



CUSTOMERS' SATISFACTION REGARDING BSNL LANDLINE SERVICES IN PANIPAT CITY, HARYANA

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ABSTRACT

The customer satisfaction is the major objective of every business organization. In this competitive business situation each and every activity starts and ends with the customer. In the present situation, the telecommunication is livelihood for every business. Even in this industry there prevails a stiff opposition between the service providers. The aim of the study are to study the customer satisfaction level towards BSNL landline services; the authority of demographic variables of the respondents; usage level of various BSNL plan; the operational presentation; The main objective of descriptive research is description of state of affairs, as it exists at present. Simple probability sampling method is used to collect data. The size of the sample is 200. The respondents of the study are part of population of panipat city. Primary as well as secondary data is used. The data has been mainly analyzed by using the Weighted Average Method, Ranking Method and Chi – Square Test. most of the respondents are not much happy with the features of the phone provided by BSNL. Other private landline providers, important weight age should be given by the BSNL. Most of the respondents are not known of various plan. It is shows that the service provided by BSNL is at acceptable level to the respondent's. But mainly of the respondents are not happy with the features of the phone. BSNL should centre on the promotional measures as equal to the private service providers to improve their service movement to satisfy their users.

KEYWORDS:

Telecommunication, Promotional measures and Customer satisfaction, Demographic variables, Landline services.

INTRODUCTION

Telecommunication is known, world over, as a key factor in the development of social, economic, commercial and cultural activities. The development of telecommunication communications is possible to play a greater role in meeting the varied demands of people and getting better their quality of life through inter-linked development of more other sectors. 'Telecommunication' in ITU dialect covers a very broad variety of services such as sound & television broadcasting, space communications, aeronautical and maritime mobile communications, radio-location and radio-navigation systems, radio astronomy, meteorological aids and services, radio amateurs, etc, as well the public telecommunications services. There are high telecommunication networks on railways, defence and para-military organizations, law and order services (police etc), public utility organizations like electricity grids, transport organizations, municipal services, national and international telecommunications service providers – both government and private, civil aviation department and airlines, shipping & port authorities, sound and TV broadcasting organizations, meteorological department, oil exploration, processing and distribution companies, private companies, etc.

REVIEW OF LITERATURE



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Customer happiness, a business term, is a measure of how products and services supplied by a company meet or exceed customer expectation. It is seen as a enter performance indicator within business and is part of the four perspectives of a Balanced Score card. In a competitive marketplace where businesses compete for clients, customer happiness is seen as a key differentiator and more and more has become a key element of business policy. There is a considerable body of empirical literature that establishes the reimbursement of customer happiness for firms.

MEASURING CUSTOMER CONTENTMENT:

Customer happiness, a business term, is a measure of how products and services supplied by a company meet or surpass customer hope. It is seen as a key presentation indicator within business and is part of the four perspectives of a Balanced Score card. In a aggressive marketplace where businesses compete for customers, customer happiness is seen as a key differentiator and increasingly has become a key element of business strategy.

BSNL PLAN

Maintaining a successful customer service program is one of the more challenging roles faced by managers in the current environment. Today, managers are faced with problems in personnel, workforce reshaping, and lack of funds for adequate training. These constraints, though serious, must not be allowed to compromise customer service. Developing an effective customer service schemes and instilling a commitment to it within the organization are main to the management process.

Once developed , the plan helps to overcome other problems. accomplishment breeds success, and in the service business there is no better success than a contented customer. Therefore, managers should always believe the blow of how an effective customer service plan can help them to meet their objectives.

Open-minded managers fully recognize the connection between a sense of ownership and positive results. Organizations may greatly in their methods to found and maintain a EXCEL International Journal of Multidisciplinary Management customer service plan, but individual faithfulness to the concept and personal exertion ensure its success. This requires the eager participation and support of top management, as healthy as the lively solicitation and input of data from all members of the organization.

Once in place, the plan becomes a structure to evaluate the efficiency of the organization to meet consumer demands and provides a standard for recognizing individual performance. It should be modified to meet the objectives of the organization and should recognize a way to calculate and evaluate results. obviously defined goals offer the parameters and are necessary for evaluating performance. For example, measuring planned beside actual accomplishments indicates whether objectives are met and provides information on the strength of the process. Feedback from customers provides a expensive tool for measuring customer needs relative to the professionalism of the supplier and the significance and suitability of the service. As with any plan, be practical, periodically review, and make adjustments when necessary. reflect of the plan as being cyclical: define, schedule, allocate, oversee, measure, and adjust or change. Define objectives, schedule times, assign resources, oversee the process, define a means to calculate and evaluate, and finally, modify or change. The goal is not to attain excellence at the outset, but to give a framework for building and getting better as you progress toward a practical and workable plan. preliminary out with a simple plan is easier to apply and allows for more flexibility; particulars can be added later.



