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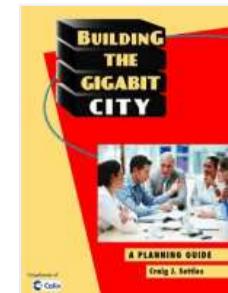
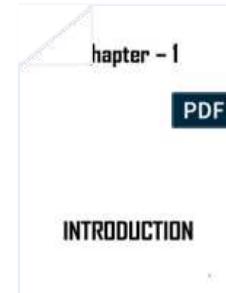
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“MARKET ANALYSIS OF UPCOMING LAUNCH OF ASIANET DATA LINE BROADBAND INTERNET SERVICES IN PERUMBAVOOR REGION”

SUMMER INTERNSHIP PROJECT

Submitted to

ASIANET SATELLITE COMMUNICATIONS LTI



In partial fulfilment of the requirements for the award of the

MASTERS DEGREE IN BUSINESS ADMINISTRATION

(2013-2015)

By

Vinu S

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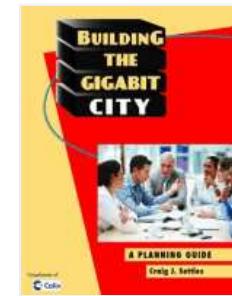
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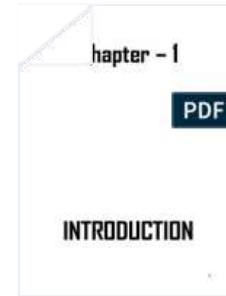
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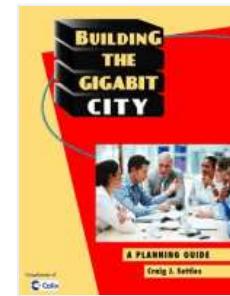
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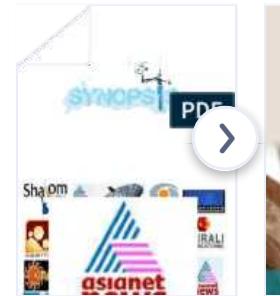
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Acknowledgement

Firstly I express my gratitude to the god Almighty with whose divine guidance I was capable of completing the project.

I express my sincere gratitude to the management and of RAJAGIRI COLLEGE OF SOCIAL SCIENCES for providing this opportunity to gain exposure to the corporate world.

I thank **Prof. Shirley Rita Luis**, my faculty guide for guiding me in completing the project successfully.

Reserved on priority is my gratefulness to the manager and staff of Asianet Satellite Communications Ltd for permitting and assisting me in the project.

I express utmost gratitude to **Mr. Jiji John (VP – AD)** of Asianet Satellite Communications Ltd, in the absence of whose guidance this project would have been impossible.

I also use this opportunity to express my gratitude to **Ranjit E (BDM, ADL)** in assisting me throughout the project period in providing me information necessary for completion of my report.

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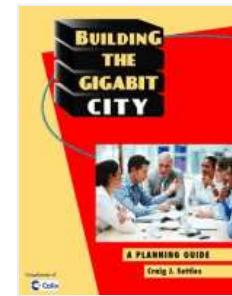
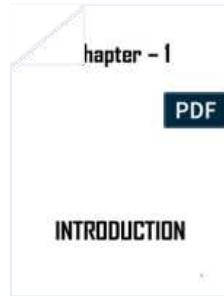
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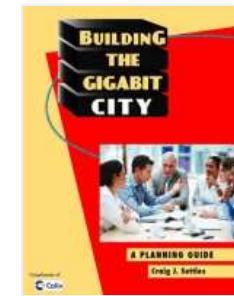
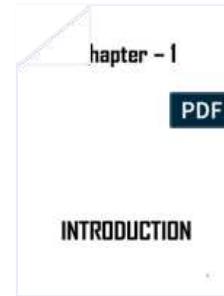
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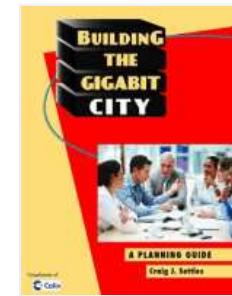
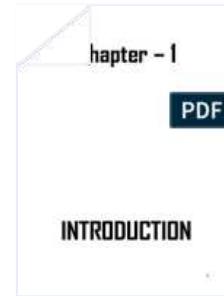
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MEDIA AND ENTERTAINMENT INDUSTRY

The Indian media and entertainment (M&E) industry is one of the fastest growing industries in the country. Its various segments—film, television, advertising, prints media and music among others—have witnessed tremendous growth in the last few years.

Television, Films and Animation& Gaming are set to ride the digital wave as digitalization starts showing profound impact on India's Media Entertainment industry.

Television in India is the most preferred entertainment medium with the highest impact of advertising on the audiences. India has the third largest number of households globally, second to only China and the US. However, the digital penetration in India is very low at 36% as compared to more than 90% in countries such as Finland, Spain, UK, Bahrain and Saudi Arabia. As a measure to bring addressability into the system, the Ministry of Broadcasting recently accepted the recommendations made by Telecom Regulatory Authority of India (TRAI) on the sunset of analogue transmission in India by 2018. Adherence to the sunset date would certainly have a positive impact on the media content distribution sector in India. Digitalization is not only expected to help players in the television value chain to realize the true potential of content, but also to cater to the unique and diverse needs of the viewer as it comes to entertainment.

Indian film industry is proudly marching towards completion of 100 years. From the humble beginning through a silent film made in 1913 to the film-makers producing films in English, Indian film industry has truly come a long way. Impact of digitalization can be visibly seen in films right from conceptualization and production stages to distribution and exhibition of films across platforms in India as well as abroad. Going forward, the film segment in India is expected to further reap the benefits of going digital with digital cinemas and more sophisticated digital production techniques.

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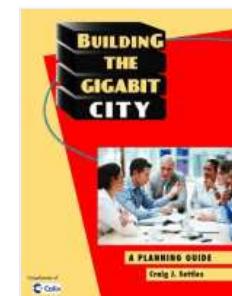
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and entertainment landscape looks extremely promising with changes such as the analogue cable sunset date by 2014, and players in the overall media chain attempting to provide improved content to viewers through effective marketing and delivery strategies.

Today, India's M&E industry reaches millions of people. 161 million households, 94,067 newspapers (12,511 dailies), close to 2000 multiplexes and 214 million internet users out of which 130 million are mobile internet users. All these are platforms that could drive change and be transformational Catalysts.

In calendar year 2013, the Indian Media & Entertainment (M&E) industry registered a growth of 11.8 per cent over 2012 and touched INR 918 billion. The overall growth rate remained muted, with a slow GDP growth and a depreciating rupee. Lower GDP meant lower demand from the consumer and this impacted advertising. At the same time, the industry began to see some benefits from the digitization of media products and services, and growth in regional languages. Gaming and digital advertising were the two prominent industry sub-segments which recorded a strong growth in 2013 compared to the previous year, on a smaller base. For projections till 2018, digital advertising is expected to have the highest CAGR of 27.7 per cent while all other sub-segments are expected to grow at a CAGR in the range of 9 to 18 per cent. Overall, the industry is expected to register a CAGR of 14.2 percent to touch INR 1.5 trillion by 2018.

Television: Digitization of cable saw the television industry still on the path of progress, with the mandatory Digital Access System (DAS) rollout almost complete in Phase II cities. The impact was felt to the extent that carriage saw a reduction of 15-20 per cent overall, however the anticipated increase in ARPU and subscription revenues for broadcasters and MSOs (Multi System Operators) is expected to be realized only over the next 2-3 years as the industry begins the process of becoming B2C organizations from B2B organizations. The introduction of packaging is key to raising revenue. Other key highlights of 2013 were the inclusion of LC1 (less than class I) markets in TV ratings, the end of minute advertising ban ruling and the shift from TRP to TV/T ratings.

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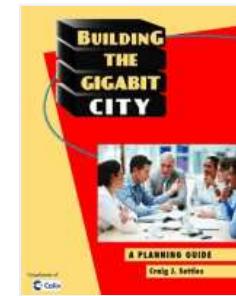
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term suffers from the lack of a robust measurement system, critic decisions on media planning and allocations.

Films: The film industry recorded a double digit growth, albeit slower than 2012, with multiple movies scoring big on box office collections. Approximately 90-95 per cent movie screens are now digitized in the country, with a shift in focus to tier II and III cities. Going forward, multiplex growth is expected to slow down, in line with the overall delays and future expectations for the sector and commercial real estate development, impacting box office growth in the short term.

Music: Streaming and download services continued to see growth, with growth in mobiles, in particular smart phones, contributing significantly to increased consumption of music 'on-the-go' but monetization of this remains still a challenge. However, with the continued decline in physical sales compounded by the significant fall in ring back tone revenues (following the backlash of TRAI guidelines issues in 2012), the sector saw an overall fall of 10 per cent in 2013. Going forward, digital revenues are expected to drive growth in the sector, backed by increased collaborations across device and platform, and gradual uptake in subscription services. Further, the vibrant events sector is expected to continue its role as a catalyst for driving growth in artists' fan-base, and public performance royalties.

Animation / VFX: 2013 was an important year for the Animation and VFX industry. The most expensive Indian animated movie 'Mahabharata' costing around INR 500 million received global kudos. The production work was done in India and the industry woke up to the promise of VFX. VFX is now being used in most films, whether to add characters, landscape, and background or simply correct the skin tone of an actor. 2013 also saw the introduction of policies by a few state governments to boost the sector. VFX also began to be used in TV. The impetus of visual effects was not restricted to films, but extended to big budget serials and television commercials. However, the underlying struggle in the industry came to the forefront with the fall of names like Rhythm and Hues and Digital Domain and retrenchment by big players.

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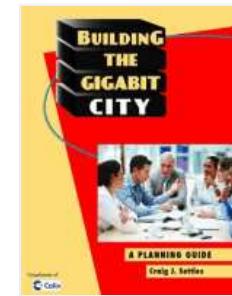
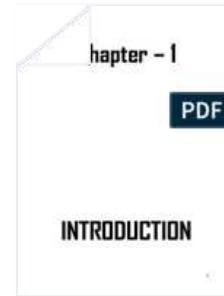
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usage, content providers and advertisers are seeking opportunities to get messages across on this preferred medium of the masses. Digital advertising grew 38 percent –faster than any other advertising category. Mobile, social and video emerged as star categories in advertising owing to the proliferation of smart phones, 3G and off-deck mobile apps. This year's report also highlights opportunities that could come from tapping international markets with a special feature on opportunities in the Middle East and Africa. We also cover the live events market as well as the advertising news separately, along with an overview of the advertising services market in India.

Broadband Industry in India:

India has the world's third largest online population, with people accessing the internet over mobile phones, laptops and desktops on a daily basis. Over the years, there has been a sharp increase in the number of broadband connections in India with over 15.01 million Indians owning a broadband internet connection. Although several private internet service providers have entered the broadband market with their own loops and gateways, MTNL has continued to rule the market with its huge copper infrastructure spread across India.

But, there has been a slowdown in growth of new broadband users on an annual basis. The sluggishness can be attributed to rapid mobile data adoption as consumers access Internet more on the go. According to a white paper published by Cisco, smart phones and tablets will consume three times more data on service provider networks than the entire desktop Internet by 2015.

As per the TRAI report, there are 161 broadband service providers in the country. The top five in terms of market share (based on subscriber base) are BSNL with 9.93 million subscriber base, Bharti Airtel with 1.40 million, Reliance Jio with 1.08 million, Hathway (cable television firm) with 0.37 million and Broadband with 0.31 million.

Digitization – Taking the next step

The above-mentioned trend in digitization has been the starting point for the

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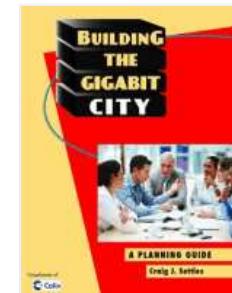
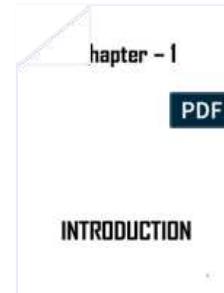
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industry is now committed to complete phase three (all remaining areas) of digitization of TV signals' transmission by the end of this year. Successful completion of the digitization process will result in the closure of analogue transmission and could act as an enabler to add value to increase profits at each level in the value chain. It is estimated to lead to about a further drop in the carriage fees, and drive growth in ARPU, thus increasing profitability and allowing content producers to focus on content.

In the film sector as well, digitization has enabled better monetization of the industry, as a single film can be distributed across thousands of screen locations in a short period of time. We are moving quickly to an all-world where most films are shot on digital format; distributed across various geographies in digital format; marketed through various social platforms; and film tickets are sold through online booking platforms and made available on websites providing 'Video-on-Demand' (VOD) services. While monetization of content on digital platforms remains a concern in the short term, the industry is buoyant about its long term potential.

With about 95 per cent of India's cinema screens already digitized, nationwide digital release like 'Dhoom 3' is increasingly going to be the norm. In addition, the growth of multiplexes helped drive box office collections in India, approximately 95 per cent of commercially viable screens have been digitized till date.

The media and entertainment (M&E) industry logged a healthy 12% growth in Rs 92,800 crore in 2013, largely driven by digitization, according to the KPMG report.

Television saw the implementation of the 10+2 advertising cap and significant progress in seeding of set top boxes, which set the stage of revenue growth and expansion in genres, he said. The film sector continued to mature on the back of multiplex expansion and a wide variety of content, while the radio and print continue to defy global trends and await positive regulatory interventions that will take these sectors to greater heights, added Uday Shankar.

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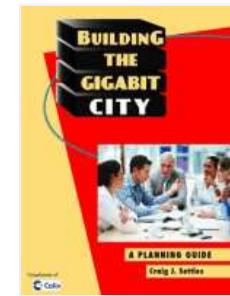
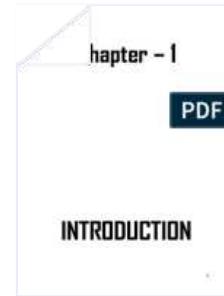
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However, the anticipated increase in ARPU and subscription revenue broadcasters and MSOs (Multi System Operators) is expected to be re only over the next 2 to 3 years, it said.

Other key highlights in 2013 were the inclusion of LC1 (less than c markets in TV ratings, the 12 minute advertising cap ruling and the shif TRP to TVT ratings. The study also found that growth of multiplexes is exp to slow down in the near future, in line with the overall delays and slow of retail sector and commercial real estate development, impacting box growth in the short term.

Approximately 90-95% movie screens are now digitized in the country, shift in focus to Tier II and III cities.

The film industry recorded a double digit growth in 2013 albeit slower t 2012the previous year, with multiple movies scoring big on box collections. The total Internet user base in India reached around 214 mil 2013 with almost 130 million going online using mobile devices. Internet users dominated the total internet user base capturing an c share of 61%.

Digital media advertising in India grew faster than any other adve category. Streaming and download services continued to see growth music industry, with the growth in mobiles, in particular smart pl contributing significantly to increased consumption of music 'on-the-go'.

However, with the continued decline in physical sales, compounded by significant fall in ring back tone revenues (following the backlash of guidelines issues in 2012), the sector saw an overall fall in size by 10% in 2

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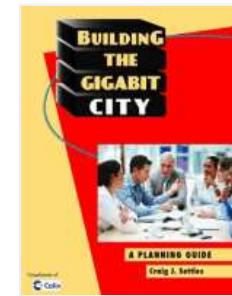
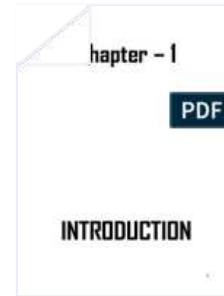
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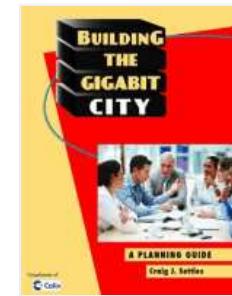
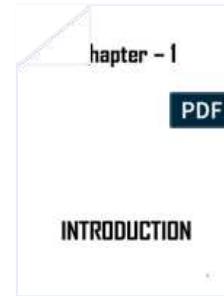
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THE RAJAN RAHEJA GROUP

The Rajan Raheja Group is well diversified with interests in a multi-businesses with great emphasis on being market leaders in their respective areas. Having laid a strong foundation in the areas of Real Estate, Construction, Automotive Batteries, Cement, Ceramic Tiles, Mutual Funds, Hotels, it has now ventured into Media, Entertainment, Networking, Broadband Internet, and Retailing.

Some of the group Companies include:

- Real Estate – The real estate division of the Rajan Raheja group is known for quality homes and constructions.
- Exide Industries Ltd. - India's number one company in automotive Industrial Batteries controlled by the Raheja Group with a market share of 85% of automotive batteries in India.
- Prism Cement Ltd. - The largest single-phase kiln cement plant in India with a 2 million tonne per annum capacity, set-up in collaboration with F.L. Smidth and IFU of Denmark.
- H&R Johnson Tiles- Pioneers of the Indian wall and floor tile industry, member of Johnson Ceramics International, UK one of the top 10 ceramic tile companies in the world.
- RMC Ready-mix Co- promoters along with the world's leading manufacturers of Ready mix concrete, RMC Group plc, UK.
- Globus Stores Pvt Ltd. - This is a retail Chain venture of the group has set up Globus stores at Mumbai, Delhi, Chennai, Bangalore, Indore, plans to launch more stores across the nation.
- Outlook – India's most exciting weekly news magazine with a circulation of over 2.5 lakh copies per week.
- Outlook Traveller - The most comprehensive travel magazine covering India & abroad.
- Outlook Money - India's only personal finance magazine with a circulation of over 1 lakh copies per week.
- Asianet Satellite Communications Ltd. – The Company has started

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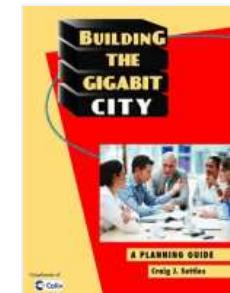
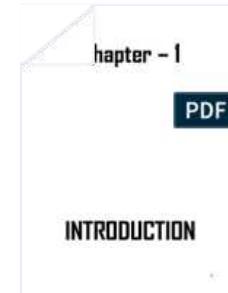
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The R. Raheja Group also has its presence in various other industries like:

- Petrochemicals - Investment interests in the petrochemical sector led to the formation of Supreme Petrochem Limited. In association with Reliance Industries Limited.
- Asset Management – The group has a stake in Templeton Management Co. Pvt. Ltd., a joint venture with Franklin Templeton Group, which manages over US\$220 billion worldwide.
- Software - A significant investor in Sonata Software, a company which today has the distinction of being among the top software companies in India.
- Hospitality - The Group has entered into a joint venture with The Oberoi Group to have a chain of hotels across India under the brand Trident.

ASIANET SATELLITE COMMUNICATIONS LTD

COMPANY HISTORY

- ❖ Started as Asianet Communications Pvt Ltd in March 5, 1991
- ❖ Chief Promoter's: Mr. Reji Menon & Mr. Shashi Kumar.
- ❖ Commenced Operations with the flagship Malayalam channel Asianet.
- ❖ Asianet Satellite Communications Ltd, the subsidiary started in 1995.
- ❖ Wholly acquired by R Raheja Group - May 1999.

VISION

To create infrastructure for the promotion of high-quality Video, Data & other services through cable and to be a provider of such services in the most effective manner.

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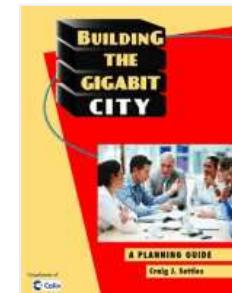
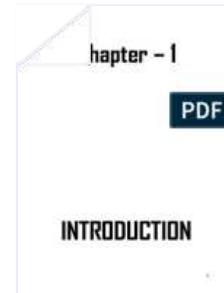
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COMPANY PROFILE

Asianet Satellite Communications Ltd is a private sector belonging to Hat investment ltd of Rajan Raheja group. The company is engaged in media, and internet services. Asianet Satellite Communications is the

- Largest cable network services company in the state of Kerala, India.
- State's own home-grown Internet Service Provider.
- One of the pioneers in Internet through cable.
- Largest private investors in Kerala with over Rs.350 Crore investment in infrastructure.
- First in the country to bring internet over cable through its Gateway

Asianet Satellite Communications Ltd is the largest cable network service company in Kerala. It is the leading service provider in the region for Cable and internet solutions. The company is offering around 200 channels which also include self-owned channels under the Asianet Cable Vision bouquet. Asianet is also a pioneer in rolling out broad band internet services, branded Asianet Data Line.

Asianet Satcom is one of the largest private investors in Kerala with over 350 crore investments in infrastructure consisting of Earth stations, 4 km's of Hybrid Fibre Coaxial cable network spread over almost all the 16 cities and towns in the State, an underground Optic-Fibre backbone stretching for 700 km's utilising the special Rights of Way given by the Government of Kerala, and sophisticated facilities for Web-based solutions and portal services and direct submarine cable connect facilities shared from BSNL and Airtel. Started in 1993, Asianet Satellite Communications has today grown in size and reach. Its cable network services operate from over 150 centres spread throughout Kerala and touch over half a million homes and establishments.

The Corporate office is situated in Leela Infopark, Technopark, Thiruvananthapuram. It has 150 offices across Kerala. There are 1226 permanent employees, 4 fixed term contract and 649 contract base employees, a turnover of

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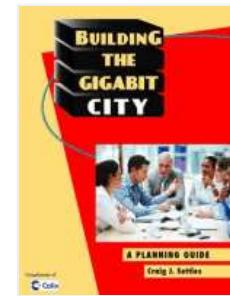
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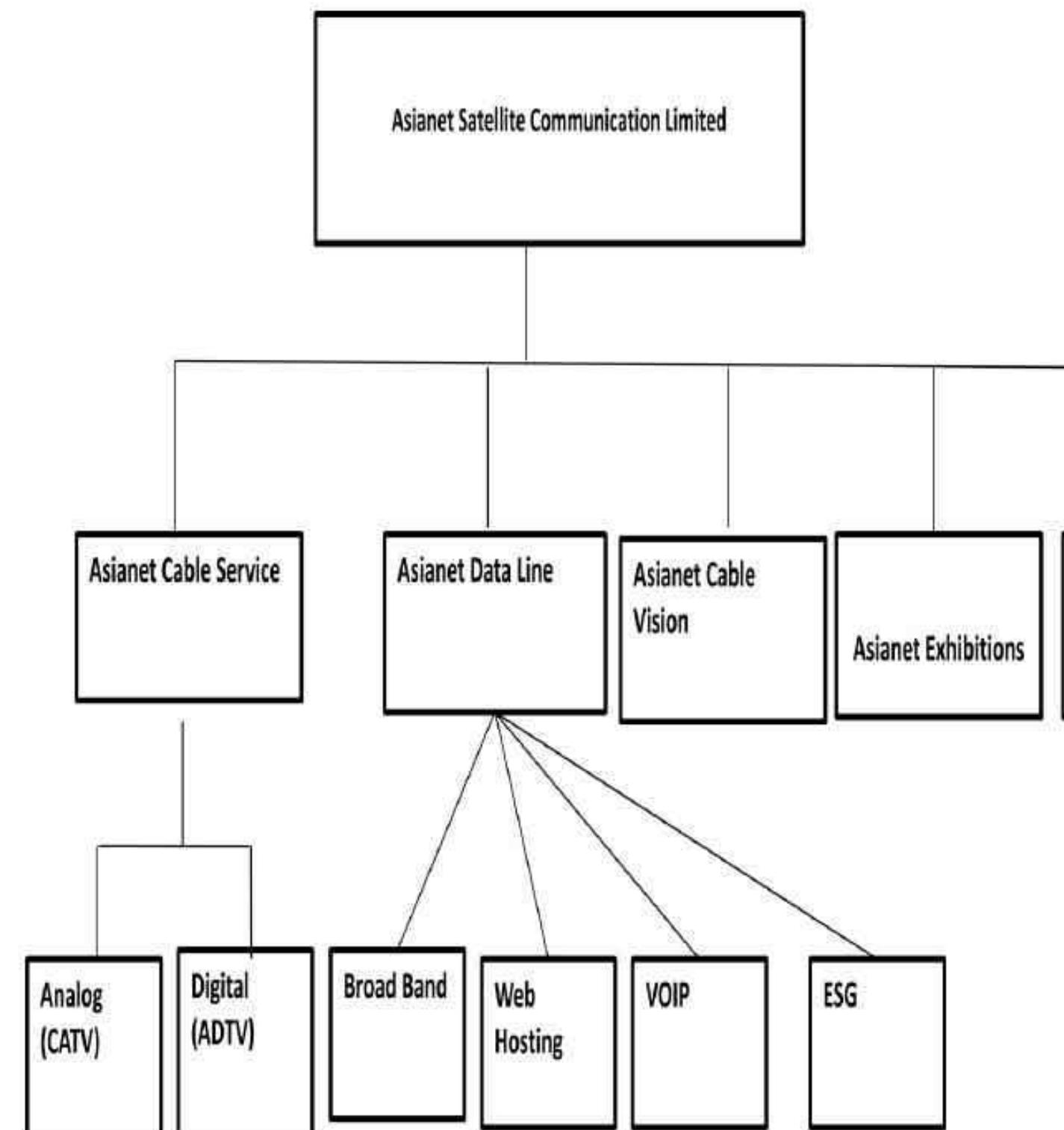
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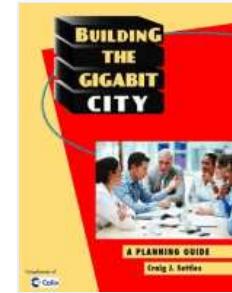
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Mr. Binu George- EVP (ACS)

Mr. V S Moni – EVP&CFO

Mr. Sasikanthan M.V. – SVP (Legal) &CS

Mr. Abraham Uthup- VP (ACV)

Mr. D. Raveendhranath –(Head HR&IR)

DIVISIONS

The operations of Asianet Satellite Communications are based out of geographical divisions.

- Trivandrum
- Kollam
- Kottayam
- Kochi
- Trissur
- Calicut

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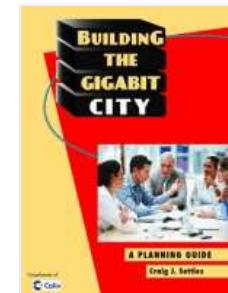
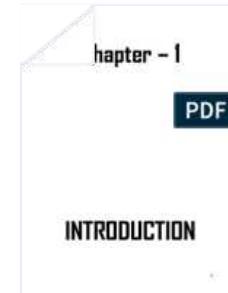
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ORGANISATIONAL STRUCTURE (SBU's):

The following departments help in managing the sub units and therefore efficient functioning of the organisation.

Supporting divisions:

- Finance
- Human Resource administration
- Legal and secretarial
- Materials
- Systems and IT
- Network management
- Sales, marketing and business development
- Customer care
- Design
- Billing and Collection

Finance department:

- Create wealth so that investors get returns for their investment.
- To analyse and sanction the individual budget of different SBU's.
- Planning and controlling funds.
- Customer billing, business transaction, transaction record, statements to be submitted to bankers, insurers etc.
- Approval of payment to different parties.
- Preparation and maintenance of costing record.
- Preparing, filing quarterly and financial statements.
- Monthly report to top management on financial performance.
- Preparation and maintenance of bills.

Marketing department:

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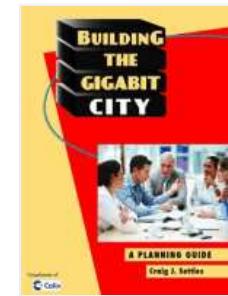
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- Monitor and analyse network health to include number of complaints and resolution plan overseas execution of network maintenance, both periodic and preventive.
- Provide technical support.
- Prepare bill of material.
- Design upgradation of selected areas.
- Network related activities in region.

Secretarial & Legal department:

- Company law.
- Partnership matters.
- Liaison with Labour Unions.
- Other legal matters.

Materials department:

- Procurement of various categories of goods.
- Develop and maintain appropriate stock management practices.
- Custom oriented purchasing and supply service.
- Performance monitoring of all elements of material management.
- Issuing of tenders, evaluation of tenders, maintenance of records related to stock keeping and delivery of goods.

Design department:

- Optimum route of cable network.
- Conducting survey.
- Distribution design.
- Trunk route map for complete grid map.
- Power design.
- Preparation of bill of materials.
- Geographical information system.
- Finding gap between two poles.

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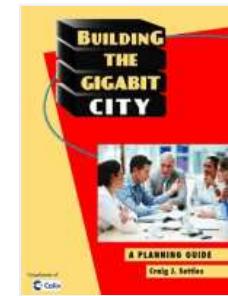
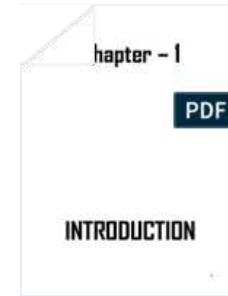
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- Networking.
- Trouble shooting.

Human Resource department:

HR policies:

- Working days- Monday- Saturday
- Working hours- 9.30a.m – 5.30p.m on weekdays and 9.30a.m – 1p.m on Saturdays
- Holidays- every employee shall be allowed to enjoy 13 paid holidays during one calendar year which includes national and festival holidays.

Method of availing leave:

Casual leave-

- Shall be applied before 24hours of proceeding on leave
- In emergency cases employees shall intimate the same within 24 hours.

Sick leave-

- Shall be sanctioned for a day or more at a time
- For leave exceeding 3 days, the employee should produce a medical certificate from a registered medical practitioner not below the rank of Asst.Surgeon.

Privilege leave-

- Application for PL shall be made to the sanctioning authority before 15 days
- Maximum of 24 days shall be allowed to avail during the subsequent year
- The total number of PL carried forward to a succeeding year shall not exceed 60days.

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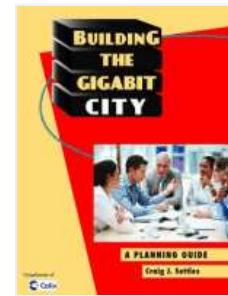
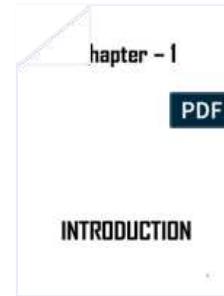
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Probation period:

SL NO	CATEGORY	PRO PE
1	EXECUTIVE VICE PRESIDENT	NA
	Sr. VICE PRESIDENT	
	VICE PRESIDENT	
2	Dy. VICE PRESIDENT	FOUR MO
	ASST. VICE PRESIDENT	
	Sr. MANAGER	
3	MANAGERS	SIX MON
	Dy. MANAGERS	
	ASST MANAGERS	
4	ALL OTHER CATEGORY	ONE YEAI

Other benefits-

- PF as per EPF act
- ESI benefits as per ESI act
- Gratuity as per Gratuity act
- Labour Welfare Fund
- Personal Accidental Insurance
- Superannuation Benefits
- Employee Deposit Linked Insurance
- Family pension

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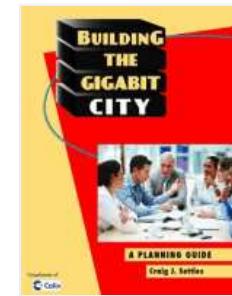
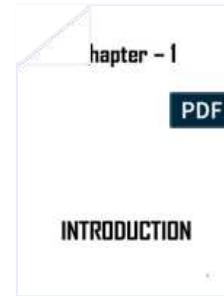
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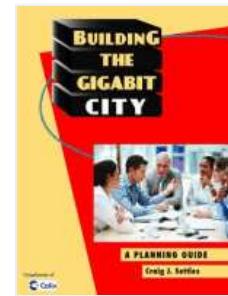
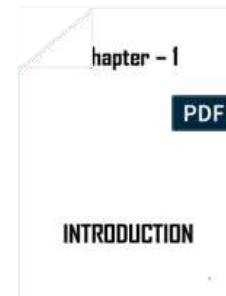
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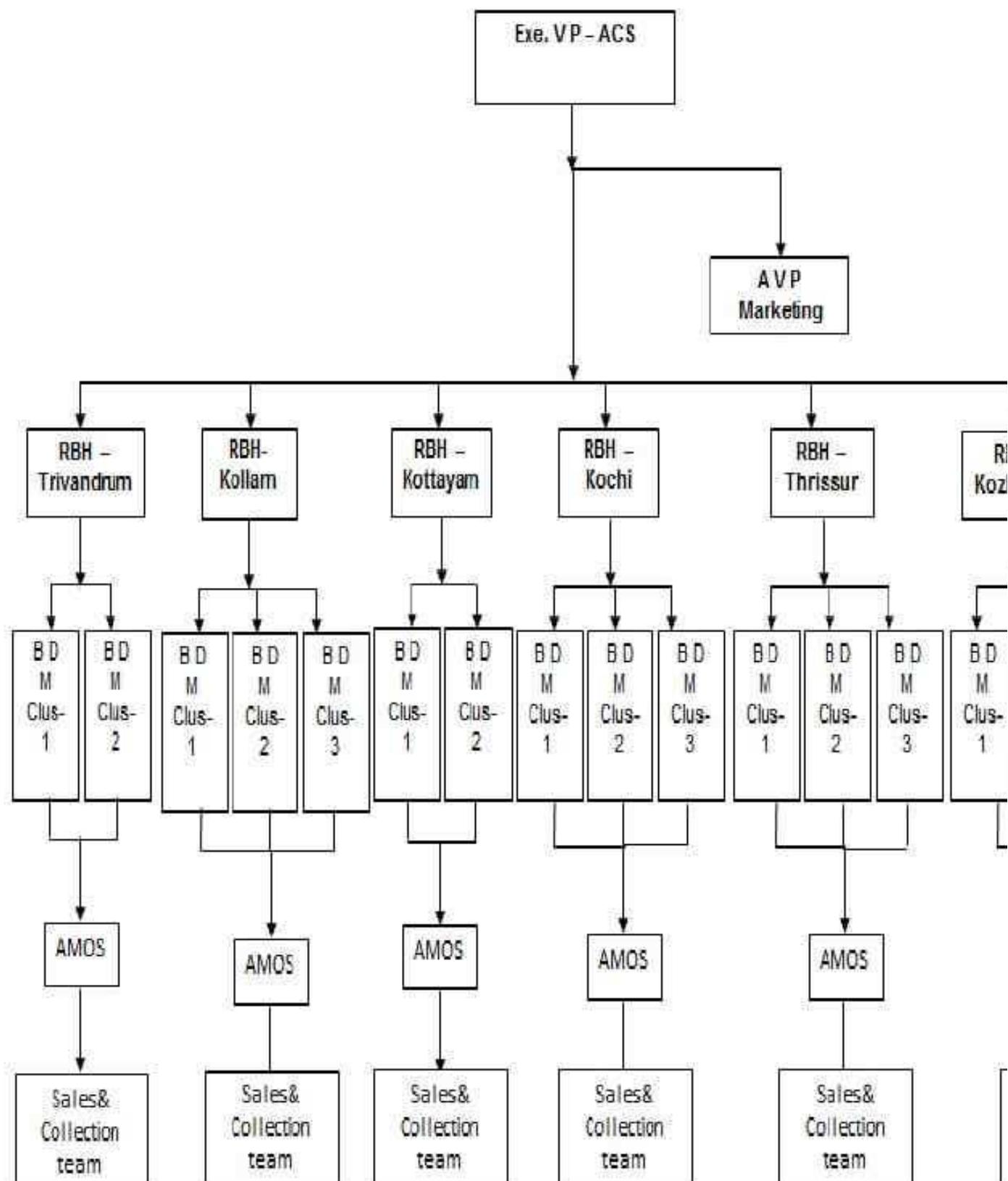
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ACS:-



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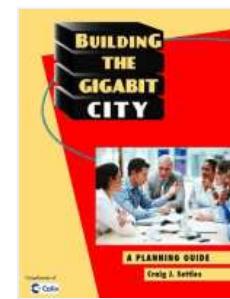
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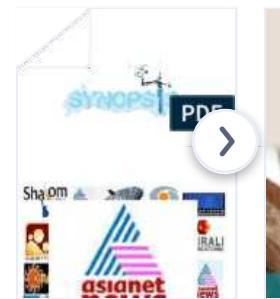


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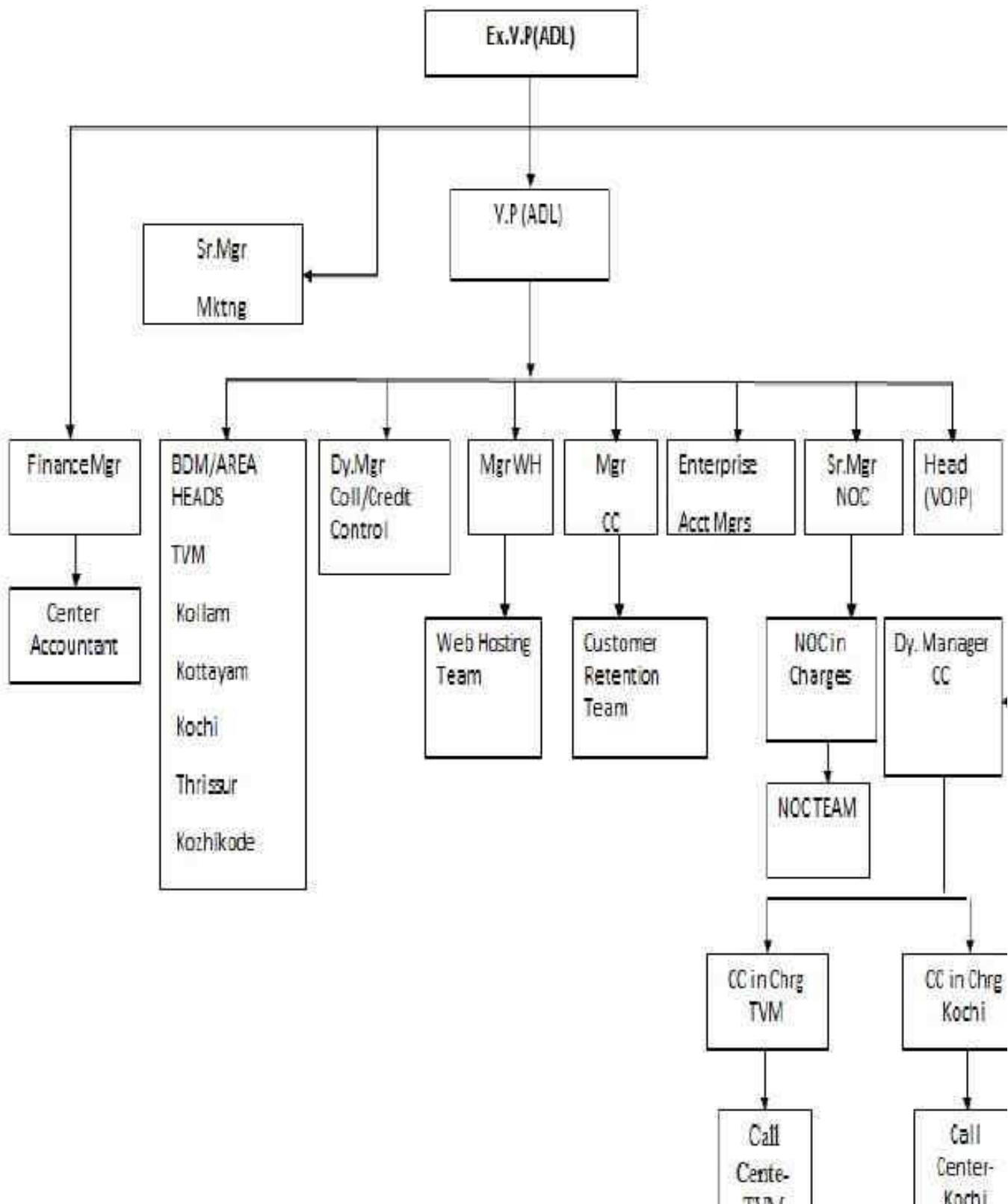
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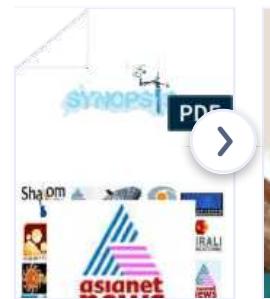
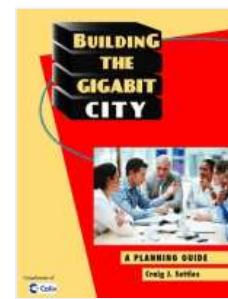
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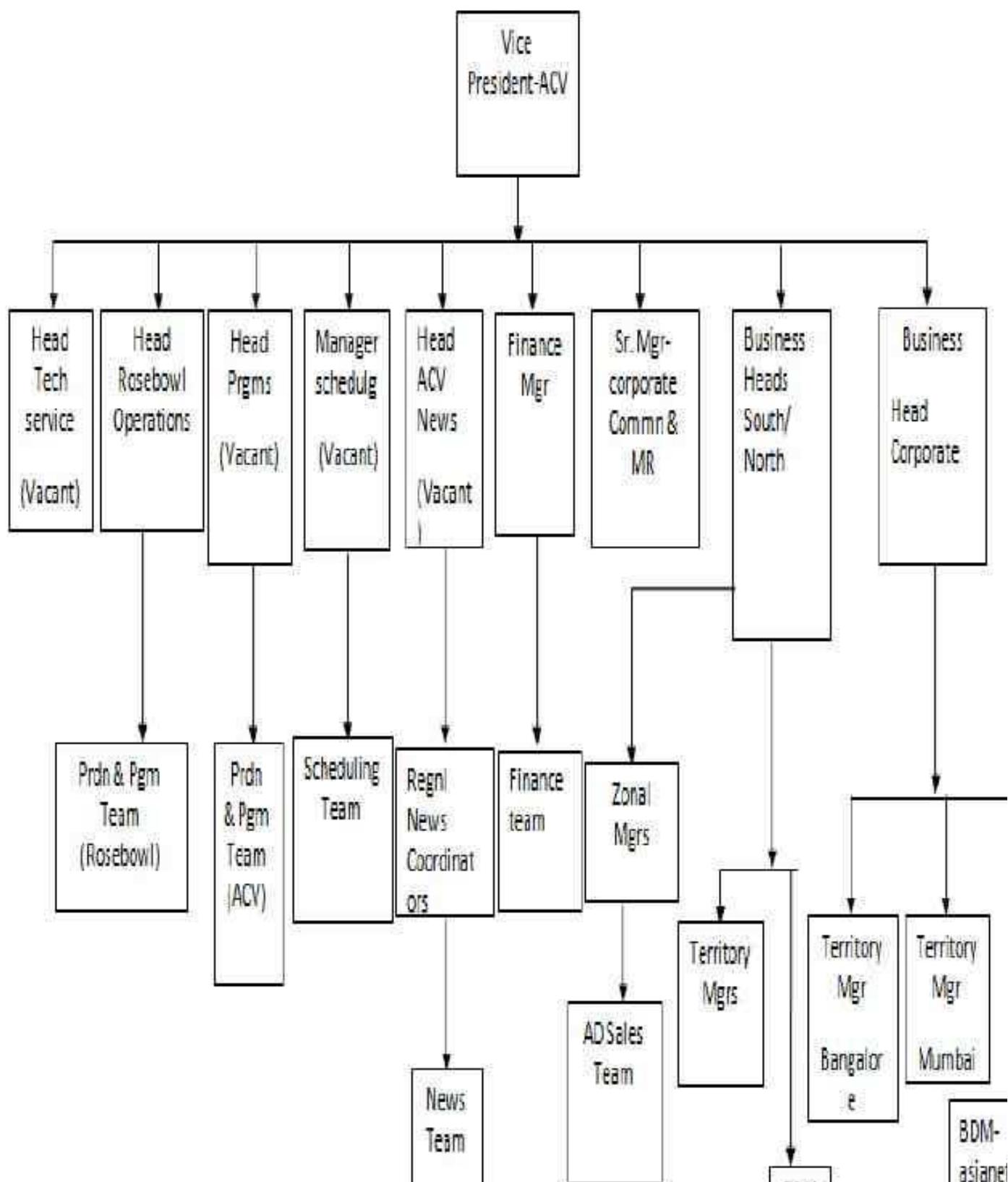
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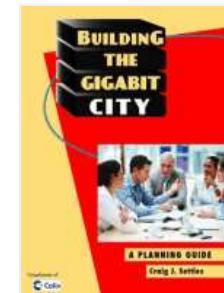
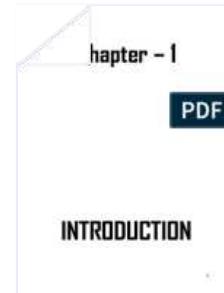
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ADL:

ASIANET DATA LINE (Broad band division):

Established in 1993, and one of the first ISPs in India, Asianet Broadband provides a full range of high quality services. Within a short span of time Asianet broad band has become Kerala's largest broadband ISP with more than 1,25,000 subscribers throughout the state.

As an ISP, Asianet looks at being a user friendly provider of internet and Web services-commerce services, Data and voice connectivity services. A Data line provides services to many corporates, Educational institutions and residential customers.

Asianet is a pioneer in rolling-out broadband Internet access services, branded as Asianet Dataline, on its state-of-the art Cable TV Network and has business and residential subscribers in Thiruvananthapuram, Kochi, Calicut, Thrissur, Palakkad, Kollam, Alleppey, Kottayam, Attingal, Varkala, Mavelikkara, Karunagappally, Chengannur, Thiruvalla, Guruvayoor, Chalakudy, Thalassery, Aluva, Angamaly, Muvattupuzha, Harippad, Pandalam, Mavellikkara. With a view to ensure high bandwidth availability, Asianet has also set up its International Satellite Gateways at Thiruvananthapuram and Kochi. But it also serves as a backup to the submarine cable connection facility.

Asianet has a total Internet bandwidth capacity of more than 200Mbps, which is the largest in the state of Kerala, among the new generation private ISPs. Asianet Data Line provides services to many Corporates, Educational Institutions and Residential customers. With the implementation of DVB-T 3.0, the firm will be able to provide speeds upto 300 Mbps to the customers.

- ISP License for the State of Kerala. Internet Service launched in Trivandrum during November 2000 and in Cochin during May 2001, in Thrissur by March 2002, Kottayam, Kollam by July 2002 and Cochin by August 2002, and other major centres by March 2003.
- Network built on sound technology acquired from the very best in the world.

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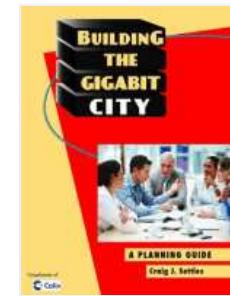
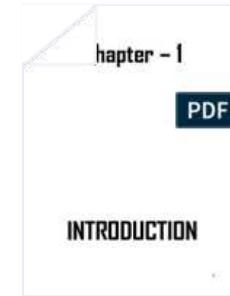
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PRODUCTS AND SERVICES OFFERED BY ASIANET BROADBAND IN KERALA

1) Fixed Line Broadband internet service.

Providing cable based broadband internet services.

2) Leased Line Facilities (LL).

Providing dedicated leased line facility for enterprise customers.

3) Server Co-location.

Provide facility and 24*7 high speed internet connectivity for servers.

4) Web Casting.

Airing live video coverage's over internet.

5) Domain Based Services.

Facility for creating web site address and personal email accounts.

6) Web hosting.

Providing server space for hosting websites.

7) VOIP.

Special modem for enabling VOIP services. Primarily aimed at customers.

8) ALI (focused on capturing rural markets to provide internet services through tie-ups with local cable TV service providers).

Future Services

- Internet access on TV through set-top boxes
- On-Demand Services (Video / Audio Streaming)

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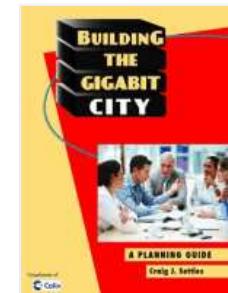
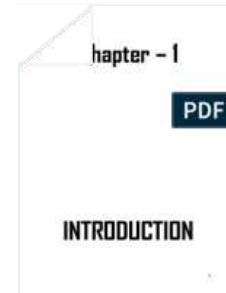
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ACV:

ASIANET CABLE VISION (Channel based services)

Asianet Cable Vision bouquet includes six exclusively-owned channels are only cable-cast over the Asianet network, namely Asianet Cable (ACV, a news, events and movie channel), Jukebox (Kerala's No. 1 channel - interactive video music channel), Jukebox Plus(interactive ch with a collection of songs, comedy scenes, clips, etc), Medley (an interactive video music channel offering the best of Malayalam & songs)), Rose Bowl(a serious & trendy channel with music based cc ,movies & other contemporary content with popular appeal- it is the channel in the country to reach across all cities & towns of a state from a centralized point using a digital underground fibre optic backbone), Hi (the first vote-based channel) .

ACV

ACV is what Keralites tune into for local news, neighbourhood event happenings, movies and general entertainment programmes, chat show celebrities and live interactive programmes that are close to their daily ACV's compelling content has regularly achieved recognition through various State TV awards.

ROSÉ BOWL

A serious and trendy "youth channel" that seeks to open the mind and expose it to new cultures, music, art and movies. Young in looks and in content programmes also focuses on contemporary social issues through interaction with the young icons of today's world.

JUKEBOX

Rated as No.1 among exclusive music channels in Kerala. Viewers can interact with the automated channel through telephone, select and play the track of their choice from an enormous library of songs in Malayalam, English and Hindi. Jukebox will undoubtedly help you get in touch with the Keralite culture.

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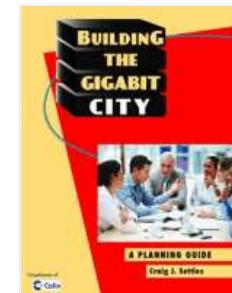
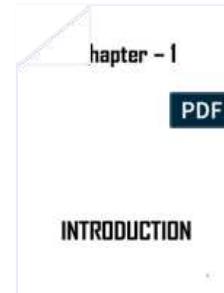
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JUKEBOX PLUS

The channel with a huge collection of comedy scenes/clippings and songs from Malayalam movies. Lives up to the axiom that interactive channels have their own character and a committed audience.

Hi

India's first vote-based channel, Hi automatically runs content (excluding Malayalam music) that gets maximum votes through the SMS short 562635 powered by ACV Mobile.

ACS:

ASIANET CABLE SERVICES

Asianet is the largest Cable Network Services Company in Kerala, India and also the first in the country to bring Internet over cable through its gateway. Asianet had redefined concepts of technical perfection in services by offering more than 200 Channels. A decade before itself, Asianet has delivered Data over Cable. Asianet's meticulously- planned and completely designed cable network is today based on HFC (Hybrid Fibre Coaxial) where the system head end is connected by Optical Fibre to network nodes and each node is connected to consumer premises by Coaxial cables.. Asianet's wide cable network originates out of "Dish farms" at strategically located Head-end stations where satellite TV signals are received and processed for transmission through professional-grade cable and allied equipments.

The network, built in technical collaboration with Pan Asian Systems, Hutchison Whampoa, Hong Kong, uses the best hardware available from international sources. Network expansion is guided by computer-aided design. A major part of the network has reverse-flow capability required for data traffic, internet and other future services.

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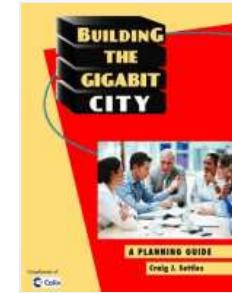
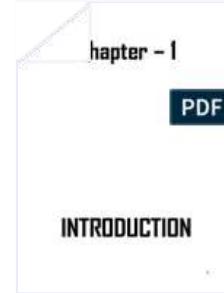
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SWOT ANALYSIS

STRENGTH:

- Asianet is a reputed and trusted brand among keralites for the 20 years.
- Extensive optical fibre and coaxial cable backbone network all over Kerala.
- Existing huge customer base of Asianet cable tv can be accessed for Asianet broadband connection.
- Use of latest technology in providing services. CISCO and Motorola are the chief technology partners.
- Utilizing DOCSYS 3 technology for providing high broadband speeds upto 20 Mbps.

WEAKNESS:

- Lack of aggressive marketing.
- Lack of social media marketing.
- Lack of website optimization.
- Poor technical knowledge of field sales staff.
- Low staff strength in core departments like sales and marketing.
- Service Issues.
- Weak network outside Kerala.

OPPORTUNITY:

- Providing services to remote areas (ALI-Asianet Link Internet).
- Utilizing technology for Providing Value Added Services.
- Government legalizing VoIP to provide combo Internet-TV-plans in the future.

THREAT:

- High level of competition from players like BSNL and Airtel.

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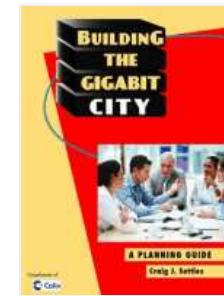
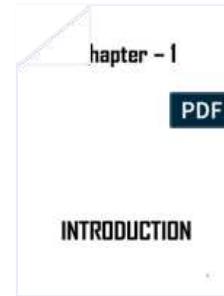
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FUTURE PLANS:

- Asianet Data Line (ADL) has already started operations at Coimbatore. They are also planning to roll out services in Salem and Madurai.
- Asianet Cable Service (ACS) is about to roll out services in Mangalore.
- Asianet Data Line (ADL) has upgraded to DOCSIS 3.0, a next generation cable broadband technology by CISCO, USA. This will allow the company to provide broadband internet speeds upto 300Mbps to subscribers.

CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES

Go green mission:

This is an initiative by the company through which all notices and bills are sent to the customers in electronic form. This move is aimed at a greener environment. This is supported by the ministry of Corporate Affairs.

ACV Nanma:

ACV Nanma is an employee's charity initiative. Many welfare activities like sponsoring poor children, wheel chair donation etc is carried out by the employees under this program.

