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Register Number:

Name of the Candidate:

6942

M.B.A. DEGREE EXAMINATION May, 2015

(TELECOM MANAGEMENT)

(FIRST YEAR)

120: PRINCIPLES OF TELECOM MANAGEMENT

Time: Three hours

Maximum: 75 marks

SECTION-A

Answer any FIVE questions

(5 × 3 = 15)

1. Briefly explain about the elements of market performance.
2. Define telecom management.
3. What is Radio Revenue?
4. Define PCS network?
5. What is profit margin?
6. What is the function of network layer?
7. Mention some financial aspects of telecom management.
8. Define program management.

SECTION-B

Answer any THREE questions

(3 × 10 = 30)

9. Explain the elements of market conduct.
10. Give a detailed description of cable TV.
11. Explain the role of telecommunication management.
12. Discuss about application services layer management in mobile networks.
13. Discuss in detail about financial reporting system.

SECTION-C

Answer any ONE question

(1 × 15 = 15)

14. Write a detailed account on the characteristics of radio personnel.
15. Explain the function of PCS networks.
16. Explain the architecture of mobile networks.

SECTION-D
(COMPULSORY)

(1 × 15 = 15)

17. Elaborate on the various sources of radio revenue.
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