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The soundness of the plan to reach the goals should be reviewed during various stages. Think lessons learned, and don't falter to incorporate changes based on answer from milestone reviews.

As a customer service plan develops, there will be to meet challenges. We table to do well when outlining a strategy to implement our goals, and we must include within that strategy a plan to overcome obstacles. Need of funds for training is a important challenge for managers today, but most will be in agreement that training is an essential part of presentation. So a strategy to overcome this impediment might include looking within our individual organizations for answers.

There are individuals within mainly organizations who have a profundity of institutional information as well as organizational know-how. These individuals will no uncertainty be incredibly recognizable with the organization's objectives and will be active in developing the client service plan. As these knowledgeable individuals train and adviser less experienced members, many of the organizational tuition objectives are skilful in-house. As with other goals, the results of measuring and evaluating the training plan give a basis to be familiar with and reward inspiration and encourage success. Implemented right, an efficient customer service plan leads to a more efficient and well-organized workforce. Precious knowledge and skills are gained by search--problem solving is a natural result. Likewise, we increase a better sympathetic of what we do and how it impacts others. Natural in the process, we learn what others require from us and how we can support them in their efforts to get better customer service.

The final reward for management is customer happiness provided by a skilled and dedicated workforce able to solve trouble and know the significance of effectual customer service.

NEED FOR THE STUDY

The buyer happiness is the main objective of every business organization. In this economical business situation each and every movement starts and ends with the customer. In the present scenario, the telecommunication is livelihood for every business performance. Even in this industry there prevails a stiff opposition between the service providers. In unkindness of a fixed network and infrastructure supporting, certain check providers weren't able to origin their footsteps in the market due to be short of in customer service and happiness. Due to this their promotional initiatives haven't yielded productive results. Since there is a unimportant difference between the services rendered, there is more opportunity for the subscriber to control from one service supplier to another based on their happiness. So it is very necessary for the service supplier to recognize the pressure of various demographic variables that influence the happiness level to win the hearts of the clients. This revise could aid the BSNL with deference to their improvement.

OBJECTIVES OF THE STUDY

- To examination the customer satisfaction level towards landline service provided by BSNL.
- To revise the influence of demographic variables of the respondents.
- To discover out usage level of various schemes provided by BSNL.



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- To recognize the operational performance of BSNL.
- To recognize the satisfaction level of customer services provided by BSNL.
- To recognize the customers' opinion about BSNL

LIMITATIONS OF THE STUDY

- The area is limited to Panipat city only; hence the results may not be true for other geographical areas.
- soundness & consistency of the data are obtained depends on the responses from the customer.
- Structured survey are base for collecting the data, it may have disadvantages of not being to investigate deep into the respondents thoughts.
- The time at the removal of the researcher is limited.
- The size of the sample comparing to the population is less and hence it will not signify the whole population.

RESEARCH METHODOLOGY

Methodology is a way to methodically solve the research trouble. It explains the a variety of steps that are usually adopted by a researcher in studying the research difficulty with logic behind them.

RESEARCH DESIGN

The research design is the basic structure or a plan for a revise that guides the collection of data and analysis of data. In this survey the design used is used expressive research design. It includes surveys and fact-finding investigation of diverse kinds. The main purpose of expressive research is description of state of affairs, as it exists at present. The data in sequence are collected from the individuals and analyzed with the help of different statistical tools, to find the pleasure level of customer. furthermore cross table analysis has been done for processing the data and information is unoriginal to attain the aims of the study.

POPULATION

Since the population of Panipat city is big in number, researcher was unable to collect information from all individuals due to limitation of time. So just part of the population is taken for analyzing and generating the findings, which is appropriate for total population.

SAMPLING TECHNIQUE

Simple random sampling method is used to collect data. Data has been collected from the sample chosen from the Telephone directory randomly.



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SAMPLE SIZE

The size of the sample is 200, and factors to be considered are time, cost and effectiveness etc.

DATA COLLECTION

The collection of data is considered to be one of the most vital aspects in the research methodology. Both primary and secondary data is used in this paper in order to meet the requirements of the reason.

PRIMARY DATA

Under this study primary data was collected by using a questionnaire. The questionnaire consists of open-ended and closed-ended questions. The primary data has been collected through the questionnaire by means of personal interview. The questionnaire consists of number of questions printed in a definite order on a form. The primary data was collected from individuals residing in Panipat city, with the help of questionnaire.

SECONDARY DATA

The secondary data are sourced from various telecommunication websites, Magazines, Books, Pamphlets, and Periodical Surveys etc.

STATISTICAL TOOLS USED FOR THE STUDY

The data has been mainly analyzed by using the following methods and tests.

- ☐ Chi – Square Test
- ☐ Weighted Average Method
- ☐ Ranking Method

DATA ANALYSIS AND INTERPRETATION

TABLE NO.1: AGE AND OVERALL SATISFACTION LEVEL TOWARDSBSNL LANDLINE SERVICES

Age	Level of Satisfaction of BSNL Landline Services				Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	
Below27 years	1	47	10	1	59



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27 to 35 years	9	51	8	2	70
Above 35 years	4	50	17	0	71
Total	14	148	35	3	200

Null Hypothesis (H₀)-There is no significant relationship between age and overall level of satisfaction towards BSNL landline service.

Alternative Hypothesis (H₁)-There is close relationship between age and overall level of satisfaction towards BSNL landline service.

Calculated Chi-square value: 11.491; Table value: 12.592

From the above Table, we find that the calculated Chi-square value of is lesser than the table value and hence, the null hypothesis accepted. Hence, there is a no significant relationship between age and overall level of satisfaction towards BSNL landline service.

TABLE NO.2. SATISFACTION LEVEL WITH RESPECT TO THE BASIC SERVICES PROVIDED BY BSNL

Particulars	Weightage score	Rank
Getting a new phone connection after submitting our application	846	II
Call connectivity (Local, STD/ISD)	831	III
Voice clarity while communicating	897	I
Features of the phone	792	IV
Rent/free various tariff package	766	V

It is indirect from the above table that the factor 'voice clarity while communicating', gets first rank, second and third rank goes to the factor 'Getting a new phone connection after submitting the application' and 'Call connectivity (Local, STD/ISD)' correspondingly. Fourth and last rank goes to the factor 'Features of the phone' and 'Rent/free various tariff package' correspondingly. It is complete from the analysis that greatest of the respondents' opinion that BSNL provides best voice clearness while communicating.

TABLE NO.3: SATISFACTION LEVEL WITH RESPECT TO THE CUSTOMER SERVICES PROVIDED BY BSNL



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Customer Service Factors	Weightage score	Rank
Attitude of staff and response to their queries	902	I
Providing information about the new schemes / services	778	III
Transfer of phone connection	748	VI
Call waiting facility	707	VII
Call divert option	65	IX
Caller ID facility	632	X
Dynamic locking facility	691	VIII
Bill collection centers	837	II
Fault complaint redressal	759	IV
Other general complaint redressal	752	V

It is clear from the above table that the factor 'Attitude of staff and response to their queries' is the best service and it ranked first by the respondents with score of 902 points. Second and third rank goes to the factor 'Bill collection centers' and 'Providing information about the new schemes / services' with score of 837 and 778 points. Fourth and fifth rank goes to the factor 'Fault complaint redressal' and 'other general complaint redressal' with score of 759 and 752 points. Sixth and seventh rank goes to the factor 'Transfer of phone connection' and 'Call waiting facility' with score of 748 and 707 points. Eighth and ninth rank goes to the factor 'Dynamic locking facility' and 'Call divert option' with score of 691 and 654 points. Last rank goes to the factor 'Caller ID facility' with score of 632 points. It is concluded from the analysis that maximum numbers of the respondents are satisfied with 'Attitude of the staff and response to the queries'.

TABLE NO.4: SATISFACTION LEVEL WITH RESPECT TO THE BILLING SERVICES PROVIDED BY BSNL

Billing Services factors	Weightage score	Rank
Local call tariff rates	769	V
STD/ISD call tariff rates	747	VI
Mode of payment	803	II



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Issuing duplicate bills	771	IV
Issuing itemized bills	797	III
Delivery of bills	841	I

It is recognized from the above table that the factor 'Delivery of bills' gets the first rank, the second and third rank goes to the factors 'mode of payment' and 'issuing itemized bills' correspondingly. Fourth and fifth rank goes to the factor 'Issuing duplicate bills' and 'Local call tariff rates' correspondingly. Sixth rank goes to the factor 'STD/ISD call tariff rates'. It is resulted from the analysis that maximum numbers of the respondents' are satisfied with 'Delivery of bills'.

