

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4456 Cities in 177 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AWARENESS AND RISK PERCEPTION OF ATM CARD USERS: AN EMPIRICAL INVESTIGATION <i>PRIYODARSHINI DHAR & SAMIRENDRA NATH DHAR</i>	1
2.	BRAND LOYALTY AND CUSTOMER SATISFACTION OF INTERNET SERVICE PROVIDERS <i>R.MUTHUKUMAR & DR. V. VIJAYALAKSHMI</i>	7
3.	LINKAGE BETWEEN ATTITUDE, PERCEIVED DESIRABILITY AND THE ROLE OF SELF EFFICACY AS A MODERATING VARIABLE OF SUBJECTIVE NORM ON INTENTION OF ENTREPRENEURSHIP <i>SYAHRAN, MUGI HARSONO & TULUS HARYONO</i>	12
4.	ESTIMATION OF DAILY EXCHANGE RATE VOLATILITY: A COMPARATIVE STUDY OF INDIAN CURRENCY WITH TOP TRADABLE CURRENCIES OF THE WORLD <i>NISCHITH. S & DR. MAHESH.R</i>	17
5.	INVESTOR SAFEGUARDS ACTIONS IN CAPITAL MARKET <i>DR. K.VS.N.JAWAHAR BABU & K. GIRIDHAR</i>	24
6.	A STUDY ON CUSTOMER SATISFACTION TO BSNL 3G MOBILE SERVICES IN MYSORE <i>KIRANA D.V & SRI RANJINI S</i>	28
7.	COMMITMENT OF INDUSTRIAL HOUSES TO NEIGHBOURING WORLD <i>DR. MARIYA T CHEERAN, GEORGE JOSEPH & RENJITH T A</i>	32
8.	IMPACT OF ANNUAL INFLOW OF FOREIGN DIRECT INVESTMENT WITH SELECTED ECONOMIC GROWTH FACTORS <i>R.MAHESH & A.PALANISAMY</i>	35
9.	FUNDAMENTAL ANALYSIS OF OLD GENERATION PRIVATE SECTOR BANKS IN INDIA <i>R. CHANDRASEKARAN & C. KANDASAMY</i>	39
10.	A COMPARATIVE ANALYSIS OF EMPLOYEES WORK VALUES OF GEN X AND GEN Y IN COMPANIES <i>DR. BHAGIRATHI NAYAK & DR. PRATIMA SARANGI</i>	44
11.	A STUDY ON PERCEPTION OF PU STUDENTS TOWARDS EATING JUNK FOOD WITH SPEICAL REFERENCE TO BANGALORE CITY <i>ASHA RANI.K</i>	49
12.	INCLUSIVE GROWTH IN INDIA: ISSUES AND CHALLENGES <i>PADALA SANDYA RANI</i>	56
13.	EVALUATION OF THE REALIZATION OF SCIENTIFIC SPECULATIONS ON FUTURE ADVANCEMENT IN COMPUTER TECHNOLOGY <i>FITHANEGEST KASSA DAGNEW</i>	61
14.	PROBLEMS AND PERFORMANCE OF SHGs IN SHIVAMOGGA DISTRICT <i>SHIVAPRASAD D T</i>	64
15.	ONLINE BUYING AND CONSUMER BEHAVIOUR: AN ANALYSIS OF FLIPKART.COM SHOPPERS <i>RAMYA R & JYOTHI A N</i>	72
16.	A COMPARATIVE STUDY ON PHARMACEUTICAL COMPANIES' SHARE PRICES <i>PRATHYUSH VISWANATH & VIDHYA AVADHANI</i>	77
17.	CUSTOMERS' PERCEPTION TOWARDS e-BANKING SERVICES OF THE COMMERCIAL BANKS IN KOLLAM DISTRICT <i>DR. PRADEEPKUMAR, K.S</i>	81
18.	THE IMPACT OF THE INTERNET NETWORK TECHNOLOGY ON ACCOUNTING INFORMATION SYSTEMS <i>CARLITO BILI CAEIRO</i>	85
19.	EFFICIENCY OF THE SUGAR MANUFACTURING FIRMS OF INDIA <i>RAMA RANI</i>	88
20.	A STUDY ON CUSTOMER SATISFACTION OF FASTRACK WATCHES IN MYSORE <i>PRAVEEN KUMAR L</i>	98
	REQUEST FOR FEEDBACK & DISCLAIMER	104

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, GuruNanakKhalsaCollege, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, KurukshetraUniversity, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, AligarhMuslimUniversity, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
- e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON CUSTOMER SATISFACTION TO BSNL 3G MOBILE SERVICES IN MYSORE

KIRANA D.V
STUDENT
AMRITA VISHWA VIDYAPEETHAM
MYSORE

SRI RANJINI S
VICE CHAIRPERSON
DEPARTMENT OF MANAGEMENT & COMMERCE
AMRITA VISHWA VIDYAPEETHAM
MYSORE

ABSTRACT

Indian telecom industry is growing at a high pace primarily because of the explosive growth witnessed by the wireless segment. At the end of 2003, the total telephone subscriber base in India was around 70.5 million (with a tele density of 7.0) out of which mobile phone subscriber base was 28.2 million and fixed line subscriber base was 42.0 million. The number of telephone subscriber base in India has reached 861.48 million at the end of April 2011 with one overall teledensity of 72.08. It comprises of wire line subscription of 34.55 million and wireless subscription (GSM, CDMA and FWP) of 826.93 million. However, despite this explosive growth in the segment, there is little research published in major academic journals in India about mobile phone usage behavior of Indian customers especially in 3G mobile phone services. Research gap exists in particular in terms of customer adoption of 3G phone services in India. Hence, a study pertaining to customer adoption of BSNL 3G Phone services, one of the early entrants in the category in India, may be quite useful.

KEYWORDS

Telecom Industry, Customer Satisfaction, 3G Services.

INTRODUCTION - BSNL 3G MOBILE SERVICES

BSNL 3G Mobile Phone services was launched in February 2009 in India. BSNL is offering its 3G service (next generation of mobile communications systems) facilities like video call facility, mobile broadband and mobile TV content available on BSNL 3G portal among others. As of July 31, 2010, BSNL had 3G services in more than 450 cities with customer base of 1.5 million. Customer satisfaction, a business term is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a balanced scorecard. Increasing competition (whether for-profit or nonprofit) is forcing businesses to pay much more attention to satisfying customers. In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

CONSUMER INNOVATIVENESS

The reason why an in depth understanding of consumer innovativeness is imperative is because innovation is one of the most important issues in business research today and it provides an important basis by which world economies compete in the global marketplace. It is very important to understand how consumer innovativeness may influence adoption of relatively newer product categories. Consumer innovativeness has been extensively researched in marketing and associated fields. Hirschman (1980) has suggested, "Few concepts in the behavioral sciences have as much immediate relevance to consumer behaviour as innovativeness."

SCOPE OF RESEARCH

This survey attempts to provide a few pointers to marketers for tapping upmarket audience in India with niche technology products like BSNL's 3G service. There is a need to have some understanding about the ownership of related consumer electronics products and the source of information of the products among the respondents. It has also attempted to derive an understanding the overall satisfaction that consumers derive from such products.

OBJECTIVES OF RESEARCH

Hence, the objectives of the overall study have been to derive a comparative understanding between consumer innovators and non-innovators in terms of

- The ownership details of select consumer electronics products.
- The sources of information for latest technology products and services.
- The presence or absence of satisfaction pertaining to BSNL's 3G service.

For writing this paper, primary data was collected from 200 respondents through a close ended questionnaire. These respondents are the users of BSNL mobile services.

The same were analyzed with the help of graphs and the analysis and interpretations are as follows.

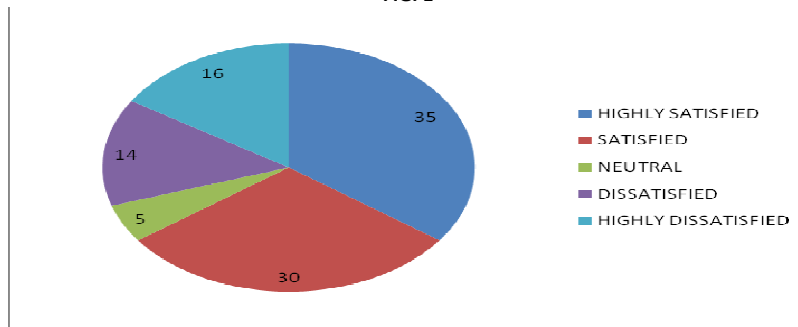
ANALYSIS

- 1) How satisfied are you with the quality of service of BSNL?