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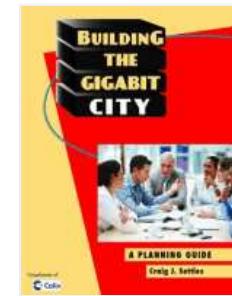
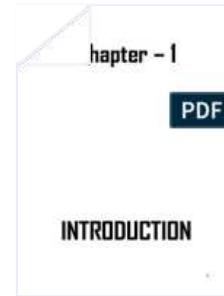
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RESEARCH PROJECT

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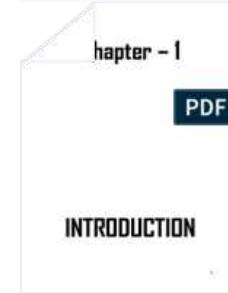
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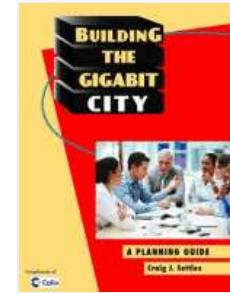
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TITLE OF STUDY:

Market Analysis of upcoming launch of Asianet Data Line Broadband Internet Services in Perumbavoor Region.

PROBLEM STATEMENT:

Asianet Data Line is the second largest Broadband ISP in Kerala. It has a customer base of around 125000. Asianet is going to launch broadband internet services in Perumbavoor, Cochin. They want to know about the competitor's in the region, customer's expectations etc. They also want to identify the prospective customers in the region.

OBJECTIVES:

Primary Objective:

Market analysis of Perumbavoor region to assess the scope for Asianet Data Line Broadband Internet services.

Secondary Objectives:

- To identify the problems faced, expectations and satisfaction level of customers of competitors of Asianet.
- To assess the awareness level about Asianet Broadband Internet services in the region.
- To analyze the willingness to take a new connection or switching over to ADL connection.
- To educate the potential customers regarding the plans and services of Asianet using brochures.

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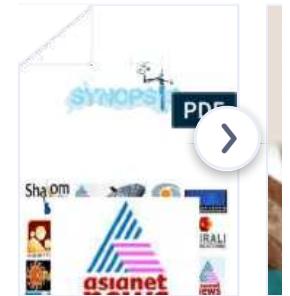
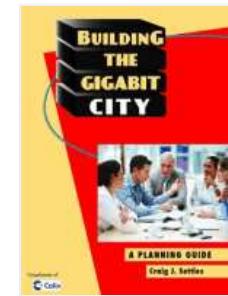
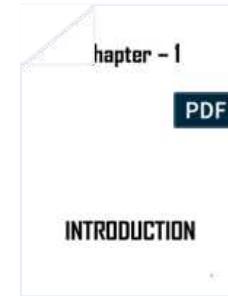
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RESEARCH DESIGN:

Descriptive Research design has been chosen. It is used when the characteristics of a certain group, specific predictions or association of certain variables are to be determined. It includes survey and fact findings, enquiry of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present.

DATA COLLECTION:

Primary data was collected through schedules and face-to-face interview methods.

SAMPLING DESIGN:

The sampling design mainly consists of the sample taken for the study along with the population, sample size and the sampling method.

POPULATION:

All the households, flats and business firms in the region where the service is going to be launched initially comprised the sample universe.

SAMPLING SIZE:

A sample size of 100 was selected for the study.

SAMPLING METHOD:

Convenience sampling was used based on the willingness and availability of respondents.

TOOLS FOR ANALYSIS:

Graphs and tables based on the data collected have been analyzed and conclusions have been reached at

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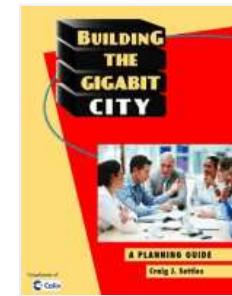
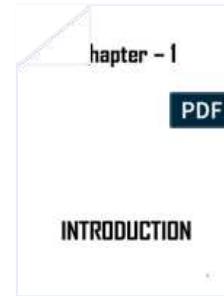
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SCOPE OF STUDY:

Time : 01 April 2014 to 31 May 2014

Location : Perumbavoor

Population : Households and small business firms in Perumbavoor region

Source : Primary data collected through survey

SIGNIFICANCE TO THE ORGANISATION:

The Analysis of data and the findings from it will help the company in identifying the major competitors in the region. It will also help them to find out the problems faced and expectations of competitors' customers. This enables the company to launch the services in the region effectively and in the shortest time as possible.

LIMITATIONS:

- Time Constraints: It was difficult to collect data as most people would be in their offices from morning till evening. Had to revisit such households on weekends.
- Reluctance of people to share information: Respondents at times were not willing to share their internet usage details and contact details.
- Lack of technical knowledge of people: Some customers had no idea regarding their speed of connection or monthly data usage limits.

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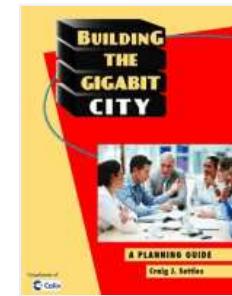
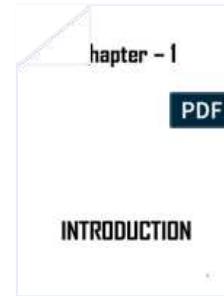
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DATA ANALYSIS AND INTERPRETATION:

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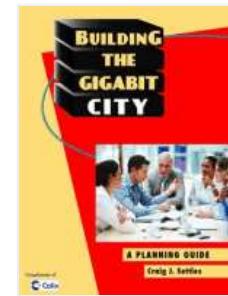
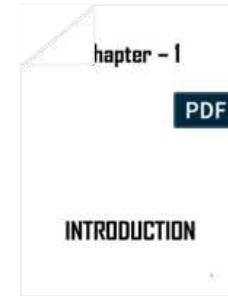
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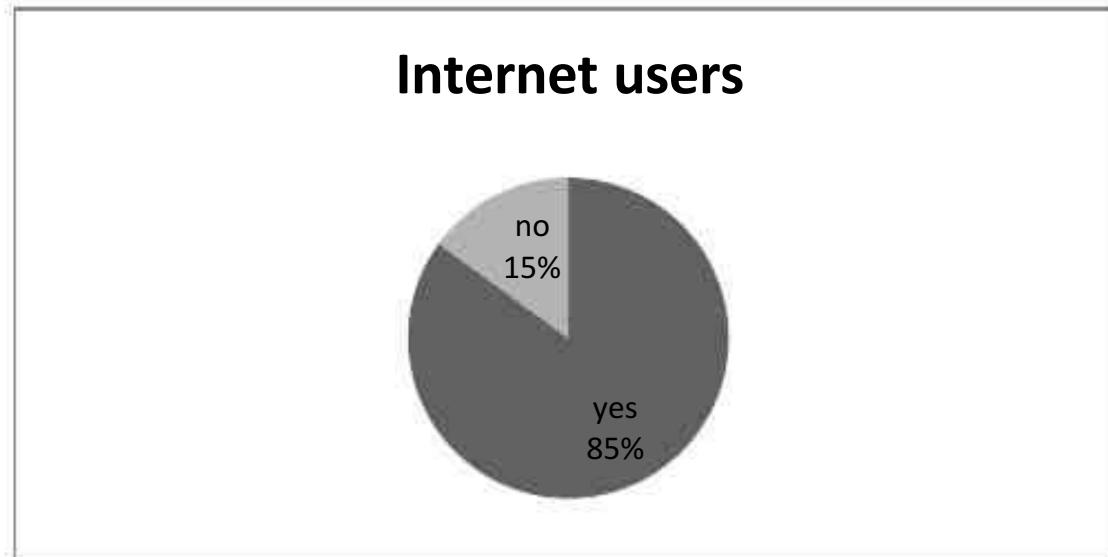


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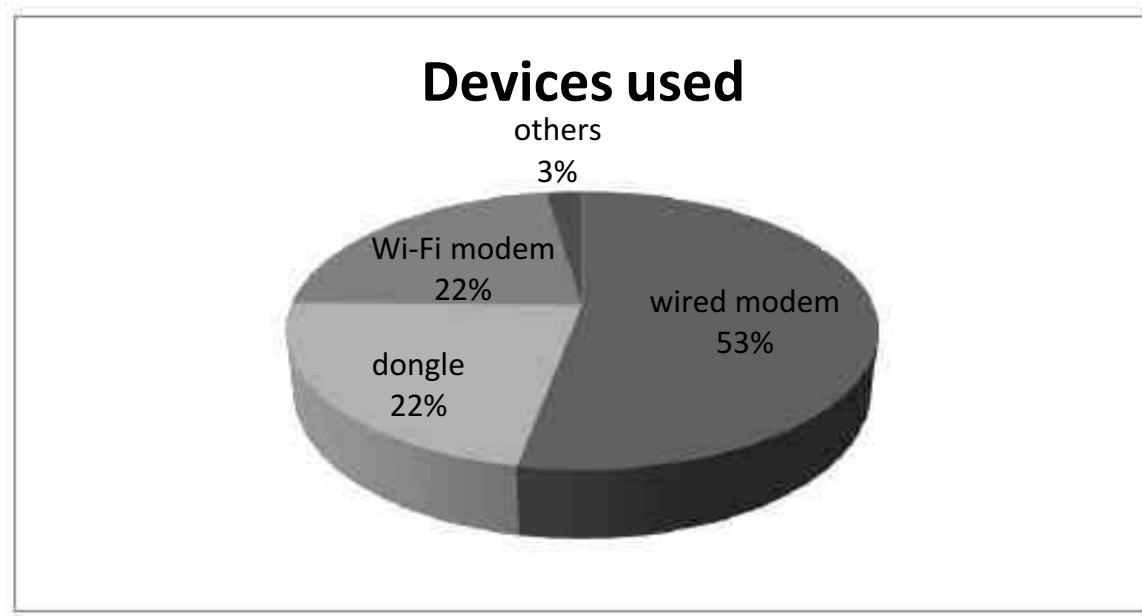
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INTERNET USERS IN THE REGION:



INFERENCE: Majority of the households in the region have an internet connection. People either have a broadband connection, dongle based connection or mobile internet connection.

DEVICE USED FOR ACCESSING INTERNET:



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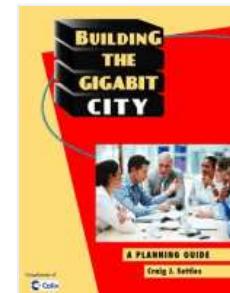
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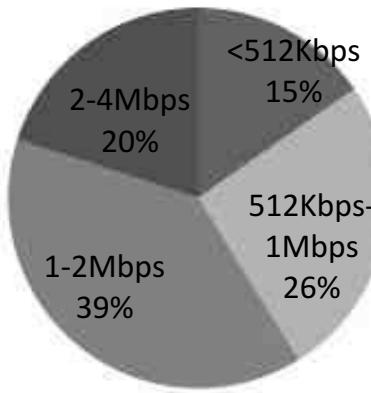
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INTERNET CONNECTION SPEED:

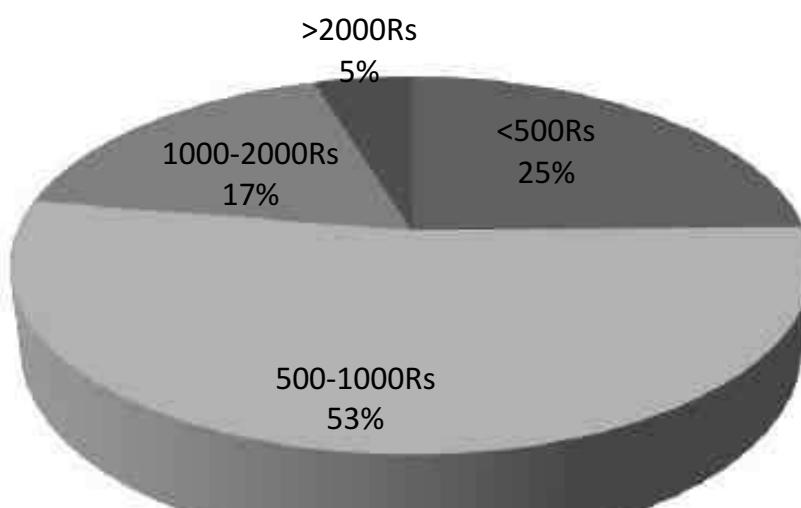
Internet connection speed



INFERENCE: Majority of the people use a 1-2Mbps connection. Percentage of people using a low speed connection of 2-4Mbps is only 20% in the region. Low speed connection (<512Kbps) accounted for 15% of the people in the region.