TABLE NO.5: MONTHLY INCOME AND OVERALL SATISFACTION LEVELTOWARDS BSNL LANDLINE SERVICES

Monthly Income	Level of Satisfaction of BSNL Landline Services				Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	
Less than Rs.5000	1	14	3	1	19
Rs.5001 – 10000	2	49	20	2	73
Rs.10001-15000	4	66	11	0	81
Above Rs.15000	7	19	1	0	27
Total	14	148	35	3	200

Null Hypothesis (H₀)-There is no significant relationship between Monthly income level and overall level of satisfaction towards BSNL landline service.

Alternative Hypothesis (H₁)-There is close relationship between Monthly income level and overall level of satisfaction towards BSNL landline service.

Calculated chi-square value: 29.337; Table value: 16.919

From the above Table, we find that the calculated value of chi-square is greater than the table value and hence, the null hypothesis rejected. So, there is a close significant relationship between Monthly income level and overall level of satisfaction towards BSNL landline service.



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TABLE NO.6: EDUCATIONAL STATUS AND OVERALL SATISFACTION LEVELTOWARDS BSNL LANDLINE SERVICES

Educational Status	Level of Satisfaction of BSNL Landline Services				Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	
Primary education	1	3	2	0	6
SSLC/+2	5	60	12	0	77
Collegiate education	8	85	21	3	117
Total	14	148	35	3	200

Null Hypothesis (H₀)-There is no significant relationship between educational status and overall level of satisfaction towards BSNL landline service.

Alternative Hypothesis (H₁)-There is close relationship between educational status and overall level of satisfaction towards BSNL landline service.

Calculated chi-square value: 4.652; Table value: 12.592

From the above Table we find that the calculated value of chi-square is lesser than the table value and hence, the null hypothesis accepted. So, there is a no significant relationship between educational status and overall level of satisfaction towards BSNL landline service.

TABLE NO.7: OCCUPATION STATUS AND OVERALL SATISFACTION LEVELTOWARDS BSNL LANDLINE SERVICE

Occupation Status	Level of Satisfaction of BSNL Landline Services				Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	
Government Employee	0	5	0	2	7
Private Employee	7	87	23	0	117
Professionals	2	12	4	0	18



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Self employed	5	44	8	1	58
Total	14	148	35	3	200

Null Hypothesis (H0) - There is no significant relationship between occupational status and overall level of satisfaction towards BSNL landline service.

Alternative Hypothesis (H1)-There is close relationship between occupational status and overall level of satisfaction towards BSNL landline service.

Calculated chi-square value: 39.947; Table value: 16.919

From the above Table, we find that the calculated value of chi-square is greater than the table value and hence, the null hypothesis rejected. So, there is a close significant relationship between occupational status and overall level of satisfaction towards BSNL landline service.

TABLE NO.8: GENDER AND OVERALL SATISFACTION LEVEL TOWARDSBSNL LANDLINE SERVICES

Gender	Level of Satisfaction of BSNL Landline Services				Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	
Male	14	102	25	2	143
Female	0	46	10	1	57
Total	14	148	35	3	200

Null Hypothesis (H0)-There is no significant relationship between gender and overall level of satisfaction t towards BSNL landline service.

Alternative Hypothesis (H1) - There is close relationship between gender and overall level of satisfaction towards BSNL landline service.

Calculated Chi-square value: 6.099; Table value: 7.815



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From the above Table, we find that the calculated value of Chi-square is lesser than the table value and hence, the null hypothesis accepted. So, there is a no significant relationship between gender and overall level of satisfaction towards BSNL landline service.

TABLE NO.9: PERIOD OF USING THE LANDLINE AND OVERALL SATISFACTION LEVEL TOWARDS BSNL LANDLINE SERVICES

Period of Using	Level of Satisfaction of BSNL Landline Services				Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	
Less than 1 year	0	3	0	1	4
1-3 years	3	30	16	0	49
3-5 years	5	70	10	2	87
More than 5 years	6	45	9	0	60
Total	14	148	35	3	200

Null Hypothesis (H0)-There is no significant relationship between period of using and overall level of satisfaction towards BSNL landline service

Alternative Hypothesis (H1) - There is close relationship between period of using and overall level of satisfaction towards BSNL landline service.

Calculated chi-square value: 28.749; Table value: 16.919

From the above Table, we find that the calculated value of chi-square is greater than the table value and hence, the null hypothesis rejected. So, there is a close significant relationship between period of using and overall level of satisfaction towards BSNL landline service.

TABLE NO.10: PURPOSE OF USING THE LANDLINE AND SATISFACTION LEVEL TOWARDS BSNL LANDLINE SERVICES

Purpose of using	Level of Satisfaction of BSNL Landline Services				Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	
Residential	3	57	18	3	81



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Official	11	91	17	0	119
Total	14	148	35	3	200

Null Hypothesis (H0)-There is no significant relationship between purpose of using and overall level of satisfaction towards BSNL landline service.

