

MARKETING MANAGEMENT



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Short Description

MARKETING MANAGEMENT

case study

Description

Multiple Choices:

Q1. Which technology is among the early starter in providing Vo WiFi solutions for enterprises with wireless networks?

1. Symbol Technologies
2. Vocera Technologies
3. Spectra link Technologies
4. None

Q2. In wireless networks _____ refers to the measure of the performance for

a system reflecting its transmission quality & service availability.

- 1. Internet speeds**
- 2. Quality of Service (QOS)**
- 3. Interoperability**
- 4. Line of Sight**

Q3. A single IP-based core network handling the full range of telecom services.

- 1. Power line Communication (PLC)**
- 2. VOIP**
- 3. OFCOM**
- 4. Next Generation Networks**

Q4. Which country has the strong competitive broadband market with a penetration of 16%.

- 1. India**
- 2. USA**
- 3. Japan**
- 4. China**

Q5. Out of the following which project aims to substantially replace all of Bt?s existing network platform (PSTDN, ISDN etc) with a single unified IP platform.

- 1. ADSL2**

2. **21CN**
3. **ATM**
4. **SHDS**

Q6. Which generation of mobile telephony will serve both voice & data applications?

1. **1G**
2. **2G**
3. **3G**
4. **4G**

Q7. This is a high bandwidth wireless networking service that operates in the frequency spectrum of 28-31 GHz range.

1. **MMDS**
2. **LMDS**
3. **BW**
4. **None**

Q8. Which management establishes the right architecture to deliver more products, better leveraging development & deployment expenditures?

1. **Product Portfolio Management**
2. **Partner Management**
3. **Platform Management**
4. **None**

Q9. _____ Frequencies allow multiple service providers to utilize the same section of the spectrum & compete with each other for customers.

- 1. Licensed**
- 2. Unlicensed**
- 3. Both**
- 4. None of the above**

Q10. LAS-CDMA stands for _____

Part Two:

- 1. What is Backhauling solution?**
- 2. What is Broadband?**
- 3. What is WiMAX?**
- 4. What is THIPON?**
- 5. What is a VOWiFi?**

Case let 1

Required:

- 1. Comment on the strategy which is adopted by the FCC “broadband wireline Internet access services” is fruitful or not?**
- 2. When operators and investors consider starting down the road of network building, they need considerable information to prove their business plan and persuade their spectrum regulator to provide**

Case let 2

Questions:

- 1. Explain the concept of ATDI.**
- 2. What are the measures which are behind the success of the ATDI methodology?**
- 3. What is GSM/3G technology?**
- 4. Write down the steps which are to be known in auto planning.**

Section C: Applied Theory (30 Marks)

- 1. WiFi/mobile roaming and VoWiFi may play an important role for fixed-mobile convergence. Explain.**
- 2. Does a „light touch? regulation regime make sense within the NGN environment? What benefits & risks do you see with a „light-touch??"**

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers