validity Period**
Rs. 5-219	Rs. 0	Full Talktime (Denomination - Service Tax)	0 days

Spice Minitalk Tariff Plan			
Spice Prepaid Minitalk Plan			
Type Of Call		**Rates Applicable**	
All Local Calls		5 paise/sec	
All STD Calls		8 paise/sec	
Spice Prepaid Pack Options			
MRP (Rs.)	Talktime (Rs.)	Validity (Days)	MOU
101	0	0	-
MRP Inclusive of Service tax.			

Recharge options for Prepaid Minitalk Plan			
Denominations	**Talktime**	**MOU**	**Validity Period**
Rs. 54 recharge	Rs 18.11	5.36	1 day
Rs. 108 recharge	Rs 21.22	6.28	5 days
Rs. 216 recharge	Rs 67.44	19.97	15 days
Rs. 220 recharge	Rs. 41.01	12.14	30 days
Rs. 324 recharge	Rs 133.67	39.57	30 days
Rs. 350 recharge	Rs 156.83	46.43	30 days
Rs. 540 recharge	Rs 326.11	96.54	30 days
Rs. 999 recharge	Rs 735.06	217.60	30 days
Rs. 1080 recharge	Rs 807.22	217.60	60 days
Rs. 3240 recharge	Rs 2731.67	808.67	180 days
Rs. 5400 recharge	Rs 4656.12	1378.37	300 days
Rs. 10800 recharge	Rs 9467.24	2802.62	600 days

SMS Tariff (Applicable for all tariff plans)	
Local SMS (Spice to any GSM)	Rs. 1
National SMS (Spice to any GSM)	Rs. 2
International SMS (Spice to any GSM)	Rs. 5

ISD Rates (Applicable for all tariff plans)	
For USA, Canada, UK Landline, Rest of Europe	Rs. 7.20

Landline, Australia, New Zealand, Singapore, Malaysia, Thailand, Indonesia, Hong Kong	
UK Mobile, Rest of Europe Mobile, UAE, Qatar, Yemen, Oman, Kuwait, Bahrain, All Africa, Bangladesh, Sri Lanka, Bhutan, Pakistan, Nepal, Saudi Arabia	Rs 9.99
All other Countries	Rs 12.99
Rest of World (Island countries)	Rs. 55.00

SPECIAL PACKS

Maha Buck

1) Maha buck 1995: Recharge denomination of Rs. 1995

(a) Talk time of Rs. 967.10
(b) Validity for life*
(c) Available on Spice Mega talk plan
(d) Local call rates (any GSM) : 0.45/ min
Local call rates (others) : 0.95/min

Existing and new pre-paid subscribers on recharge with Rs. 1995 will get following benefits.

Talk time of Rs. 967.10, Service tax of Rs. 217.56 and Admin fees of Rs. 810.34

*Validity will continue and is subject to the following terms and conditions:

(a) As per existing Mega talk plan customers will be charged daily rental of Rs. 1.00.
(b) Customer is required to maintain minimum balance of Rs. 1.00. For 90 consecutive days, if balance is less than Rs. 1.00, then customer will enter grace period.
(c) Customer is free to change his tariff plan.

2) Maha buck-995: Recharge denomination of Rs 995

MRP : 995
Talktime: Rs. 8.59
Validity: Lifelong
Local call rates : 1.99 / min
All STD rates : 2.99 / min - 50-200 Kms
All STD rates : 3.99 / min - 200-500 Kms
All STD rates : 4.99 / min - Above 500 Kms
Full value on all subsequent recharges
No daily rental

Terms and conditions:

(a) Customer's account will get churned if any of the following events i.e no

incoming, no outgoing or recharge happens for any continuous period of 6 months.

(b) Subscribers who are currently enjoying special offers (will not be able to club their existing offer along with 995/- lifelong voucher).

SMS Pack for Prepaid Megatalk Tariff Subscribers

Now Spice Prepaid megatalk Subscribers can make upto 2000 Local & National SMS every month for Free. All you have to do is to activate the SMS Pack by dialing 999. A nominal monthly fee of Rs 25 is applicable for this pack.

Friends & Family Service

Now choose upto 2 Spice numbers as your Friends and Family (F&F) and make outgoing calls for just 1p/min (Night 11:00 PM to 6:00 AM) & at 10p/min during the day to your F&F numbers. A nominal daily rent of Re 1 applies for period of subscription. Dial 777 & select option 4 today to activate F&F Pack and register the two Spice Nos of your choice.

ISD Pack for Subscribers of Megatalk Tariff Plan

Now the subscribers of Spice Prepaid Megatalk Tariff Plan can make call to US & Canada for Just Rs 4.99 and to UK for just Rs 5.99. All you need to do is activate the ISD Pack by dialing *500*5#. A Nominal Monthly Rent of Rs 30 is applicable.

* The Subscribers of Megatalk Tariff Plan who have activated special promo offers can not activate of ISD Pack.

There is no threshold limit on Outgoing, Incoming, STD and ISD calls which means you can make these calls till zero balance.

PostPaid Plans

Spice Benefit Tariff Plan

Spice Reward Tariff Plan

Spice Bumper Tariff Plan

Spice One Year Advance Plan

Spice Two Year Advance Plan

Spice Unlimited 12 Tariff Plan

Spice Unlimited 18 Tariff Plan

SMS,STD & ISD Rates

AIRTEL:

AirTel comes to you from Bharti Cellular Limited - a part of the biggest private integrated telecom conglomerate, Bharti Enterprises. AirTel launched its services in Delhi on November 14, 1995. It has at present over 45 lakh fifty thousand customers in it's 11th years of pursuit of greater customer satisfaction, AirTel has redefined the business through marketing innovations, continuous technological up gradation of the network, introduction of new generation value added services and the highest standard of customer care.

Bharti Enterprises has been at the forefront of technology and has revolutionized telecommunications with its world class products and services. Established in 1976, Bharti has been a pioneering force in the telecom sector with many firsts and innovations to its credit.Bharti provides a range of telecom services, which include Cellular, Basic, Internet and recently introduced National Long Distance.. It has over 10 million satisfied customers.

Awards:

a)Consecutively for four years 1997, 1998, 1999 and 2000, AirTel has been voted as the Best Cellular Service in the country and won the coveted Techies award.

b) The Asia Pacific Award for the Most Innovative HR practices-2000.

c) The Golden Peacock National Training Award for excellence in Training practices-2000 The Golden Peacock National Quality Award-2001

d) Born a leader, the first cellular service in Delhi, AirTel has maintained leadership through constant innovations which have redefined standards of cellular services in India

OUR VISION

"To make mobile communications a way of life and be the customers' first choice."

OUR MISSION

We will meet the mobile communication needs of our customers through:

- Error- free service delivery

- Innovative products and services
- Cost efficiency
- Unified Messaging Solutions

AirTel has consistently set the benchmarks for the Indian cellular industry to follow:

- First to launch Cellular service in Delhi on November, 1995.
- First operator to revolutionaries the concept of retailing with the inauguration of AirTel Connect (exclusive showrooms) in 1995. Today AirTel has 100 Customer Care Touch points called "Connects" and over 1050 dealers in Delhi and NCR towns.
- First to expand it's network with the installation for second mobile switching center in April, 1997 and the first in Delhi to introduce the Intelligent Network Platform First to provide Roaming to its subscribers by forming an association called World 1 Network
- First to provide roaming facility in USA. Enjoy the mobile roaming across 38 partner networks & above 700 cities Moreover roam across international destinations in 119 countries including USA, Canada, and UK etc with 284 partner networks.

RELIANCE:

Dhirubhai Ambani had a dream - to place the power of information and communications technology in the hands of the common man; to change the way India communicates and connects with the world. At Reliance Infocomm, we are committed to make that dream come true.

We have built a state-of-the-art infrastructure, cutting across the length and breadth of India. We will offer multiple services in the fixed line as well as mobile space: voice, data, video and value-added services.

Dhirubhai was not just firmly rooted in traditional Indian values, but was also a quintessentially modern man - the man of the new millennium. This was clearly reflected in his passion for mega-sized projects, the most advanced technology and the highest level of productivity.

The corporate philosophy he followed was short simple and succinct - "Think big. Think differently. Think fast. Think ahead. Aim for the best". He inspired the Reliance team to do better than the best - not only in India but also in the world.

Dhirubhai Ambani, Founder Chairman of the Reliance Group, had an acute sense that education alone empowers people. He was a great communicator. He communicated to inspire, to guide, to educate and to motivate.

He employed telephone as a powerful tool to achieve these goals. He used telephone to defeat distance, to compress time and to remain abreast of events. He was acutely aware of the power of information and communications. He would often say: "make the tools of infocomm available to people at an affordable cost, they will overcome the handicaps of illiteracy and lack of mobility".

He wanted a telephone call to be cheaper than a post card. This, he believed, would transform every home, empower every Indian, remove the roadblocks to opportunity and demolish the barriers that divide our society.

Reliance Infocomm envisions a digital revolution that will sweep the country and bring about a New Way of Life. A digital way of life for a New India. With mobile devices, net ways and broadband systems linked to powerful digital networks, Reliance Infocomm will usher fundamental changes in the social and economic landscape of India.

Reliance Infocomm will help men and women connect and communicate with each other. It will enable citizens to reach out to their work place, home and interests, while on the move. It will enable people to work, shop, educate and entertain themselves round the clock, both in

the virtual world and in the physical world. It will make available television programmes, movies and news capsules on demand.

Reliance Infocom will disseminate information at a low cost. "Make a telephone call cheaper than a post card". These prophetic words of Dhirubhai Ambani will be a metaphor of profound significance for Reliance Infocomm.

Reliance Infocomm will regularly unfold new applications. Continually adapt new digital technologies. Create new customer experiences. Constantly strive to be ahead of the world. Reliance Infocomm will transform thousands of villages and hundreds of towns and cities across the country.

Above all, Reliance Infocomm will pave the way to make India a global leader in the knowledge age.

TATA INDICOM:

Tata Indicom offers a range of products and services to suit needs so you are always connected. Mobile, Wireless Phones, Fixed Phones, Internet & Broadband, Net Telephony, Calling cards.

TATA INDICOM is a group of companies having in its wing

Tata Teleservices is part of the INR 76,930 Crore (US$17.10 billion) Tata Group, that has over 90 companies, over 220,000 employees and more than 2 million shareholders. With an investment of over INR 9,000 Crore (US$ 2 billion) in Telecom, the Group has a formidable presence across the telecom value chain.

Tata Teleservices (Maharashtra) Limited (TTML) spearheads the Tata Group's presence in the Indian telecom sector by being the premier telecommunication service provider, licensed to provide services in Maharashtra (including Mumbai) and Goa.

VSNL (Videsh SAnchar Nigam Limited) is India's leading international telecommunications service provider. It is today part of the Tata Group. It started as a successor to the erstwhile Overseas Communication Services, and then went on to become the premier provider of international voice and data services.

MOBILE PHONE FEATURES:

The mobile phone market is flooded with advanced model of phones, each boasting of added features.

WAP (wireless Application Protocol) is a feature, which is sought after due to its compatibility with computer applications. This, is of course, has to be supported by the service provider. Through infrared ports, one can send and receive to the computer from the phone. It enables the user to store mobile messages in the computer. A WAP phone of the simplest kind costs around Rs 5,800 and can reach as high as Rs 57,300.Mobile users can now listen to the FM station on their phones. With a hand free, they can plug it on and it works like a walkman. There are other services like MMS (multi-media messaging), which depends on the service provider. The newer phones have lithium-ion batteries, which make the phone lightweight when compared to the heavier nickel batteries, which were used earlier. Lithium-ion batteries not only have faster charging capability, but also have back-up capacity. There are phones which can work for up to 13 days without needing to be charged. These are available in the higher-end models costing over Rs 25,000. A ‘plug-in hands-free with microphone’ acts as a speaker phone while you drive a car even as the, mobile phone charges. Mobile accessories arte mostly imported and are of different types. There are leather pouches, transparent pouches, stylish panels, neck tags, hand tags, car charger, traveler chargers and waterproof phones. Newer models have the additional phone book facility of a storing capacity of up to 500 numbers. Some have an unlimited capacity (more than 1,000).

3.2 PROFILE OF THE SAMPLE UNIT:

The research is an effort to study the "Customer expectations and experiences with mobile phone services in Bangalore City". A survey of 100 subscribers is conducted in general to derive the conclusion, as it is very difficult to use the probability sampling to select the representative sample. For the purpose of the study age-group of respondents have classified into four group such as 15-30, 30-45, 45-60 and 60 and above and there response percentage are 35%, 44%, 15%, and 6% respectively.

Income of the respondents has been classified into four groups such as below 10,000, 10,000 - 20,000, 20,000 -30,000, above 30,000, their response percentage are 30%, 40%, 20% and 10% respectively.

Occupation of the respondents were classified into three groups such as students, employees, and self-employed and their response percentage are 40%, 30% and 30% respectively.

4. ANALYSIS AND INTERRETATION:

4.1 INTRODUCTION TO ANALYSIS:

After tabulating, the data must be analyzed, researcher often use statistical interpretation which concentrates on what is average or what deviates from an average. Statistical interpretation, shows how widely the response vary and how they are distributed in relation to the variable, being measured, statistical market rely on estimates of expected errors or deviation from the two values of population. The analysis and interpretation of data may lead the researcher to accept or reject the hypothesis being selected.

4.2 DATA ANALYSIS TOOLS USED:

The process of arranging data into groups or classes according to resemblance and similarities is technically called classification.

Classification is the process of arranging the data into sequences and groups according to their common characteristics or separating them into different related parts.

The data can be calculated on the following four bases:

- Quantitative- according to magnitude
- Geographical- according to city, district, etc.
- Qualitative- According to attributes
- Chronological- According to occurrence of events in time

The classification adopted for this study in quantitative and geographical classification.

01. Table showing “the age group of respondents”

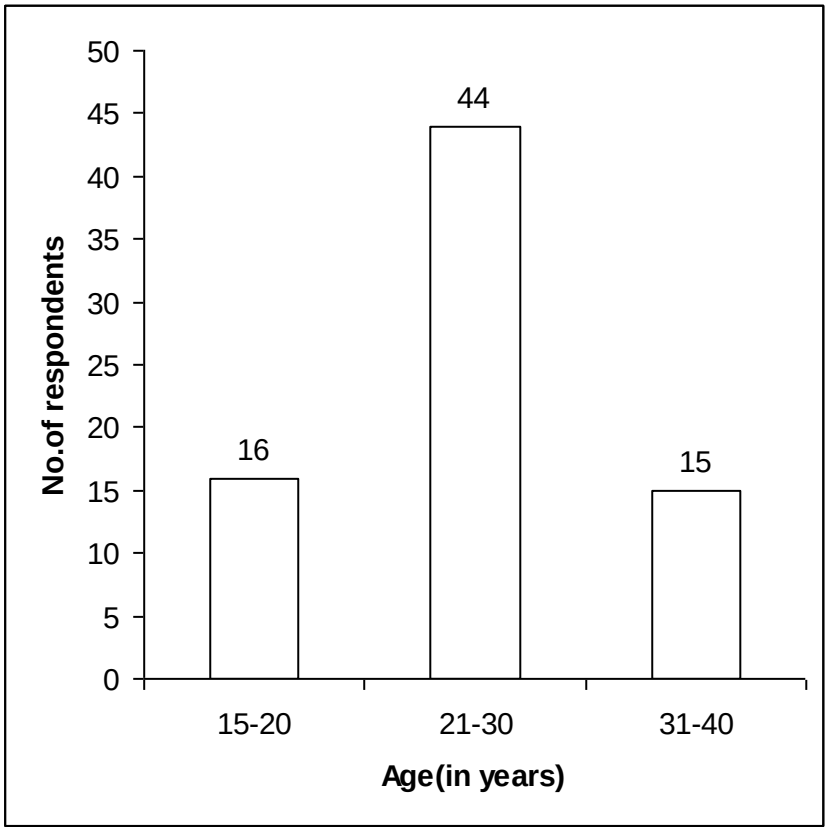
Years	No. of respondents	Percentage
15-20	16	16
21-30	44	44
31-40	15	15
40 above	25	25
Total	100	100

Source: Survey Data

Observation:

This table shows that majority of respondents belong to the age group between 21-30 i.e. 44%, 25% are of the age group 40 above, 16% are of the age group between 15-20 and the rest 55 are of the age group between 31-40.

01. Graph showing "the age group of respondents"



Source: Table no.1

02. Table showing “the occupation of the respondents”

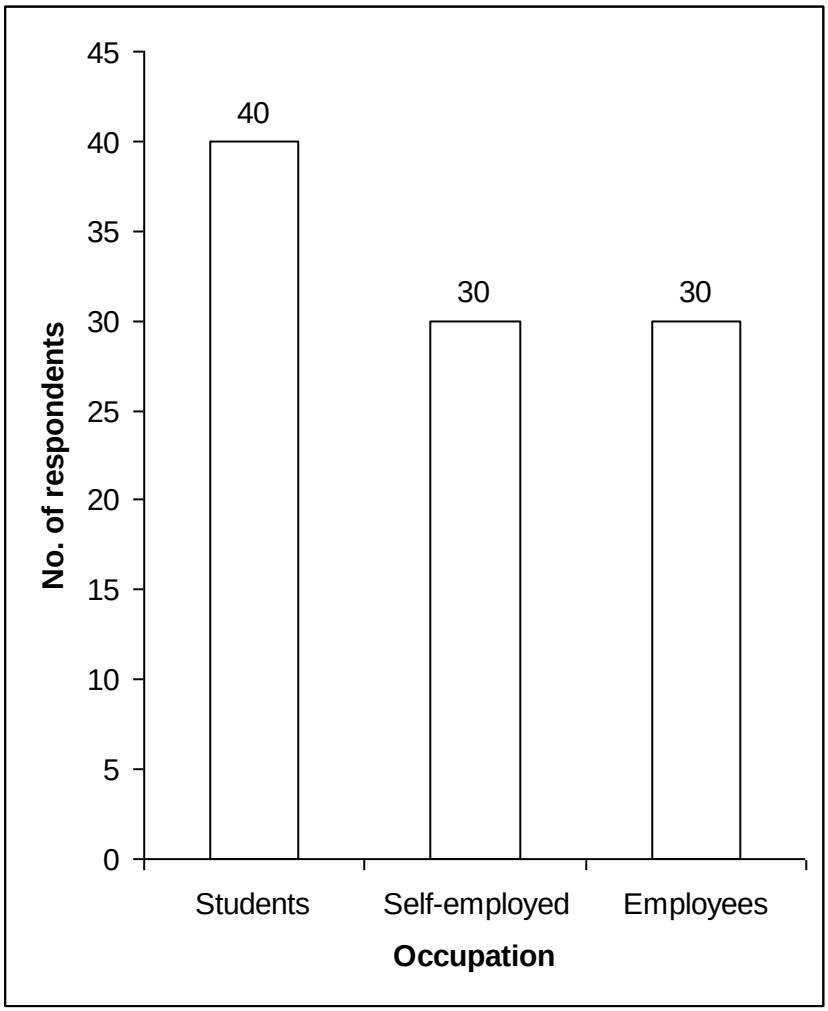
Occupation	No. of respondents	Percentage
Student	**40**	**40**
Employees	**30**	**30**
Self-employed	**30**	**30**
Total	**100**	**100**

Source: Survey Data

Observation:

Majority of respondents were students i.e.40%, 30% were employees and the rest 30% were self-employed.

02. Graph showing “the occupation of the respondents”



Source: Table no.2

03. Table showing "the income level of the respondents"

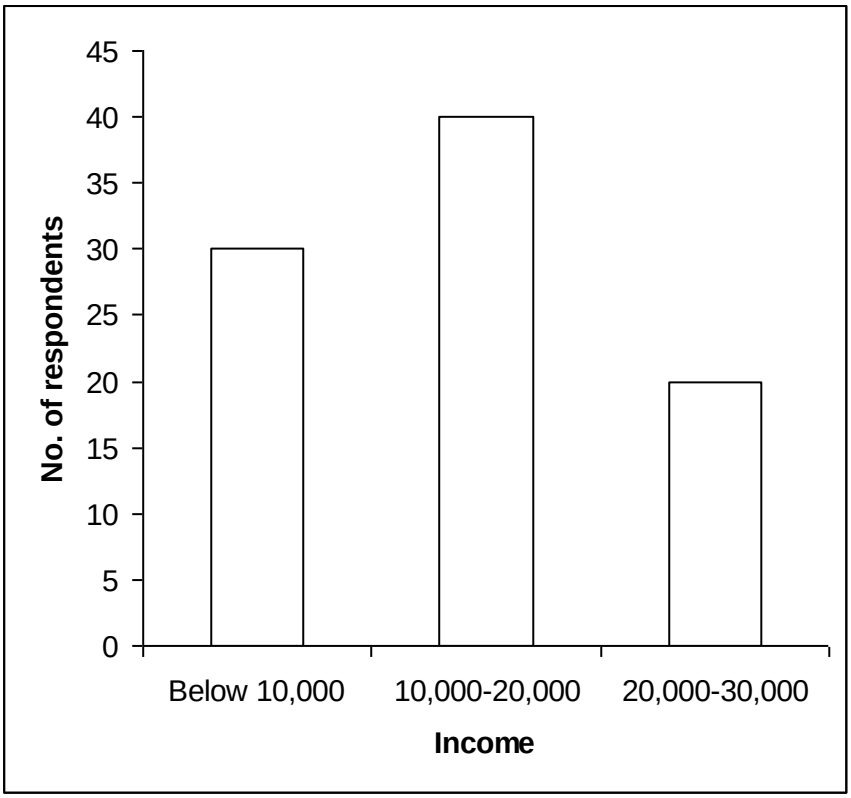
Income	No. of respondents	Percentage
Below 10,000	**30**	**30**
10,000-20,000	**40**	**40**
20,000-30,000	**20**	**20**
Above 30,000	**10**	**10**
Total	**100**	**100**

Source: Survey Data

Observation:

Majority of respondents lies in the income level 10,000-20,000 i.e. 40%, 30% below 10,000, 20% between 20,000-30,000 and the rest 10% lies above 30,000.

03. Graph showing "the income level of the respondents"



Source: Table no.3

04. Table showing "the brand of cellular phones used"

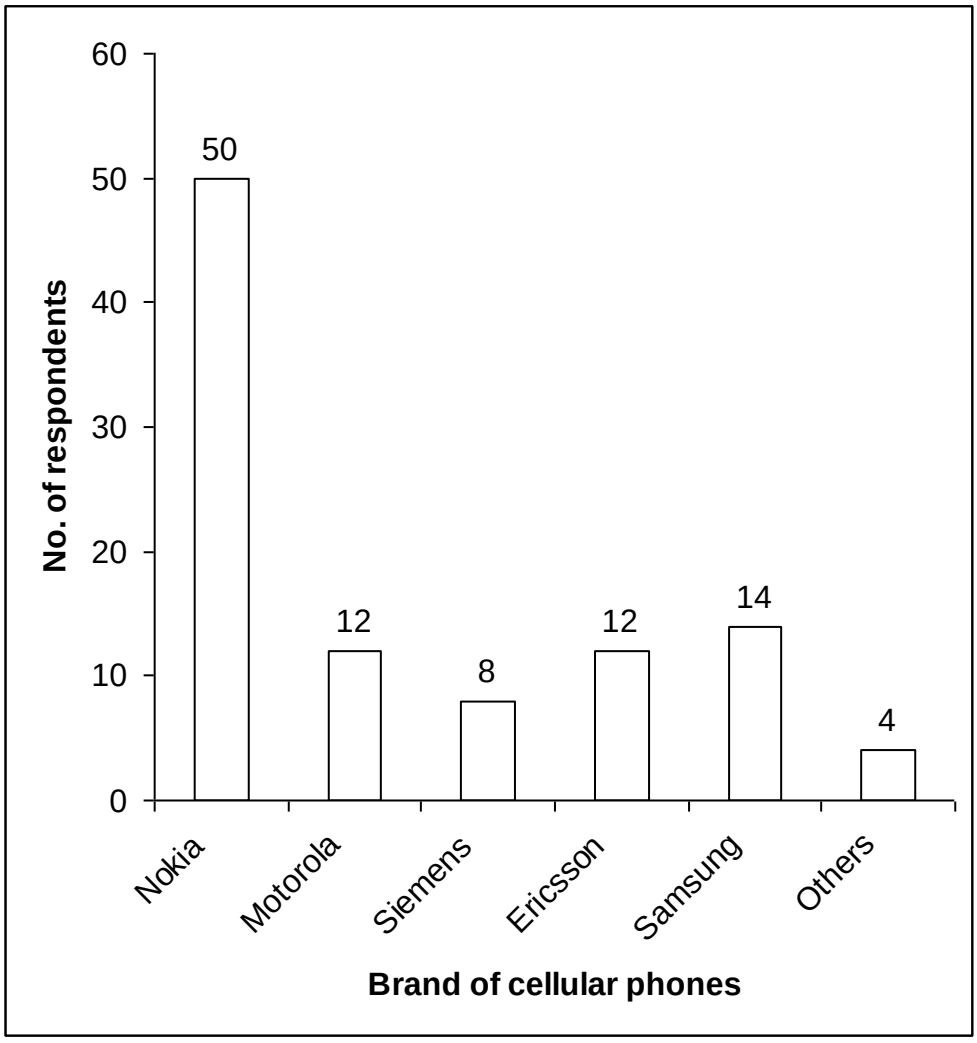
Brands of cellular phones	No. of respondents	Percentage
Nokia	**50**	**50**
Motorola	**12**	**12**
Siemens	**8**	**8**
Ericsson	**12**	**12**
Samsung	**14**	**14**
Others	**4**	**4**
Total	**100**	**100**

Source: Survey Data

Observation:

This table shows that majority of the respondents use Nokia i.e. 50%, 14% uses Samsung, 12% of the respondent's uses Ericsson and Motorola, 8% uses siemens and 4% of the respondents use other brand cell phones.

04. Graph showing "the brand cellular phones used"



Source: Table no.4

05. Table showing "the services that are subscribing"

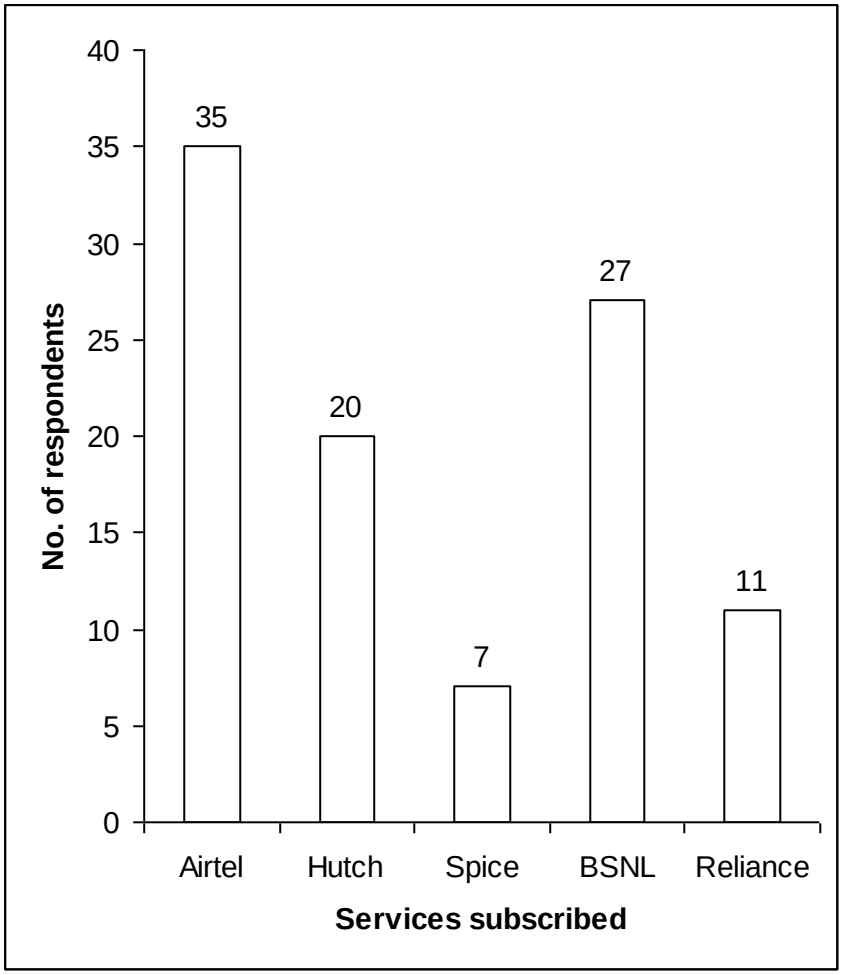
Services subscribed	No. of respondents	Percentage
Airtel	**35**	**35**
Hutch	**20**	**20**
Spice	**7**	**7**
BSNL	**27**	**27**
Reliance	**11**	**11**
Total	**100**	**100**

Source: Survey Data

Observation:

This table shows that 35% of the respondents use Airtel, 27% BSNL, 20% Hutch, 11% Reliance and 7% uses Spice.

05. Graph showing “the services that are subscribing”



Source: Table no.5

06. Table showing "the schemes that are used"

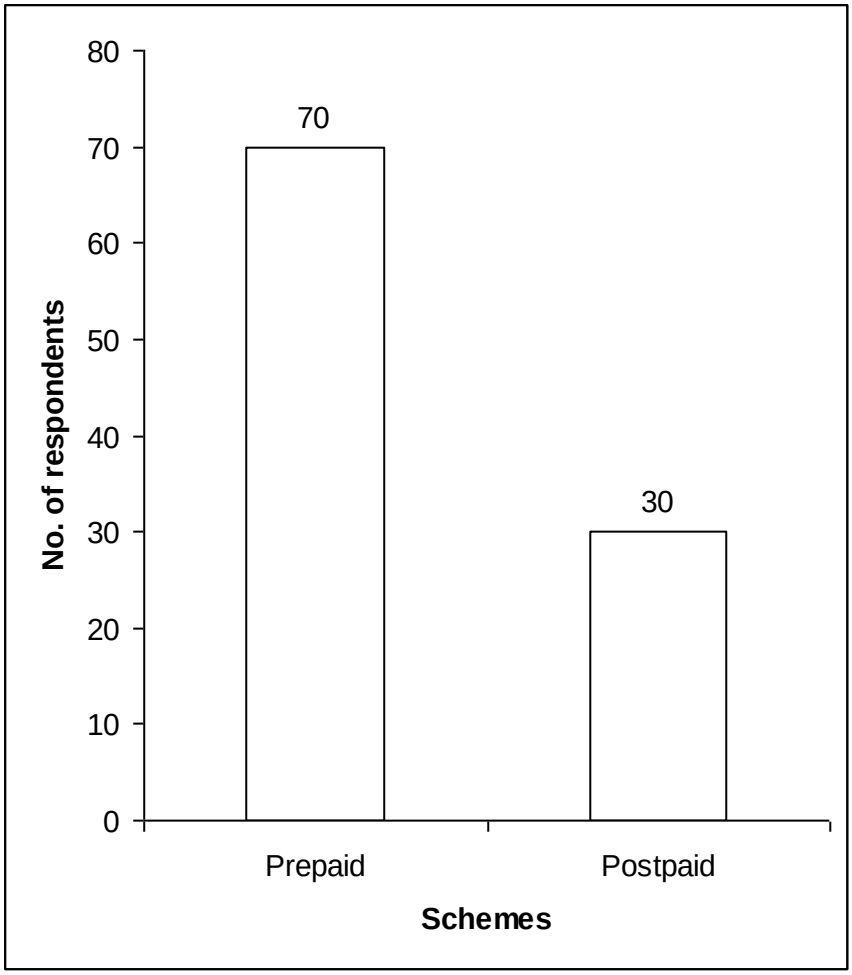
Schemes	No. of respondents	Percentage
Prepaid	**70**	**70**
Postpaid	**30**	**30**
Total	**100**	**100**

Source: Survey Data

Observation:

Majority of the respondents use prepaid connection i.e. 70% and the rest 30% use postpaid connection.

06. Graph showing “the schemes that are used”



Source: Table no.6

07. Table showing "the prepaid/postpaid scheme used in Hutch"

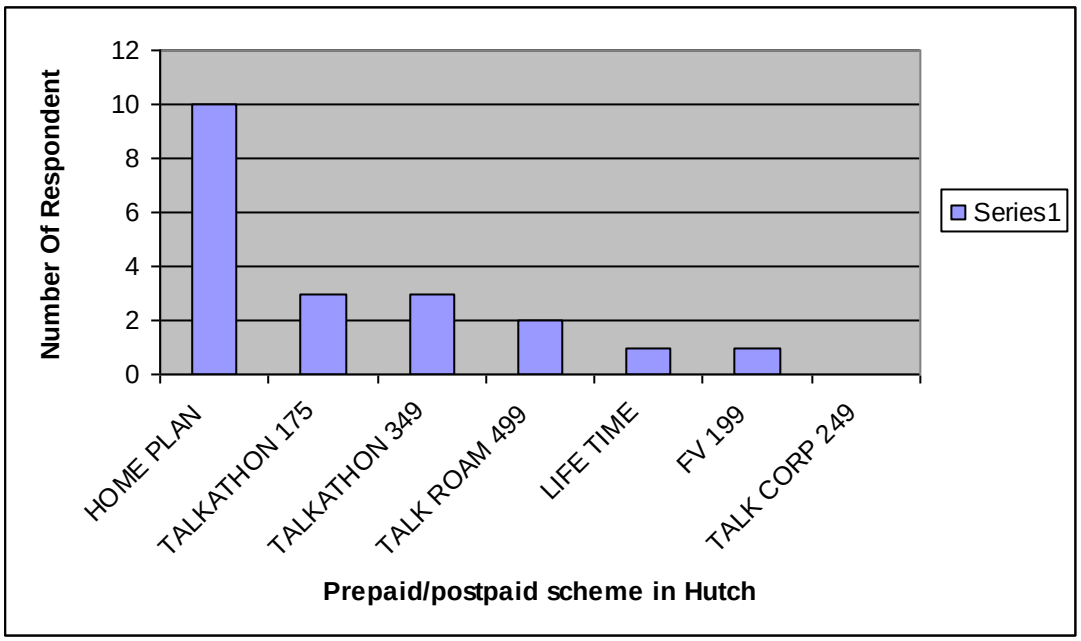
Prepaid/Postpaid schemes in Hutch	No. of respondents	Percentage
HOME PLAN	**10**	**10**
TALKATHON 175	**3**	**3**
TALKATHON 349	**3**	**3**
TALK ROAM 499	**2**	**2**
LIFE TIME	**1**	**1**
FV 199	**1**	**1**
TALK CORP 249	**0**	**0**
Total	**20**	**20**

Source: Survey Data

Observation:

Table shows that 10% of the respondents use Home Plan, 3% of each use Talkathon 175 and talkathon 349, 1% of each use Life Time and talk FV 199..

07. Graph showing “the prepaid/postpaid scheme used in Hutch”



Source: Table no.7

08. Table showing "the prepaid/postpaid scheme used in Spice"

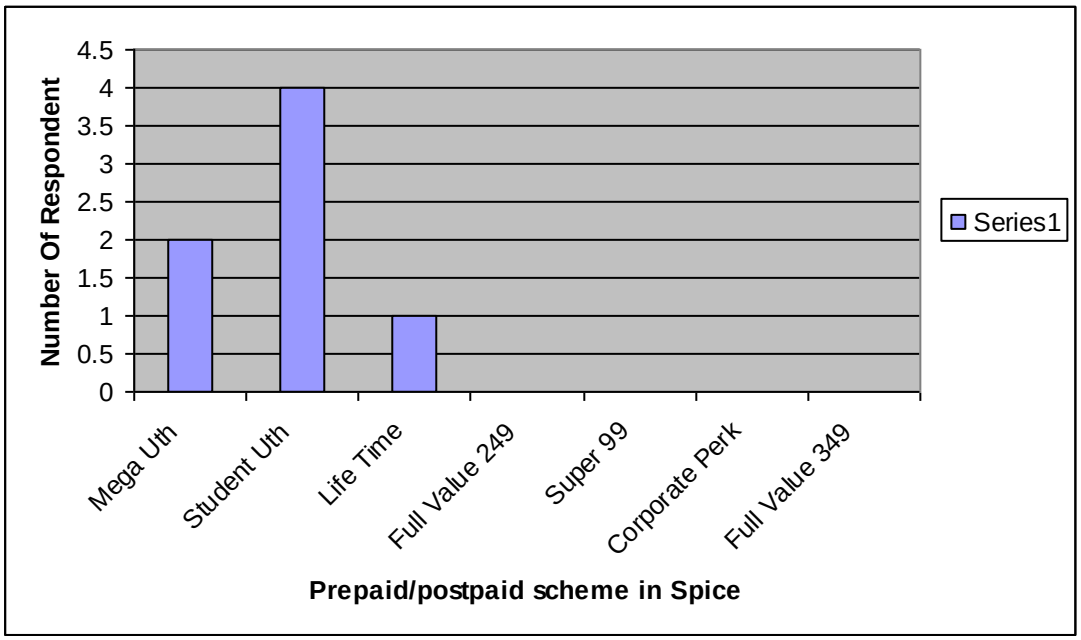
Prepaid/Postpaid schemes in Spice	No. of respondents	Percentage
Mega Uth	**2**	**2**
Student Uth	**4**	**4**
Life Time	**1**	**1**
Full Value 249	**0**	**0**
Super 99	**0**	**0**
Corporate Perk	**0**	**0**
Full Value 349	**0**	**0**
Total	**7**	**7**

Source: Survey Data

Observation:

Table shows that 4% were using Student Uth, 2% Mega Uth, 1% Life Time and none of the respondents were using Postpaid.

08. Graph showing "the prepaid/postpaid scheme used in Spice"



Source: Table no.8

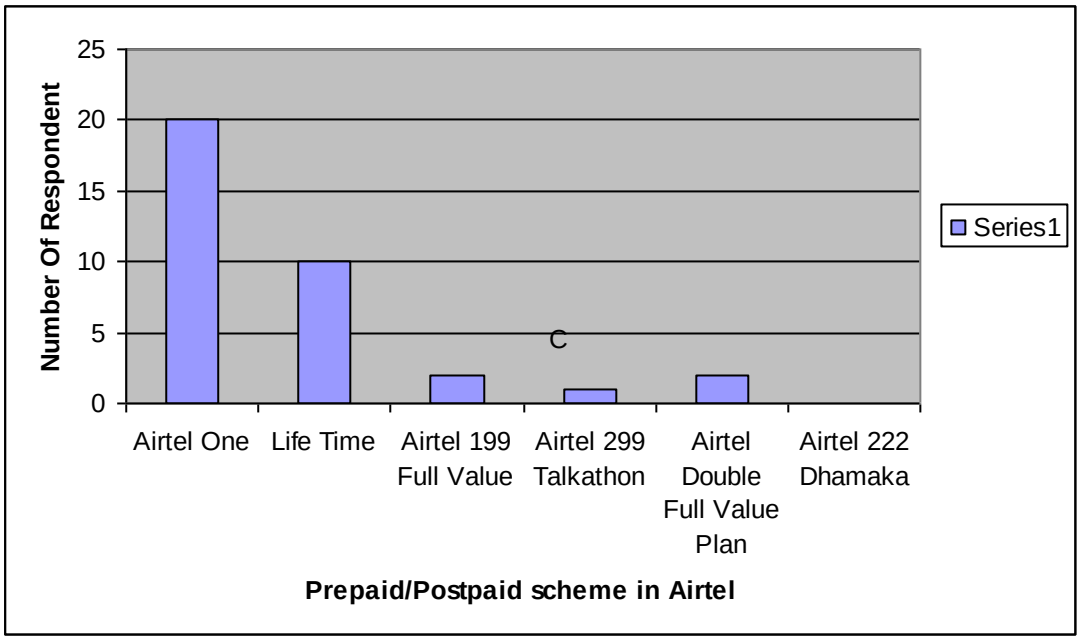
09. Table showing "the prepaid/postpaid scheme used in Airtel"

Prepaid/Postpaid schemes in Airtel	No. of respondents	Percentage
Airtel One	**20**	**20**
Life Time	**10**	**10**
Airtel 199 Full Value	**2**	**2**
Airtel 299 Talkathon	**1**	**1**
Airtel Double Full Value Plan	**2**	**2**
Airtel 222 Dhamaka	**0**	**0**
Total	**35**	**35**

Source: Survey Data

Observation:
Table shows that 20% of the respondents were using Airtel One plan, 10% Life Time, 2% Airtel 199 Full value , 2% Airtel Double Full value plan, 1% Airtel 299 Talkathon and none of the respondents were using Airtel 222 Dhamaka.