MONTHLY SPENDING FOR INTERNET:

monthly spending on internet



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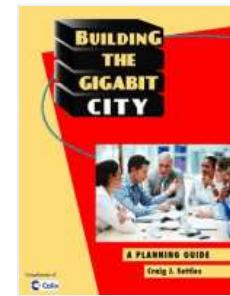
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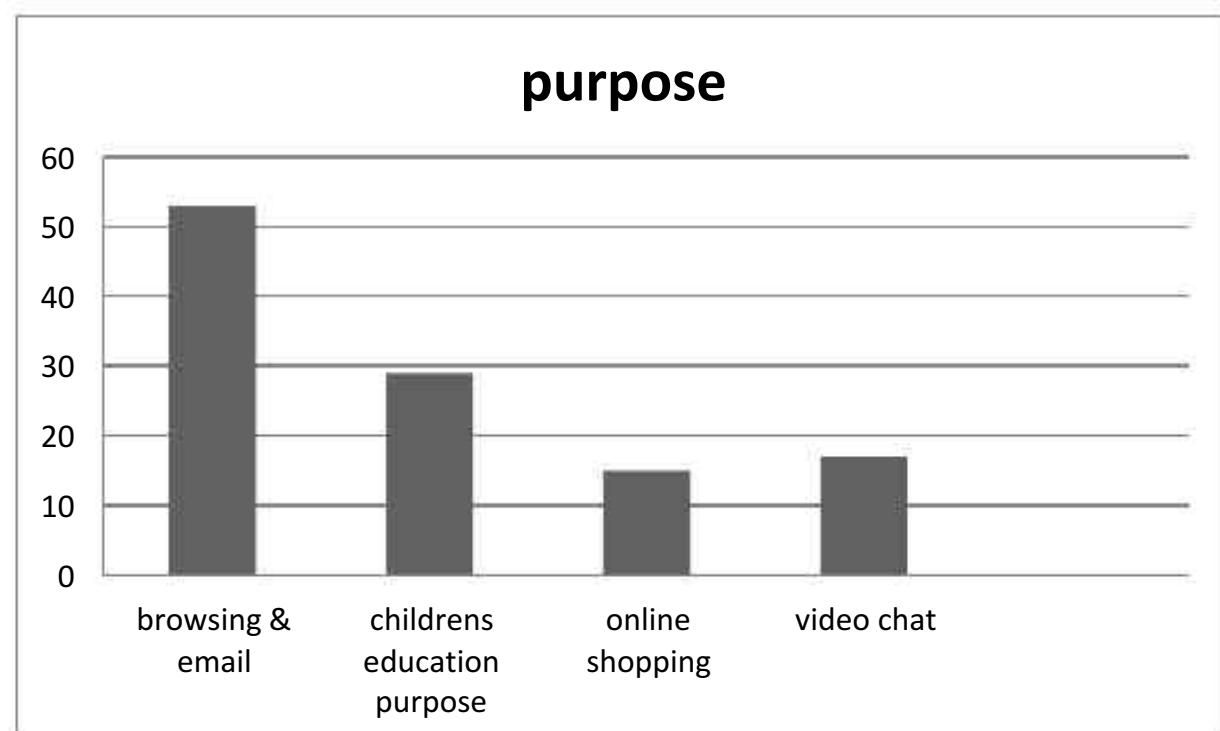
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PURPOSE:



Inference: Majority of respondents use the internet connection for browsing and emails. It is being used for purposes like children's education, online shopping, video chat etc.

OVERALL EXPERIENCE:



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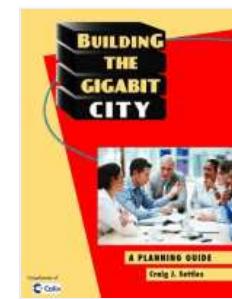
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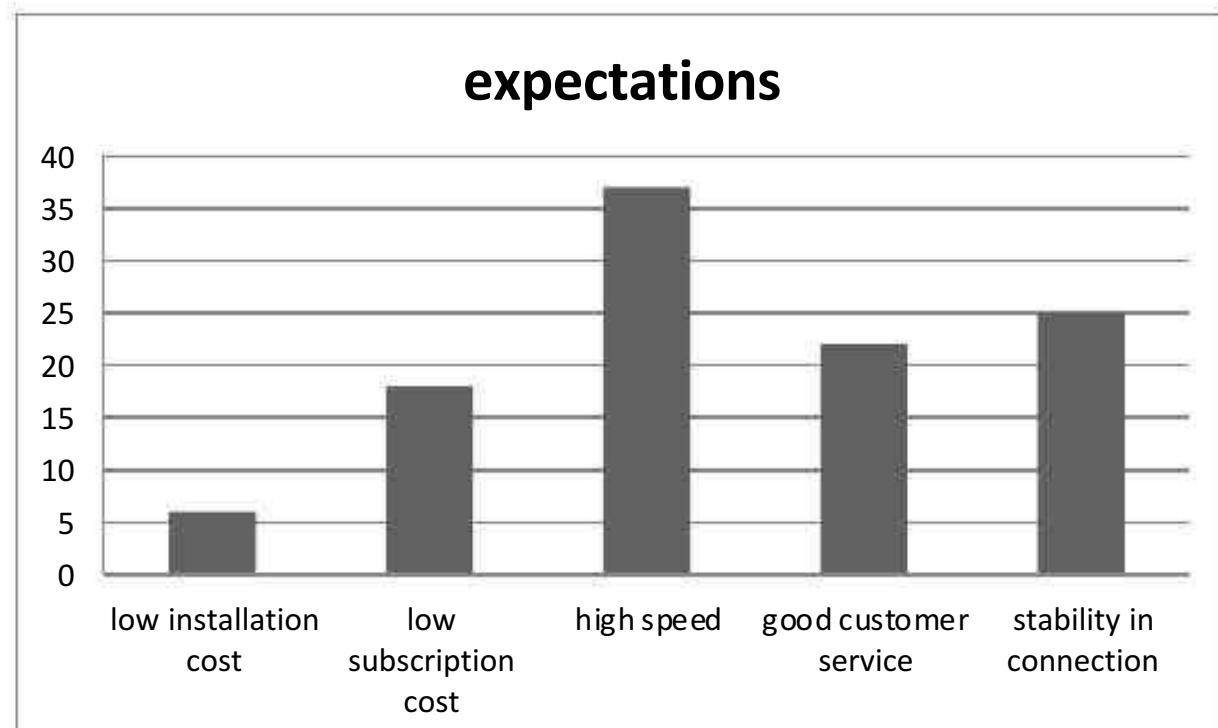
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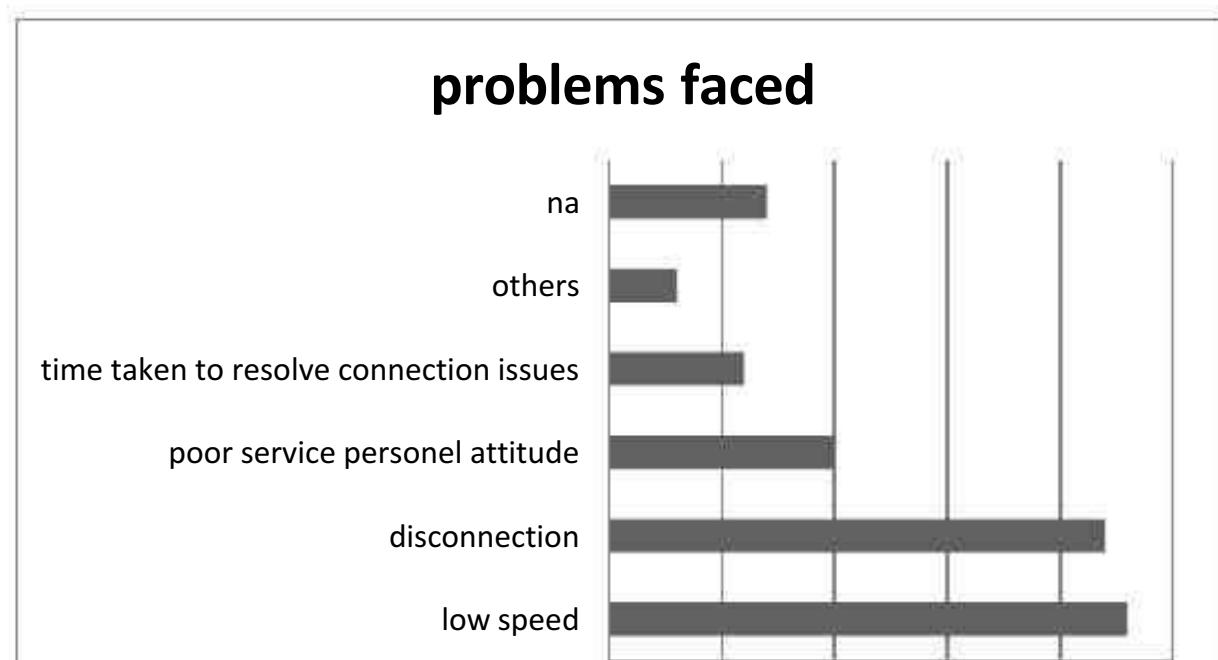


EXPECTATIONS:



Inference: Majority of respondents expect high speed from their ISP. They also expect good customer service and stability in connection as important factors in an internet service.

PROBLEMS FACED:



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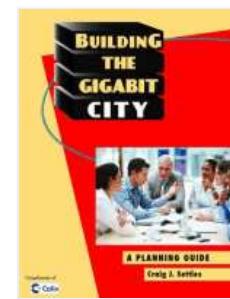
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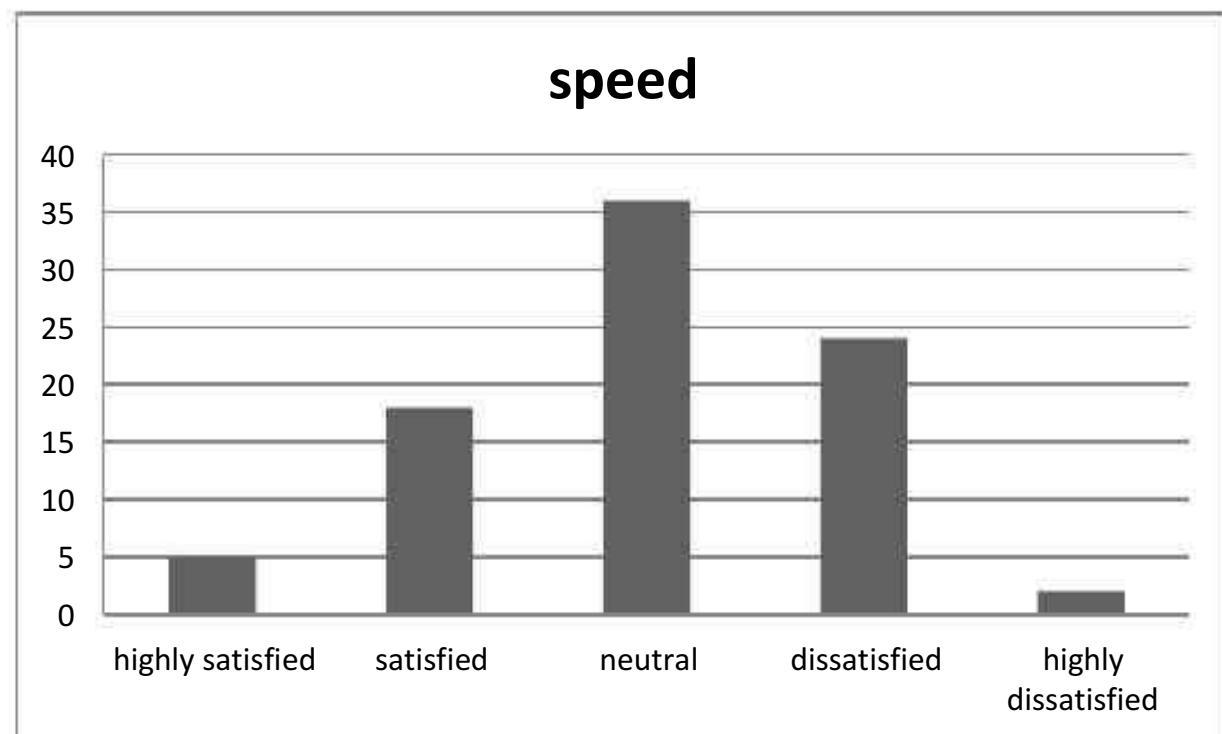
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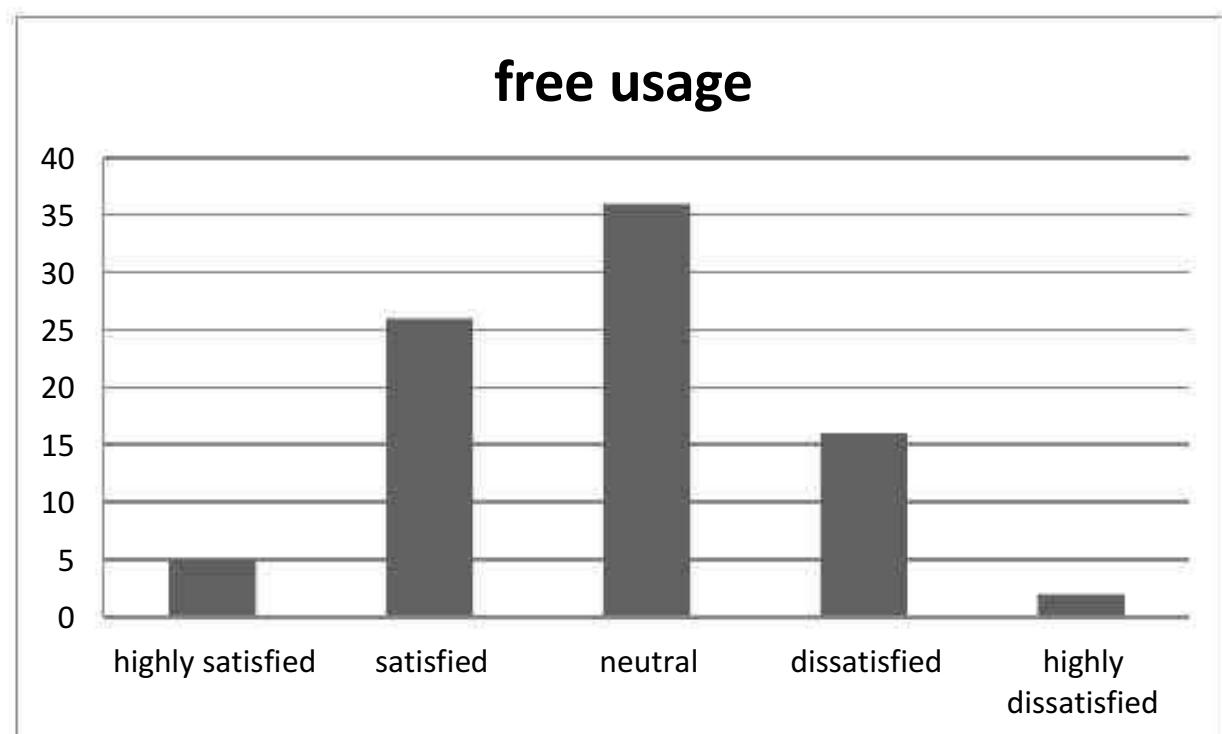


INDIVIDUAL ATTRIBUTES SATISFACTION LEVEL'S:

SPEED:



FREE USAGE:



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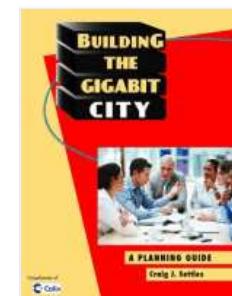
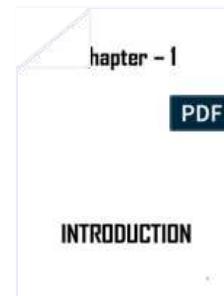
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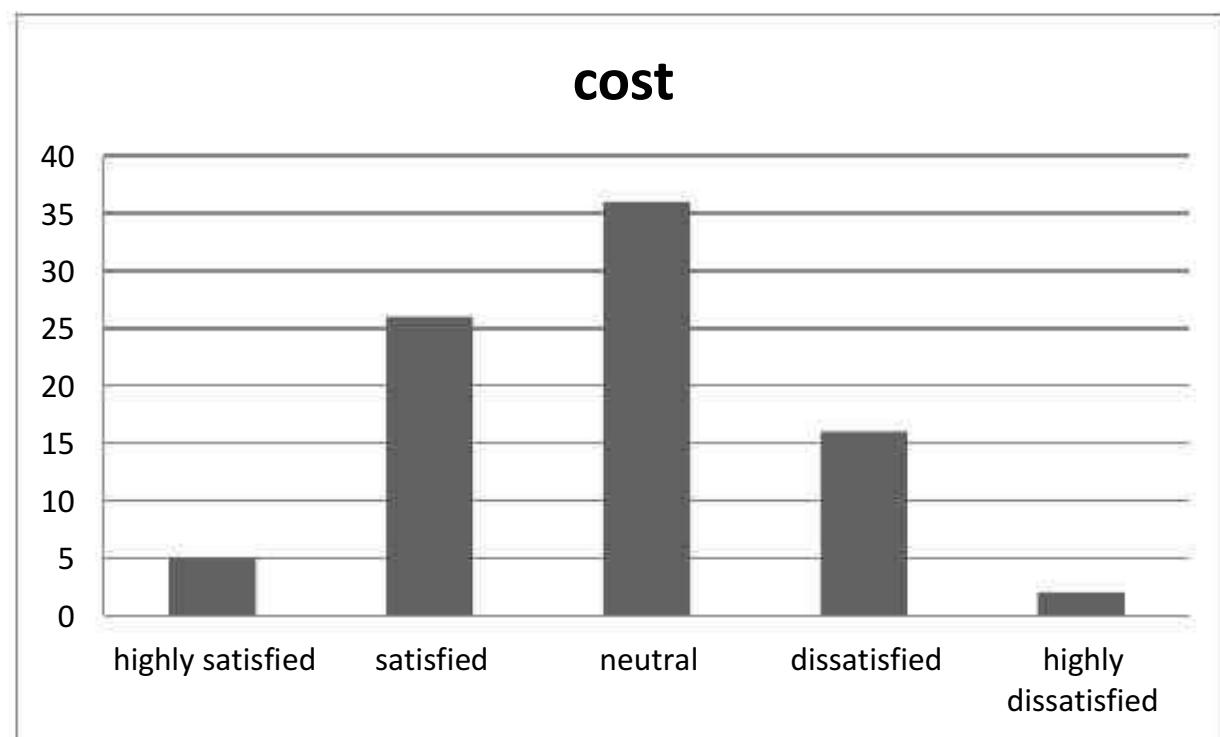
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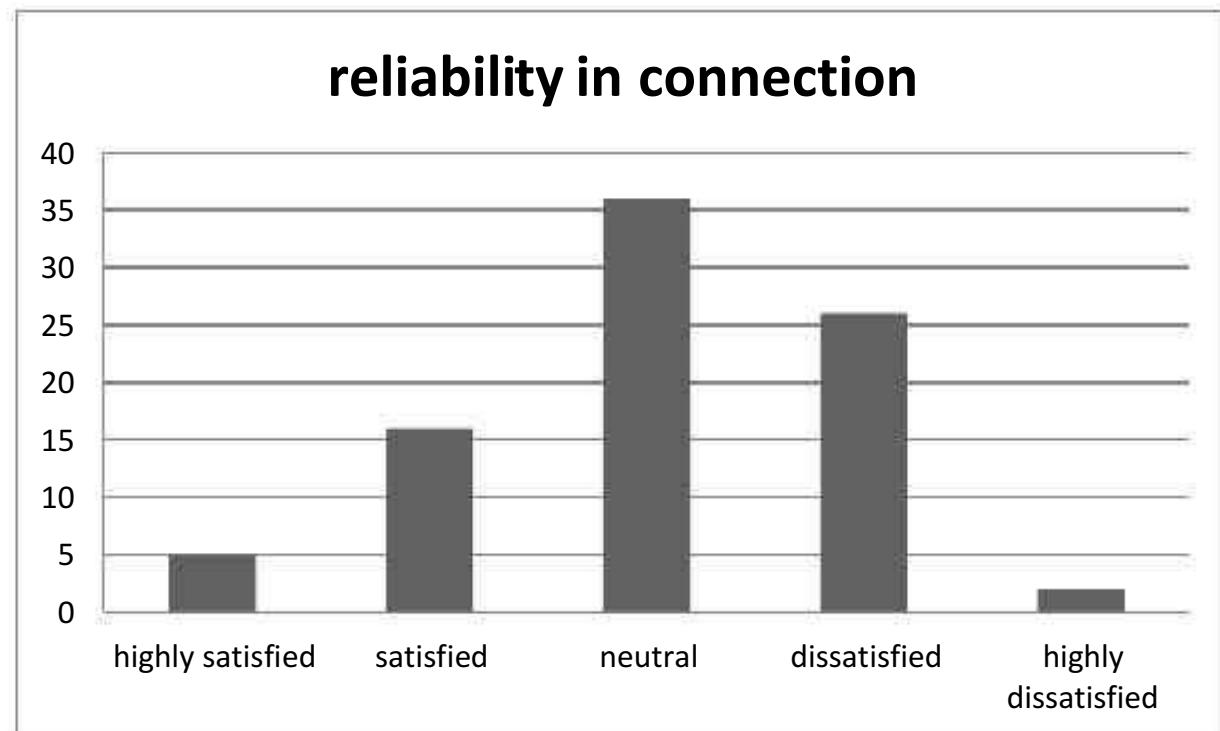
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COST:



RELIABILITY IN CONNECTION:



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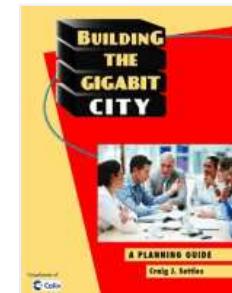
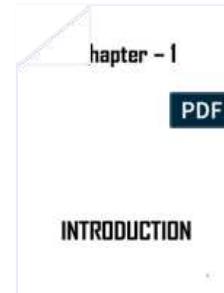
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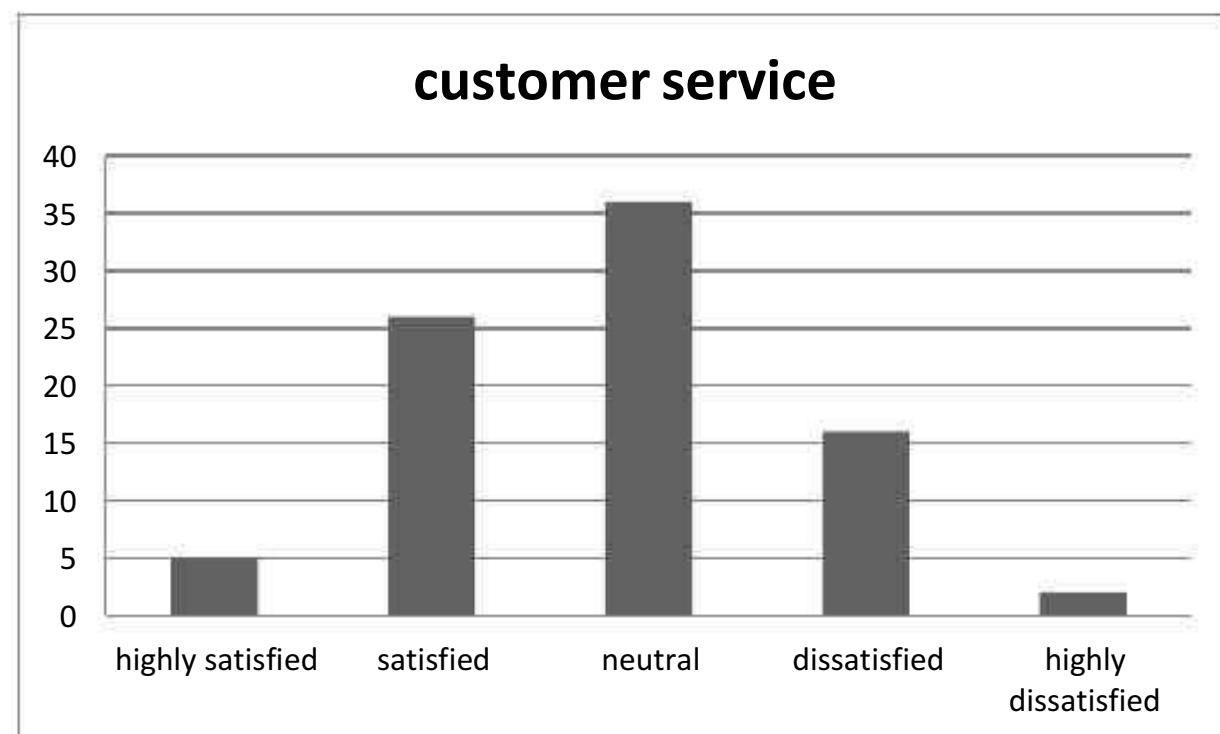


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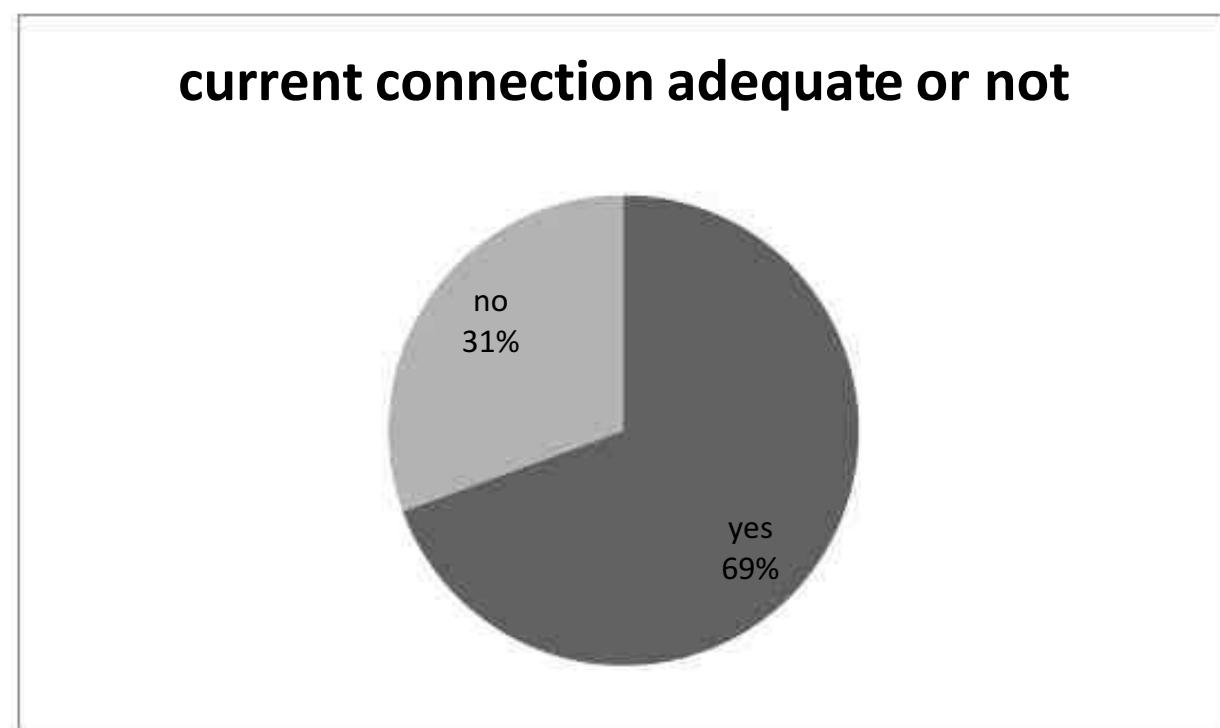
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CUSTOMER SERVICE:



CURRENT CONNECTION ADEQUATE OR NOT:



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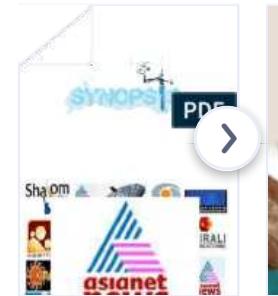
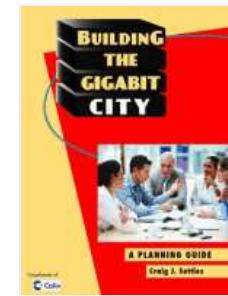
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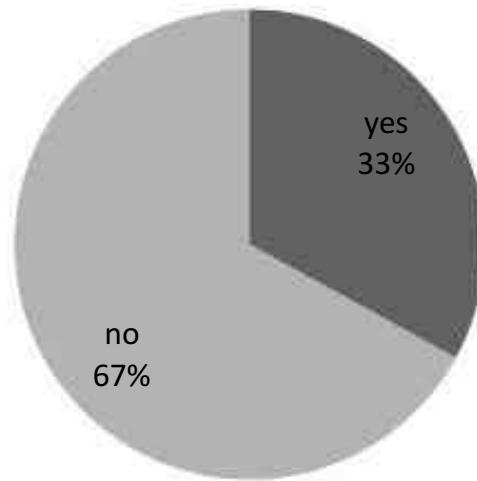
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INTERESTED IN A NEW CONNECTION?

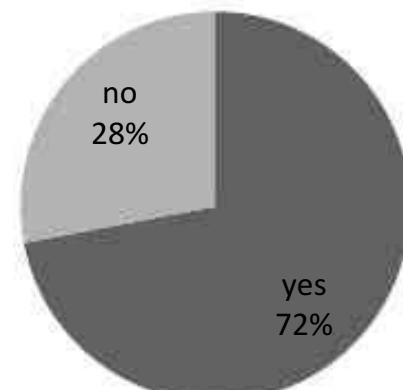
interest in new connection



INFERENCE: 33% survey respondents are interested in a new connection. They are willing to switch to a cable based broadband connection from a dongle connection or upgrade their existing broadband connection to Asianet Broadband connection provided they are offered competitive plans at better rates. They also expect high quality of service from the Internet Service Provider.

AWARENESS ABOUT ASIANET DATA LINE BROADBAND INTERNET SERVICES:

aware of Asianet Data Line Services



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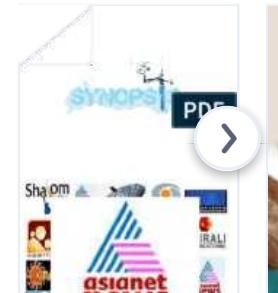
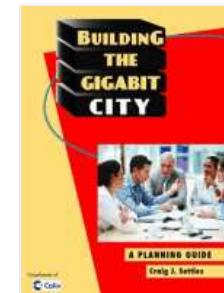
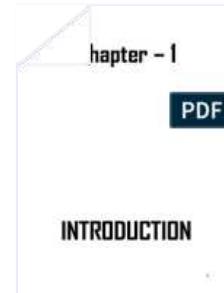
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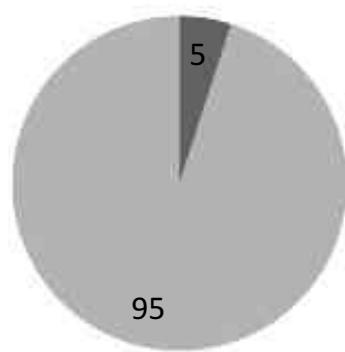
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AWARENESS ABOUT PLANS AND SERVICES OF ASIANET:

Awareness about plans and services of Asianet Data Line

■ yes ■ no



Inference: There is very low level of awareness about the plans and services of ADL in the region. More awareness needs to be created in the area. The internet plans were explained to the customers who showed interest in a new connection.

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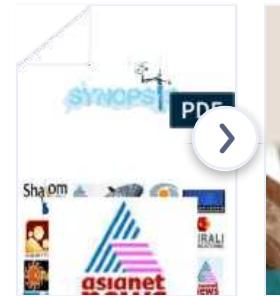
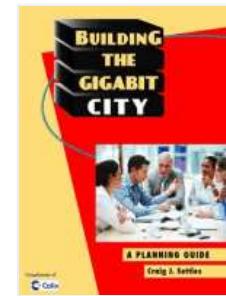
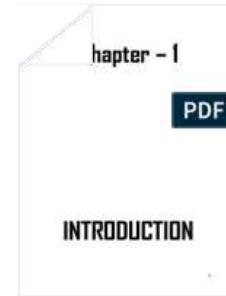
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FINDINGS AND SUGGESTIONS:

(GO-TO-MARKET STRATEGY FOR PERUMBAVOOR REGION ADL LAUNCH):

AIM:

To develop marketing strategy for the upcoming launch of Broadband Internet services by Asianet Data Line at Perumbavoor, Cochin.

TARGET MARKET:

Initially the service would be launched in the nearby areas of ACS and BSNL has a monopoly in the Wired Broadband market in the region. Other competitor's like Reliance, Idea, MTS, Docomo, TATA etc also has their presence with dongle (USB Data Card) based connections.

LEARNINGS FROM THE SURVEY:

A market survey was conducted in the region. Competitor's Customers were approached with questionnaires. The Questions were aimed at getting an idea about

- The player's in the market.
- The Usage pattern of Customers.
- Their monthly spending.
- Their needs and expectations.
- Problems Faced.
- Level of Satisfaction.
- Interest in taking a new connection.
- Level of awareness about ADL services.

STATISTICS.

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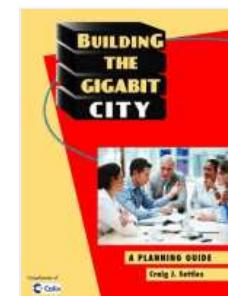
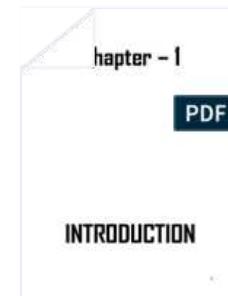
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BSNL provides very good service in the region. 47% people responded that they were satisfied with their current connection. 20 % responded that the overall experience in using competitor's services were poor.

High speed and stability in connection find prominent place in the expectations of Customers. Occasional disconnection and low speed were main problems faced by them.

31% of the respondents see their current connection as not adequate. 3% of the survey respondents are interested in a new connection.

28% are aware of ADL, but a very low 5% of the respondents are aware of the plans of ADL.

DEVELOPING THE STRATEGY:

The Approach to Perumbavoor market may be based on the 4P's of marketing.

PLACE:

The Service is to be initially launched in the nearby regions of Perumbavoor ACS office. The Service should be scaled to a wider area to increase the market share of BSNL.

PRODUCT:

Broadband Internet Service with speeds upto 20 Mbps is being offered in the region. Try to provide Customers with the latest plans and offerings. The Services should be upgraded as soon as possible to the latest DOCSIS technology.

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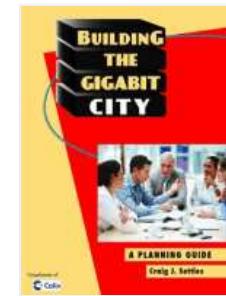
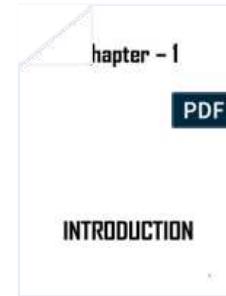
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should be educated about this value they are getting in selecting ADL Services over a Competitor's services. Steps should be taken to ensure that this value is properly communicated to them.

BSNL is providing a fairly good level of service in the region. We must ensure that we provide a high level of service in the region to compete with the others to gradually increase the market share of ADL in the region. A separate technical team may be allotted for ADL services alone. A dedicated Customer Care Executive may be allotted for ADL queries and complaints. This is crucial because ours being a new service to the region, an unhappy customer may cause a bad word of mouth publicity in the region which may badly affect our sales.

PEOPLE:

The interested customers in the region have been already identified through the survey. They are being tele-called to get their details. They should be provided with connections on an immediate basis.

In case of others, many of them are tied to annual plans of BSNL. So, they should be approached after a period of 6 months/ 1 year at the time of renewal of their plans to make them switch over to ADL connections.

Existing ADL customers can be easily attracted to ADL by pitching our competitive plans. This value proposition should be effectively communicated to the existing customers to make them switch over to ADL connection.

One dedicated Sales Staff may be appointed at Perumbavoor office to exclusively handle the queries of prospective ADL customers. This will also help in ensuring that the additional overload of handling ADL Customers' queries doesn't fall on the shoulders of the ACS staff.

PROMOTION:

- Extensive promotional activities have to be planned for promoting the la

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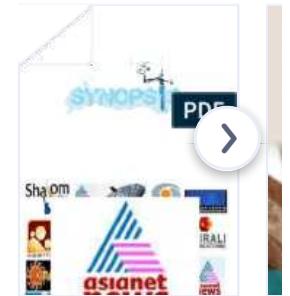
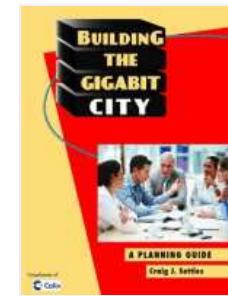
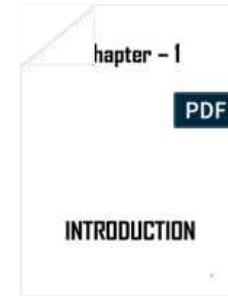
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junctions are along the main road attracting a lot of crowd including the prospective customers.

- Flyers may be distributed along with newspapers to reach out to the customers.
- Billboards may be placed on the electric and telephone pole posts.
- Banners may also be hung at the office.
- The ADL website may be optimized so that interested customers can easily know about the plans and offerings from website. A Broadband plan calculator may be added in the website following the likes of BSNL to help customers to choose plans which suit their needs.
- ACS bill collection team may also be utilized to promote the ADL services in the region.
- A team of dedicated sales staff may be appointed to further promote ADL in the region.
- Ensure the basic level technical knowledge of direct sales staff regarding Broadband internet. This will help in addressing the technical queries of customers.
- The Advertisements should be in such a way that it stresses our USP, ie competitive and highly competitive plans. Selected plans may be described in the advertisement banners and posters to attract customers who look into speed and free usage offerings in detail.
- The Competitor's should be attacked by trying to create awareness among people through the advertisements that our plans offer better speeds and services.

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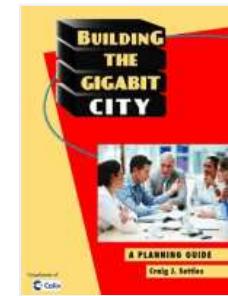
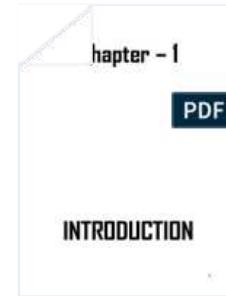
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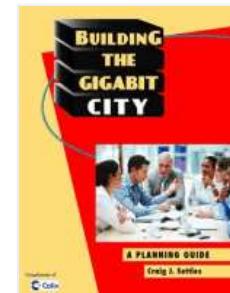
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APPENDIX

SURVEY QUESTIONARE

BROABAND INTERNET USERS SURVEY PERUMBAVOOR, COCHIN.

Dear sir/madam,

My name is Vinu S.I am a first year MBA student of *Rajagiri Centre for Business Studies*,Cochin.As part of my summer internship at Asianet Sate Communications Ltd, I am undertaking a survey of broadband internet use Kindly co-operate in this survey by filling this questionnaire. Thank you.

NAME:

AGE:

GENDER:

EDUCATION:

PROFESSION:

MOB NO:

EMAIL ID:

1. Are you using internet?

YES, AT HOME.

YES, AT OFFICE.

NO, (PLEASE GO TO QUESTION NO: 13).

2. Which Internet Service Provider is currently providing internet services your home/office?

BSNL

TATA

IDEA

RELIANCE

OTHERS-----

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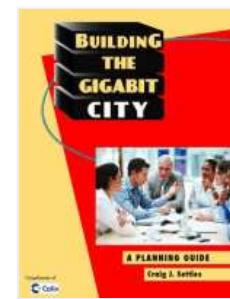
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4. What is your internet data usage per month (on an average)?

- LESS THAN 500 MB
- 500 MB - 1GB
- 1GB-2GB
- 2GB-5GB
- MORE THAN 2GB

5. What is the speed of your current connection?

- LESS THAN 512Kbps
- 512Kbps-1Mbps
- 1Mbps-2Mbps
- 2Mbps-4Mbps
- MORE THAN 4Mbps

6. What devices are currently used for accessing internet?

- WIRED MODEM
- DONGLE (USB DATA CARD)
- WI-FI MODEM
- OTHERS-----

7. How much amount you spending monthly for internet?

- LESS THAN 500Rs
- 500-1000Rs
- 1001-2000Rs
- MORE THAN 2000Rs

8. What are your expectations from an Internet Service Provider's service?

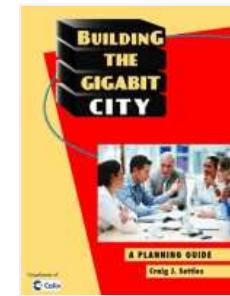
 LOW INSTALLATION COST

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9. What is the nature of problems faced while using internet services?

- Low Speed
- Disconnection
- Poor attitude of service personnel
- Time taken for resolving connection issues
- Others-----
- NA

10. How do you rate the following attributes of your current service provider?

1: highly satisfied 2: satisfied 3: neutral 4: dissatisfied 5: highly dissatisfied

Speed 1 2 3 4 5

Free usage 1 2 3 4 5

Cost 1 2 3 4 5

Reliability of connection 1 2 3 4 5

Customer service 1 2 3 4 5

11. How would you rate your current overall experience as a broadband internet user?

Excellent Very Good Satisfactory Poor
Very Poor

12. Do you feel current internet connection is adequate to meet your needs

YES
NO

13. Are you interested in a new broadband internet connection?

YES
 NO

14. Are you aware of Asianet Broadband Internet Services?