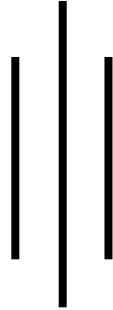


MARKETING ANALYSIS OF MOBILE TELEPHONE SERVICE IN NEPAL

(A Case Study of Nepal Telecom Company Limited)



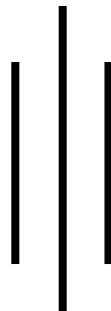
SUBMITTED BY:

Name : Rakesh Mahato

Roll No:105/063

T.U. Regd. No: 7-2-238-42-2001

Thakur Ram Multiple Campus, Birgunj



SUBMITTED TO:

Office of the dean

Faculty of Management

Tribhuwan University

*In partial fulfillment of the requirement for the degree of
Master of Business Studies (M.B.S)*

Birgunj, Nepal

Feb, 2013

RECOMMENDATION

This is to certify that the Proposal

Submitted by:

Rakesh Mahato

Entitled:

MARKETING ANALYSIS OF MOBILE TELEPHONE SERVICE IN NEPAL

(A Case Study of Nepal Telecom Company Limited)

*has been prepared as approved by this department in the prescribed format
of the Faculty of Management. This thesis is forwarded for examination.*

.....
Mr. Deepak Shakya
(Thesis Supervisor)

.....
Ass. Prof. Dr. Deepak Shakya
(Chairperson, Research Committed)

Ass. Prof., Thakur Ram Multiple
Campus, Birgunj

Thakur Ram Multipl Campus,
Birgunj

.....

Campus Chief
Thakur Ram Multiple Campus

VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis presented

By:

Rakesh Mahato

Entitled:

MARKETING ANALYSIS OF MOBILE TELEPHONE SERVICE IN NEPAL

(A Case Study of Nepal Telecom Company Limited)

*And found the thesis to be the original work of the student and written
according to the prescribed format. We recommend the thesis to be
accepted as partial fulfillment for the*

Degree of Master of Business Studies (M.B.S.)

Viva-voce Committee

Viva-voce Committee:

Head, Research Department

Member (Thesis supervisor)

Member (External Expert)

Date :

DECLARATION

I here by declare that the data and work presented in this study entitled "**MARKETING ANALYSIS OF MOBILE TELEPHONE SERVICE IN NEPAL (With reference to Nepal Telecom Company Limited)**" submitted to Thakur Ram Multiple Campus, Faculty of Management, Tribhuvan University is my original work done for the partial fulfillment of the requirement of the Degree of Master of Business Studies (M.B.S) under the guidance Dr. Dipak Shakya Associate Professor of Thakur Ram Multiple Campus.

Rakesh Mahato

Researcher

Thakur Ram Multiple
Campus

Roll No: 105/063

Date:

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Rakesh Mahato
Researcher
Thakur Ram Multiple
Campus
Roll No: 105/063

TABLE OF CONTENTS

Recommendation	I
Viva-Voce Sheet	II
Declaration	III
Acknowledgment	IV
Table of Contents	V
List of Table	VIII
List of Figure	IX
List of Abbreviations	X
CHAPTER-1: Introduction	1-7
1.1 Background of the Study	1
1.2 Focus of the Study	4
1.3 Statement of the Problem	4
1.4 Objectives of the Study	5
1.5 Importance of the Study	6
1.6 Limitation of the study	7
1.7 Organization of the study	7
CHAPTER-2: Review of Literature	9-37
2.1 Historical Background of Telephone services	9
2.2 History of Telecommunication Services Development in Nepal	9
2.3 Origin and Development of Mobile Telephone	18
2.3.1 Mobile Station and SIM Card	20
2.3.2 Services in the GSM Mobile Telephone	20
2.3.3 Characteristics of Mobile Telephone	21
2.4 Present State of Communication Services in Nepal	22
2.4.1 Installation of Telephone Exchange Distribution and Waiters	22
2.4.2 Classification of Exchanges	23
2.4.3 Existing Communication Facilities Provided by NTC	24
2.5 Review of Related Studies	29
2.5.1 Global perspective on marketing and product satisfaction	29
2.6 Review of Few past Researcher in Nepal about the Telecom Services	31
2.6.1 A Study on Economics of Telecommunication in Nepal	31
2.6.2 Revenue Collection Improvement in Services Delivery	34
2.6.3 Study on Tariff Structure of Telecommunication in Nepal	35
2.6.4 An Evaluative Study of Telecommunication Development in Nepal	37
2.7 Related Researches	37
CHAPTER-3: Research Methodology	39-41
3.1 Introduction	39
3.2 Research Design	39
3.3 Population and Sampling	39
3.4 Sources of Information/Data	39
3.5 Data Collection Procedure	40