09. Graph showing “the prepaid/postpaid scheme used in Airtel”



Source: Table no.9

10. Table showing "the prepaid/postpaid scheme used in BSNL"

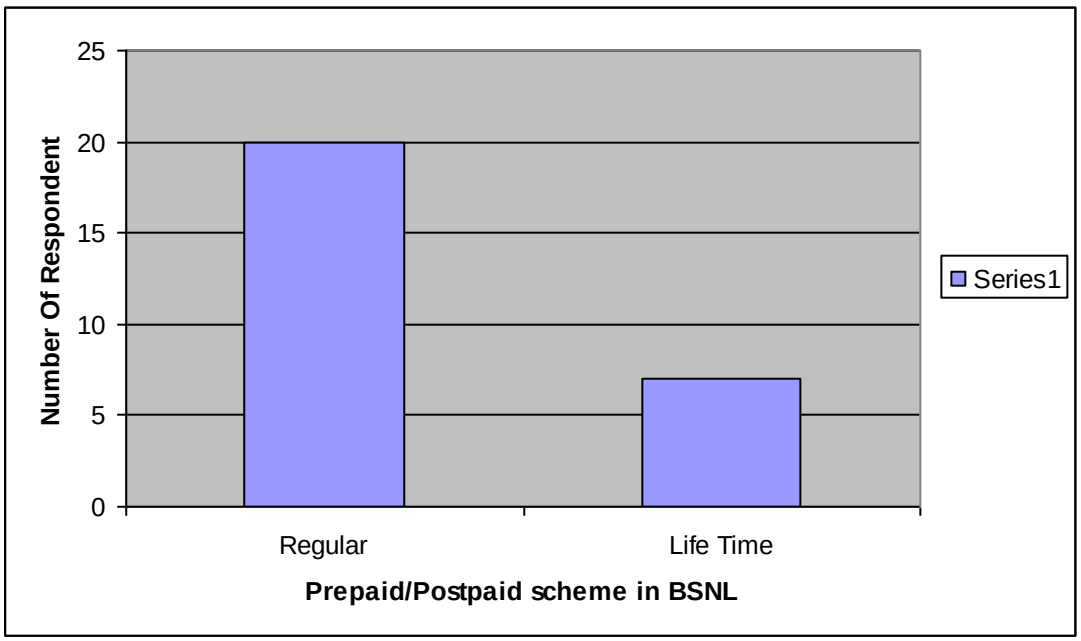
Prepaid/Postpaid schemes in BSNL	No. of respondents	Percentage
Regular	**20**	**20**
Life Time	**7**	**7**
Total	**27**	**27**

Source: Survey Data

Observation:

Table shows that 20% of the respondents were using Regular plan and the rest 7% were using Life Time.

10. Graph showing “the prepaid/postpaid scheme used in BSNL”



Source: Table no.10

11. Table showing "the present network of mobile phone services"

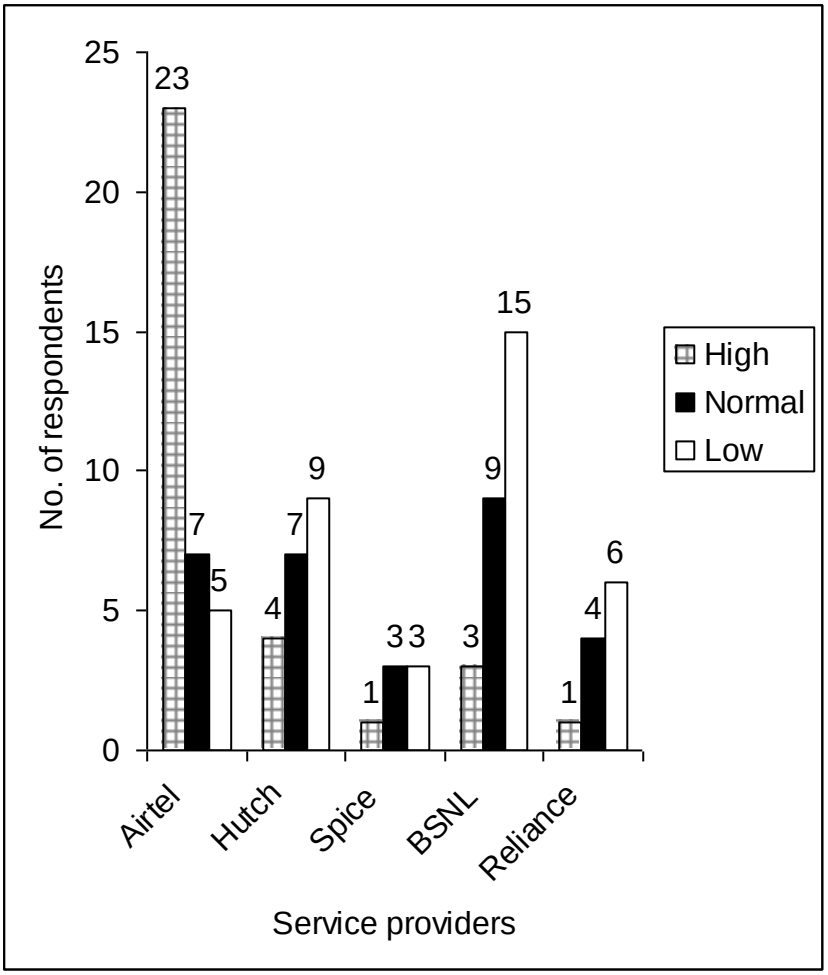
Network	Airtel	Hutch	Spice	BSNL	Reliance
High	**23**	**4**	**1**	**3**	**1**
Normal	**7**	**7**	**3**	**9**	**4**
Low	**5**	**9**	**3**	**15**	**6**
Total	**35**	**20**	**7**	**27**	**11**

Source: Survey Data

Observation:

It is clear from the table that most of the Airtel users i.e. 23 respondents are highly satisfied with the network, 7 respondents feel that it is average and 5 feel that it is low. The majority of the Hutch users i.e. 9 respondents are not satisfied with the network, 7 respondents feel that it is average and 4 feel that it is high. The users of Spice i.e. 3 respondents are not satisfied with the network, 3 respondents feel that it is average and only 1 feel that it is high. The majority of the BSNL users i.e. 15 respondents are not satisfied with the network, 9 respondents feel that it is average and 3 feel that it is high. The users of Reliance i.e. 6 respondents are not satisfied with the network, 4 respondents feel that it is average and only 1 feel that it is high.

