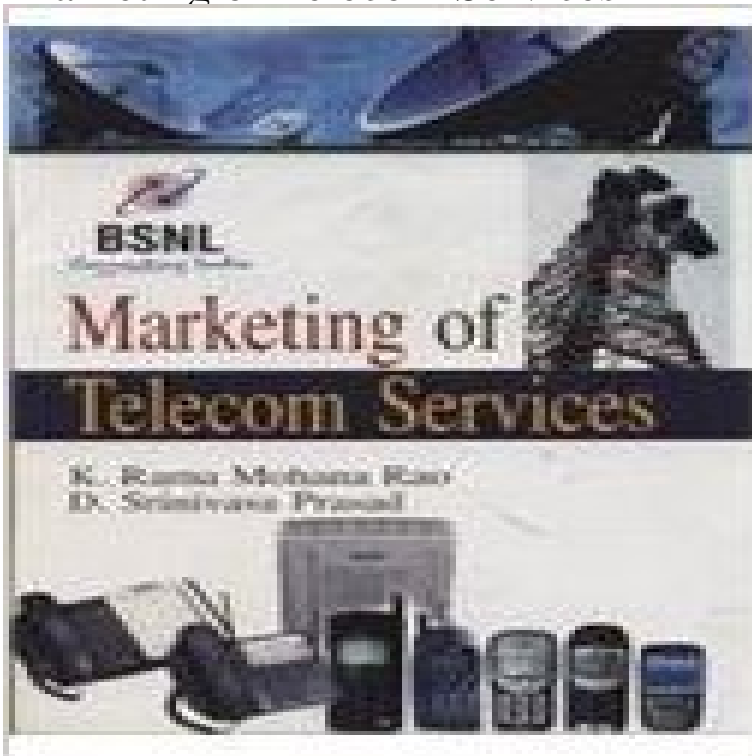


## Marketing of Telecom Services



Telecommunications brought many changes in the country ranging from industrial growth to enhancement of quality life of the people. Particularly after the entry of mobile telephony the growth of this sector is substantial. It could penetrate into rural areas and influence the lifestyles of rural India. The fixed line services though facing some problems due to the trend towards mobile, its role in the development can not be over emphasized. This book is based on a research work on fixed line telecom services. Table of Contents: Introduction Telecom Sector in India BSNL-Organization System and Perspectives The Product Mix of BSNL Pricing Policy Distribution system Internal Marketing External Marketing

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