3.6 Data Processing Technique	40
3.7 Method of Analysis	40
3.7.1 Percentage (%)	40
3.7.2 Weighted Average	41
3.7.3 Ranking	41
3.7.4 Diagram and Graph	41
CHAPTER–4: Data Presentation and Analysis	
	42-80
4.1 General Aspects and Nature of Respondents	42
4.1.1 Age-wise Composition of the Respondents	42
4.1.2 Number of respondents of level of education	43
4.1.3 Occupation-wise Distribution of the Respondents	44
4.1.4 Communication Services Known by the Respondents	46
4.1.5 Communication Services Mostly Used	46
4.1.6 Duration of Mobile Telephone Used	47
4.1.7 Monthly Bill Amount Paid by the Respondents	48
4.2 Marketing Approach of NTC for Marketing and Promotion of Mobile Tel.	49
4.2.1 Product Mobile Telephone and its Services	50
4.2.1.1 Features of Mobile Set	50
4.2.1.2 Installation of GSM Network	51
4.2.1.3 Features of GSM	52
4.2.1.4 Services from GSM Technology	52
4.2.2 Price (Cost and Tariff)	54
4.2.2.1 Installation Charge for the Customer and its Procedure	55
4.2.2.2 Tariff Rate of Mobile Telephone Services calls	56
4.2.3 Place and Distribution	58
4.2.3.1 Distribution of Mobile Telephone in Nepal Valley	58
4.2.4 Promotion	60
4.2.5 Some Marketing Strategies Followed by NSD of NTC	61
4.3 Level of Satisfaction of Mobile Customers	67
4.3.1 Facilities used from Mobile Telephone	68
4.3.2 Customer satisfaction opinions on the rate of the services charge NTC	69
4.3.3 Fulfillment of objective of Mobile Telephone	70
4.3.4 Time spend of Payment of the Post –paid Mobile	70
4.4 Factors of Satisfaction	71
4.4.1 Role of NTC Staff	71
4.4.2 Physical Facilities	72
4.4.3 Use and Portability	73
4.4.4 Tariff Rates	74
4.5 Analysis of Responsible Factors for Customer Satisfaction & Dissatisfaction	76
4.5.1 Analysis of Satisfaction Factor	77
4.5.2 Analysis of Dissatisfaction Factor	77
4.6 Major Findings of the study	77
4.6.1 Changes in the services of NTC	78
4.6.2 Introduction of Mobile Technology	78
4.6.3 Extension of Mobile Services	78

4.6.4 Charges	79
4.6.5 Number of stations	79
4.6.6 Opinions of the respondents	80

CHAPTER-5: Summary, Conclusion and Recommendation 84-90

5.1 Summary of the Study	84
5.2 Conclusions	86
5.3 Recommendations	88
5.3.1 Tariff rate	88
5.3.2 Expansion of coverage area	88
5.3.3 Solving the network busy problems	89
5.3.4 Incentives	89
5.3.5 Employee's behavior change	89
5.3.6 Precautionary considerations	90
5.3.7 Enhancing services	90
5.3.8 Reducing political intervention	90

BIBLIOGRAPHY

ANNEX

LIST OF TABLES

Table No.	Title of Table	Page No
2.1.	Physical Target of Ninth Plan Period (2059-64)	17
2.2	Statement of Installed Capacity Distribution Waiters and Man Power	23
2.3	Classification of Telephone Exchange Installation and Distribution	24
2.4	Rural Telecommuting Services	25
2.5	International Trunk Telephone System and Their Circuits	26
2.6	Distribute Trend of Telex Services	28
4.1	Age group Mobile Telephone Services	42
4.2	Educational Background of Mobile Phone users	44
4.3	Occupation of Mobile Telephone users	45
4.4	Communication Services most used by Respondents	46
4.5	Duration of Mobile Telephone use	47
4.6	Monthly Bill of Mobile Telephone	48
4.7	Mobile Service code and Its Coverage Nepal	51
4.8	Supplementary Services of Mobile Telephone	54
4.9	Types of Service and their Respective Charges	56
4.10	Tariff Rate of Mobile Telephone Call	57
4.11	Census Report of Nepal (2058)	58
4.12	Mobile Telephone Distribution in Nepal	59
4.13	Post-paid Subscription Charge	61
4.14	Pre-paid Subscription Charge	61
4.15	Mobile Services & Their Charges	62
4.16	Facilities used from mobile telephone	68
4.17	Customer satisfaction opinions on the rate of the services charge NTC	69
4.18	Fulfillment of Objective of Mobile Telephone	70
4.19	Respondents time Spent for Payments for Post-paid Mobile Telephone	71
4.20	Satisfaction of Respondents with NTC Staff	72
4.21	Respondents opinion on overall Physical Facilities of NTC	73
4.22	Reasons for Preference of Mobile Telephone	74
4.23	Opinion of Respondents on Current Tariff Rate	75
4.24	Analysis of Satisfaction Factor	76
4.25	Analysis of Dissatisfaction Factor	77

LIST OF FIGURES

Fig. No	Title of the Fig	Page No
4.1	Age wise composition of the respondents	43
4.2	Number of respondents of level of education	44
4.3	Occupation wise distribution of the respondents	45
4.4	Communication services mostly used	46
4.5	Duration of mobile telephone use of mobile telephone use	47
4.6	Monthly Bill Amount Paid by the Respondents	48
4.7	Facilities used from mobile telephone	68

LIST OF ABBREVIATIONS

GSM	-	Global System for Mobile Communication
BSC	-	Base Station Controller
HMG/N	-	HIS Majesty's Government/Nepal
INTELSAT	-	International Telecommunication Satellite
ISD	-	International Subscribers Dialing
STD	-	Subscribers Trunk Dialing
ITU	-	International Telecommunication Union
NTC	-	Nepal Telecom
PSTN	-	Public Subscriber Telephone Network
WLL	-	Wireless Local Loop
CDMA	-	Code Division Multiple Access
UNO	-	United Nations Organization
BSC	-	Base Station Controller
TDC	-	Telecommunication Development Committee
TTC	-	Telecommunication Training Center
UNDP	-	United Nation Development Program
MSC	-	Mobile Switching Centre
MTL	-	Microwave Transmission Links
MARTS	-	Multi Access Radio Telephone System
VAST	-	Very Small Aperture Terminal
PCO	-	Public Call Office
VDC	-	Village Development Program
NSD	-	New Services Department
VMS	-	Voice Mail System
MSC	-	Mobile Switching Center
BTS	-	Base Trance receiver Station
SMS	-	Short Message Services
SIM	-	Subscriber Identification Module
ISDN	-	Integrated Services Digital Network
POTS	-	Plain old Telephone System
CLIP	-	Calling line Identification Presentation
VHF	-	Very High Frequency
UHF	-	Ultra High Frequency
OYT	-	Own Your Telephone
OTD	-	Operator Trunk Dialing
E-MAIL	-	Electronic Mail
INTERNET	-	International Net Work
KBPS	-	Kilo-Byte per Second
TELEX	-	Tele-Printer Exchange