11. Graph showing "the present network of mobile phone services"



Source: Table no.11

12. Table showing "the call cost of the service"

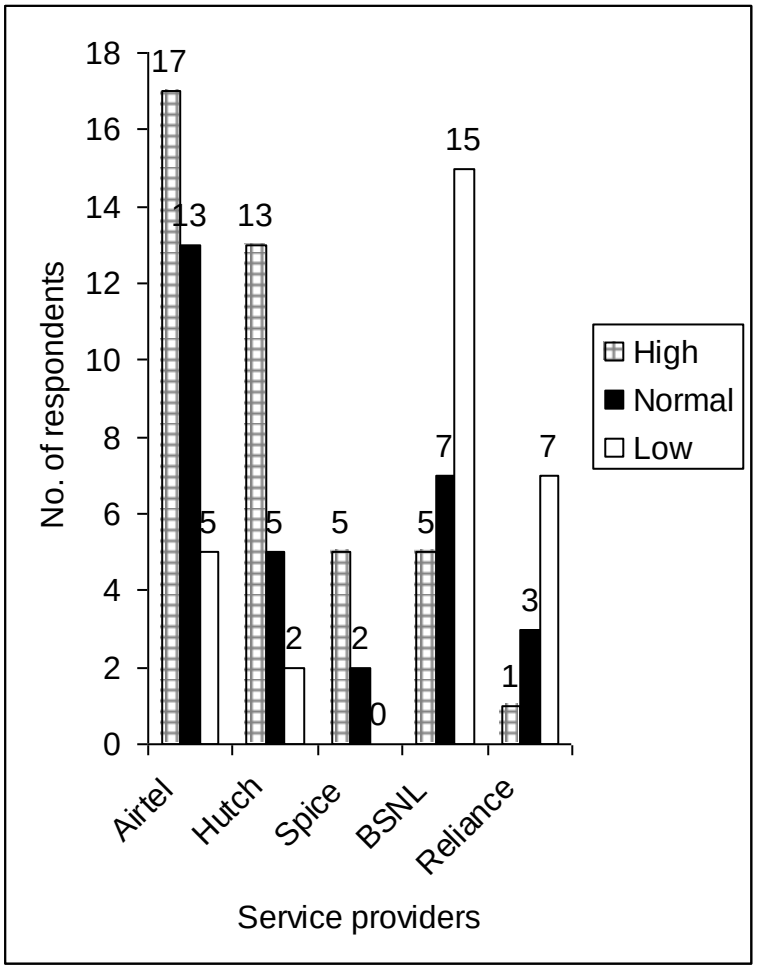
Call Cost	Airtel	Hutch	Spice	BSNL	Reliance
High	**17**	**13**	**5**	**5**	**1**
Normal	**13**	**5**	**2**	**7**	**3**
Low	**5**	**2**	**0**	**15**	**7**
Total	**35**	**20**	**7**	**27**	**11**

Source: Survey Data

Observation:

It is clear from the table that most of the Airtel users i.e. 17 respondents feel that the call costs are high, 13 respondents feel that it is normal and 5 feel that it is low. The majority of the Hutch users i.e. 13 respondents feel that the call costs are high, 5 respondents feel that it is normal and 2 feel that it is low. The users of Spice i.e. 5 respondents feel that the call costs are high and 2 feel that it is normal. The majority of the BSNL users i.e. 15 respondents feel that the call costs are high, 7 respondents feel that it is normal and 5 feel that it is low are not satisfied with the network, 9 respondents feel that it is average and 5 feel that it is high. The users of Reliance i.e. 1 feel that the call costs are high, 3 respondents feel that it is normal and 7 feel that it is low.

12. Graph showing "the call cost of the service"



Source: Table no.12

13. Table showing "the nature of the customer care cell"

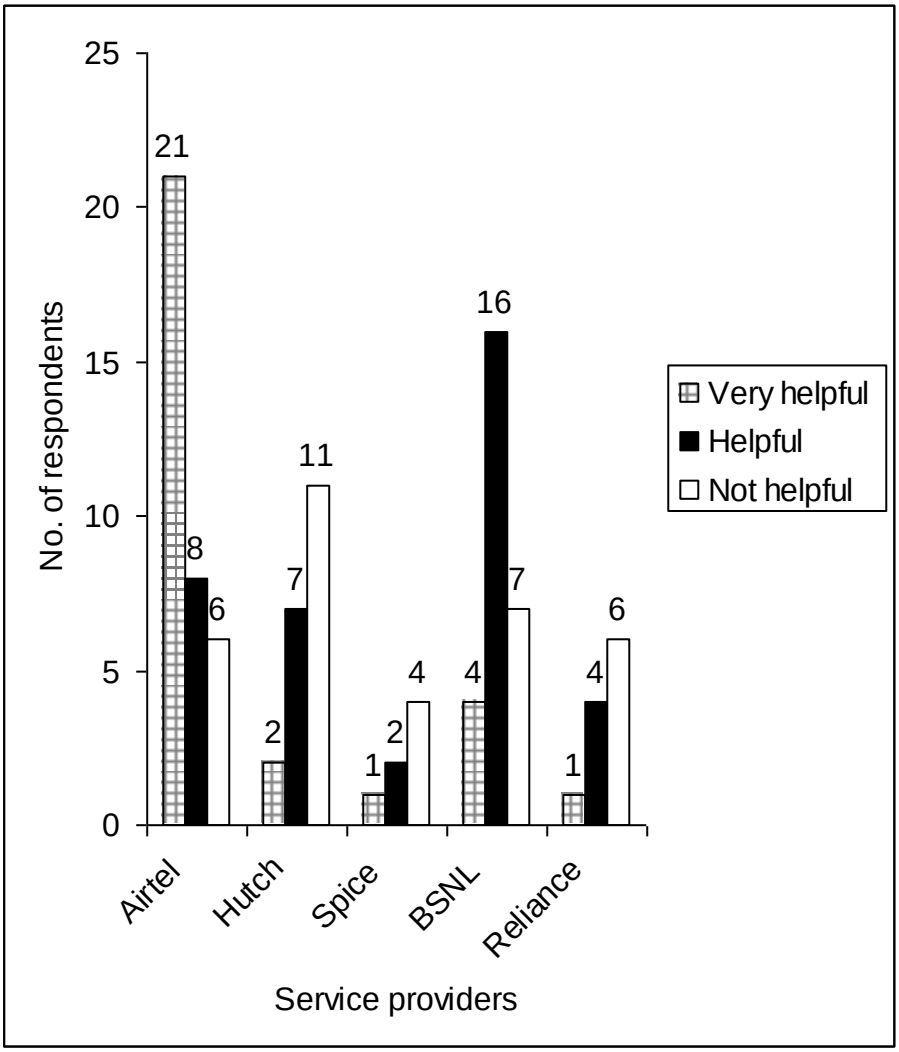
Customer Care	Airtel	Hutch	Spice	BSNL	Reliance
Very helpful	21	2	1	4	1
Helpful	8	7	2	16	4
Not helpful	6	11	4	7	6
Total	35	20	7	27	11

Source: Survey Data

Observation:

It is clear from the table that most of the Airtel users i.e. 21 respondents are highly satisfied with the customer care, 8 respondents feel that it is helpful and 6 feel that it is not helpful. The majority of the Hutch users i.e. 11 respondents are not satisfied with the network, 7 respondents feel that it is helpful and 2 feel that it is very helpful. The users of Spice i.e. 4 respondents are not satisfied with the network, 2 respondents feel that it is helpful and only 1 feel that it is very helpful. The users of the BSNL i.e. 7 respondents are not satisfied with the network, 16 respondents feel that it is helpful and 4 feel that it is very helpful . The users of Reliance i.e. 6 respondents are not satisfied with the network, 4 respondents feel that it is helpful and only 1 feel that it is very helpful.

13. Graph showing "the nature of the customer care cell"



Source: Table no.13

14. Table showing "the opinion about sound clarity"

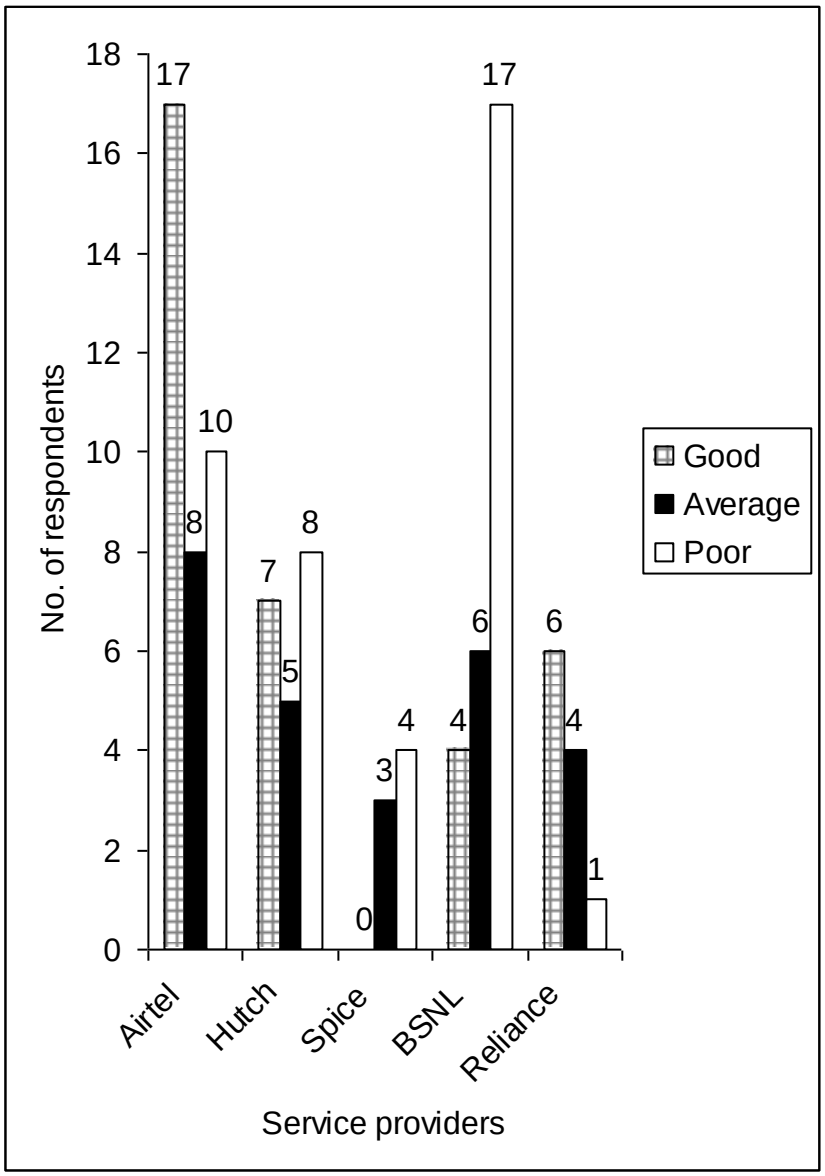
Sound clarity	Airtel	Hutch	Spice	BSNL	Reliance
Good	**17**	**7**	**0**	**4**	**6**
Average	**8**	**5**	**3**	**6**	**4**
Poor	**10**	**8**	**4**	**17**	**1**
Total	**35**	**20**	**7**	**27**	**11**

Source: Survey Data

Observation:

It is clear from the table that most of the Airtel users i.e. 17 respondents says that the sound clarity is good, 8 respondents feel that it is average and 10 feel that it is poor. The majority of the Hutch users i.e. 8 respondents are not satisfied with the sound clarity, 5 respondents feel that it is average and 7 feel that it is very good. The users of Spice i.e. 4 respondents are not satisfied with the sound clarity, 3 respondents feel that it is average. The users of the BSNL i.e. 17 respondents are not satisfied with the sound clarity , 6 respondents feel that it is average and 4 feel that it is good. The users of Reliance i.e. 6 respondents says that the sound clarity is good , 4 respondents feel that it is average and only 1 feel that it is poor.

14. Graph showing "the opinion about sound clarity"



Source: Table no.14

15. Table showing "the users response level with the mobile phone services"

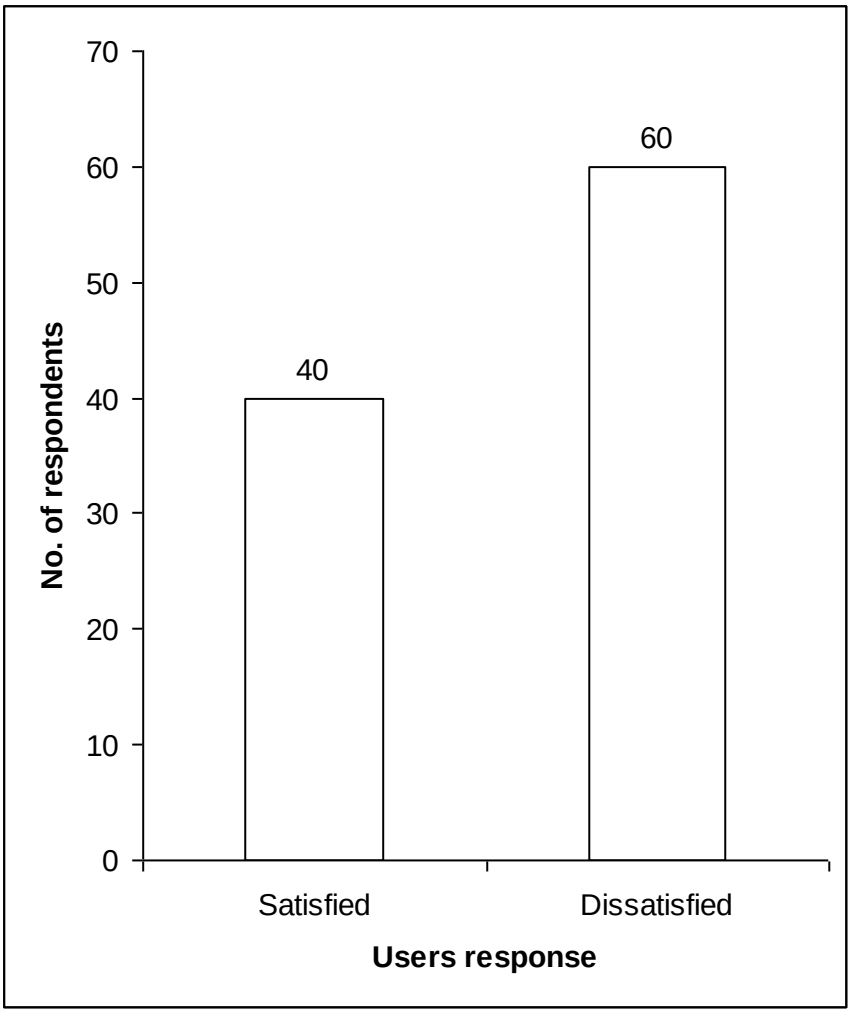
Users response	No. of respondents	Percentage
Satisfied	**40**	**40**
Dissatisfied	**60**	**60**
Total	**100**	**100**

Source: Survey Data

Observation:

Majority of the respondents were dissatisfied with the mobile phone services i.e. 60% and the rest 40% were satisfied with the services provided.

15. Graph showing "the users response level with the mobile phone services"



Source Table no.15

5. SUMMARY OF CONCLUSIONS AND SUGGESTIONS:

5.1 CONCLUSION:

Nothing, perhaps nothing i.e. not Gods creation, can be perfect in this world. Much less, an organization which is nothing but a sum total of all its people, people with their likes, dislikes and varying capabilities. But an organization can arrange its activities in a manner that enables it to perform better than most, achieve excellence in what ever it is doing; it will still have weakness and room for improvement.

The deployment of alternative access networks has been recognized as a means towards greater service competition and lesser regulation in the telecom industry. In simple terms, the idea is that each consumer could choose ant one among multiple service providers, Competition in network provision or in access provision is therefore considered to be the key to both fostering retail competition and for reducing market power in the network provision side.

During the 1990s, cellular access networks emerged as the most viable alternative access network to the incumbents fixed access network. Cellular mobile telephony services were launched in the early-1980s as an expensive service tailored to business customers. Since then, cellular networks have made tremendous contributions to reforms in telecommunications by demonstrating the benefits of competition and innovation and by extending connectivity. Cellular subscriptions have grown exponentially, exceeding penetration rates of 60% in many countries, while the number of mobile subscribers is rapidly overtaking the number of fixed lines.

Mobile telecommunications not only add the feature of mobility, but they also complement and compete with the fixed line network for voice communication. Cellular services have created a new way for entrants to gain access to customers and appear to have the maximum potential in breaking the incumbent's monopoly control over customer access-for long major problem in the telecommunications industry. Significantly, mobile telecommunications can play an increasingly important role in providing universal service, at a lower cost, than fixed line service.

For users, mobile telecommunication offers the obvious benefits of mobility and better service quality. Given the large benefits users are deriving from mobile telecommunications services and the competition that mobile telephony is likely to provide to the incumbent fixed line monopolies in the foreseeable future, there may be a public good in sustaining the growth of this industry.

5.2 SUGGESTIONS :

Based on the data collected through subscriber survey certain suggestions are given. They are:

- Many respondents complaint about the disturbance during traveling. So some measures should be taken to overcome this problem.
- Most of the BSNL users have complaint about the network problem in city limits. More towers should be put up to avoid this problem.

- Hutch should try to expand its coverage area.
- The customer care of Hutch and spice is pathetic, it should be checked.
- The talk time should be increased.
- The grace period should be increased from 30 days to 45 days.
- Airtel should try to expand its coverage area..
- Various schemes and services should be provided which will help the service providers to turn new subscribers and gain confidence among already existing subscribers.
- Night offer should be provided.
- Hidden cost should be removed.
- Roaming charges should be reduced.