Alternative Hypothesis (H1)-There is close relationship between purpose of using and overall level of satisfaction towards BSNL landline service.

Calculated chi-square value: 8.498; Table value: 7.815

From the above Table, we find that the calculated value of chi-square is greater than the table value and hence, the null hypothesis rejected. So, there is a close significant relationship between purpose of using and overall level of satisfaction towards BSNL landline service.

TABLE NO.11: NAME OF THE SCHEMES AND OVERALL SATISFACTION LEVELTOWARDS BSNL LANDLINE SERVICES

Name of the scheme	Level of Satisfaction of BSNL Landline Services				Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	
General	4	80	28	2	114
Special	8	52	7	0	67
Super	2	16	0	1	19
Total	14	148	35	3	200

Null Hypothesis (H0) -There is no significant relationship between using the type of scheme and overall level of satisfaction towards BSNL landline service.

Alternative Hypothesis (H1)-There is close relationship between using the type of scheme and overall level of satisfaction towards BSNL landline service.

Calculated chi-square values: 16.595; Table value: 12.592

From the above Table, we find that the calculated value of chi-square is greater than the table value and hence, the null hypothesis rejected. So, there is a close significant relationship between using the type of scheme and overall level of satisfaction towards BSNL landline service.

FINDINGS



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- It is subsidiary that maximum respondents are making extra than 150 calls per month and paying their bill amount from 1001-1500.
- It is result that most of the respondents are satisfied by getting their new connections immediately after submitting their applications.
- It is studied that mainly of the respondents are satisfied with billing services provided by BSNL, generally of the respondents belong to the age groups 27-35 years and above 35 years and mainly of the respondents belong to male category.
- It is stated that 57.0% of the respondents are using general scheme.
- For the most part of the respondents are using the BSNL landline for other than 3 years.
- the majority of the respondents are using for the official purpose and all are availed of STD facility.
- It is clear that mainly of the respondents are satisfied with customer services and value added facility provided by BSNL.
- Largely of the respondents are educated till the level of collegiate education and largely of the respondents are working as private employee.
- Mainly of the respondents are earning Rs.10001- Rs.15000 per month.
- It is stated that 57.0% of the respondents are using general scheme.
- It is resulted that mainly of the respondents are satisfied with basic services provided by BSNL.
- For the most part of the respondents are using the BSNL landline for other than 3 years.
- the majority of the respondents are using for the official purpose and all are availed of STD facility.
- It is clear that mainly of the respondents are satisfied with customer services and value added facility provided by BSNL.
- It is incidental that most of the respondents are not greatly satisfied with the features of the phone provided by BSNL.
- It is well-known that among the various billing service provided by BSNL delivery of bills and mode of payment makes the respondents very much satisfied.
- It is renowned that the demographic variables occupational status, monthly income level has relationship with the overall satisfaction level.
- It is incidental that other variables like usage of schemes, period of using, and purpose of usage also has relationship with the overall satisfaction level. It is resulted that there is no distraction while communicating.
- It is prominent that most of the respondents are not aware of call divert option.
- It is well-known that the demographic variables age, gender, and educational status has no relationship with the overall satisfaction level.

SUGGESTIONS

- Less of the respondents are satisfied with call connectivity. It is recommended to the company to give significance to that and make the whole customer to be satisfied.
- It is find that the demographic variables occupational status, monthly income level has relationship with the overall satisfaction level. So it is recommended while making changes in service/tariff these factors to be careful. The service providers could focus the team around the existing subscriber for adding new clients to their basket.



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- It is pointed from the above study that most of the respondents are not aware of various schemes. So it is recommended to the service supplier to give extra weight age to know about various schemes.
- Mainly of the respondents are satisfied with the services provided by BSNL landline, steps to be taken to make the customers more satisfied.
- Mainly of the customers are not aware of the phone plus facility, steps to be taken to create awareness about these facilities.
- It is resulted that most of the respondents are not much satisfied with the features of the phone provided by BSNL when evaluate to other private landline providers, significant weight age should be given by the BSNL.

CONCLUSION

From the above data it is clear that the influence of demographic variables in the level of satisfaction yielded by the user as well as the behavioral pattern of the user is studied in this paper. It is acknowledged that the service provided by BSNL is at satisfactory level to the respondent's. But more of the respondents are not satisfied with the features of the phone. BSNL should takes on the promotional measures as like to the private service providers to improve their service activity to satisfy their customers.

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