TABLE - 1

OPINION POOL	NO OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	70	35.0
SATISFIED	60	30.0
NEUTRAL	10	5.0
DISSATISFIED	28	14.0
HIGHLY DISSATISFIED	32	16.0
TOTAL	200	100.00

FIG. 1



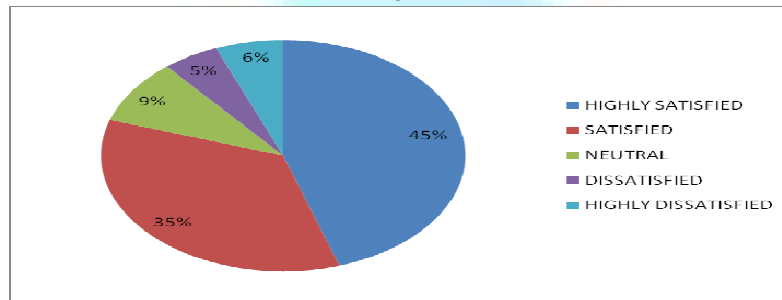
From the above table, it shows that 35.0 percentage of the respondents that the quality of services of B.S.N.L is highly satisfied, 30.0 percentage of the respondents that the quality of services of B.S.N.L is satisfied, 5.0 percentage of the respondents that the quality of services of B.S.N.L is neutral, 14 percentage of the respondents that the quality of services of B.S.N.L is dissatisfied, 16.0percentage of the respondents that the quality of services of B.S.N.L is highly dissatisfied. We can conclude that majority were opinioned that, the quality of services of B.S.N.L is highly satisfied.

2) How satisfied are you with the connectivity of BSNL?

TABLE - 2

OPINION POOL	NO OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	70	35.0
SATISFIED	60	30.0
NEUTRAL	10	5.0
DISSATISFIED	28	14.0
HIGHLY DISSATISFIED	32	16.0
TOTAL	200	100.00

FIG. 2



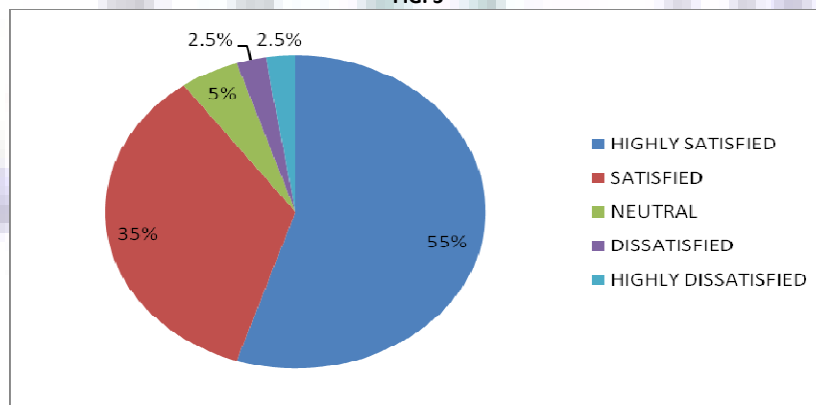
From the above table, it shows that 45.0 percentage of the respondents that the connectivity of B.S.N.L is highly satisfied, 35.0 percentage of the respondents that the connectivity of B.S.N.L is satisfied, 9.0 percentage of the respondents that the connectivity of B.S.N.L is neutral, 5.0 percentage of the respondents that the connectivity of B.S.N.L is dissatisfied, 6.0 percentage of the respondents that the connectivity of B.S.N.L is highly dissatisfied. We can conclude that majority were opinioned that, the connectivity of B.S.N.L is highly satisfied.

3) How satisfied are you with the Billing of BSNL?

TABLE - 3

OPINION POOL	NO OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	110	55.0
SATISFIED	70	35.0
NEUTRAL	10	5.0
DISSATISFIED	5	2.5
HIGHLY DISSATISFIED	5	2.5
TOTAL	200	100.00

FIG. 3



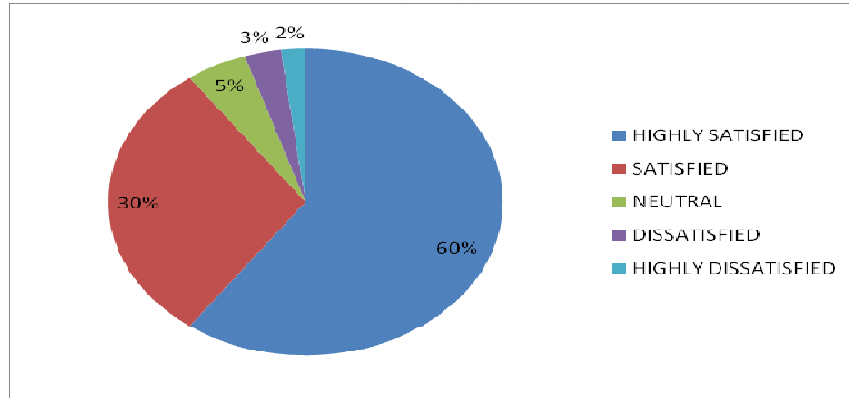
From the above table, it shows that 55.0 percentage of the respondents that the billing of B.S.N.L is highly satisfied, 35.0 percentage of the 5respondents that the billing of B.S.N.L is satisfied, 5.0 percentage of the respondents that the billing of B.S.N.L is neutral, 2.5 percentage of the respondents that the billing of B.S.N.L is dissatisfied, 2.5 percentage of the respondents that the billing of B.S.N.L is highly dissatisfied. We can conclude that majority were opinioned that, the billing of B.S.N.L is highly satisfied.

4) How satisfied are you with the Handset of BSNL?

TABLE - 4

OPINION POOL	NO OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	120	60.0
SATISFIED	60	30.0
NEUTRAL	10	5.0
DISSATISFIED	6	3.0
HIGHLY DISSATISFIED	4	2.0
TOTAL	200	100.00

FIG. 4



From the above table, it shows that 60.0 percentage of the respondents that the handset of B.S.N.L is highly satisfied, 30.0 percentage of the respondents that the handset of B.S.N.L is satisfied, 5.0 percentage of the respondents that the handset of B.S.N.L is neutral, 3 percentage of the respondents that the handset of B.S.N.L is dissatisfied, 2.0 percentage of the respondents that the handset of B.S.N.L is highly dissatisfied. We can conclude that majority were opinioned that, the handset of B.S.N.L is highly satisfied

FINDINGS

1. A majority of respondents (35.0%) where —Highly Satisfied with the quality of service of B.S.N.L
2. A majority of respondents (45.0%) where —Highly Satisfied with the Connectivity of B.S.N.L
3. A majority of respondents (55.0%) where —Highly Satisfied with the billing system of B.S.N.L
4. A good majority of respondents (60.0%) where —Highly Satisfied with the handset of B.S.N.L

SUGGESTIONS

1. BSNL may provide the customers attractive instrument with new wiring connections.
2. BSNL may also introduce some sales promotion such as cash discounts; and other offers in their promotional activities which would help to further strengthen the market share of the Company.
3. BSNL may reduce the monthly rentals and introduce quarterly rentals
4. Customer care of BSNL needs improvement with respect to the call handling management.

CONCLUSION

BSNL being a public sector, in order to thrive and excel, I had understood about the customer’s expectations. I also understood about their competitors and their nuances in understanding their customers. Since communication industry is very competitive one it is high time for BSNL to understand about their customers in landline as well as Mobile services

REFERENCES

1. www.bsnlindia.com
2. www.bsnl.in
3. www.bsnl.co.in
4. www.bsnl.com

ANNEXURE

QUESTIONNAIRE

Name :
 Age :
 Mobile Number :
 Occupation :

1. Which mobile connection do you have?
 a) Airtel b) Vodafone c) Idea d) BSNL
2. What kind of service you have?
 a) Pre-paid b) Postpaid
3. Overall how would you rate your services provider?
 a) Excellent b) Good c) Average d) Poor
4. Rank the following factors which influenced you to buy the service of your choice.
 a) Price b) Network Service c) Brand image d) Value added services
5. Rank the following VAS which attracted you the most to buy or retain the mobile service?
 a) SMS pack b) Concession Call rates c) Internal service d) Full talk time
6. How long have you used the services of that Company?

7. Overall how satisfied are you with network services of your Company?
a) Less than one month b) 1 to 6 months c) 6 to 1 year d) 1 to 3 years
a) very satisfied b) satisfied c) Neutral d) Dissatisfied
8. How would you rate the services value for money?
a) Excellent b) good c) Fair d) Poor
9. What kind of problems occurs the most for which need to control Customer Care Service Department of your service provider?
a) Billing related b) Activation related c) Information about VAS d) Network problem
10. In thinking about your most recent experience with that company how much satisfied are you with the Customer Care Service.
a) very satisfied b) Satisfied c) Neutral d) Dissatisfied
11. How satisfied are you with the process of getting your queries resolved?
a) very satisfied b) Satisfied c) Neutral d) Dissatisfied
12. The Customer Service Representative was very courteous.
a) very satisfied b) Satisfied c) Neutral d) somewhat agree
13. The Customer Service Representative was very knowledgeable.
a) very satisfied b) Satisfied c) Neutral d) somewhat agree
14. The waiting time for having my questions addressed was satisfactory.
a) very satisfied b) Satisfied c) Neutral d) somewhat agree

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

