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Annexure:
Questionnaire

A study on the impact of economic reforms on the performance of MTNL

Questionnaire for customers of MTNL

Dear MTNL subscriber, this questionnaire is designed to collect information about how you feel about the service quality of MTNL in Mumbai. Your responses will be treated confidential and used only for academic purpose. Please tick [✓] the appropriate box for your answers.

Respondent's Profile

1. What is your gender? [ ] male [ ] female

2. Select your age group.
   [ ] below 20 years [ ] 20-29 [ ] 30-39 [ ] 40-49 [ ] 50 and above

3. What is your occupation?
   [ ] Service [ ] student [ ] Self Employed [ ] Professional [ ] other

4. What is your monthly income?
   [ ] Below Rs.10000 [ ] Rs.10001 to 30000
   [ ] Rs.30001 to 50000 [ ] above Rs.50000

5. Select your highest academic or professional qualification? Select only one
   [ ] SSC [ ] Graduate [ ] Post-graduate/Masters
   [ ] Diploma/HSC [ ] Professional [ ] PhD

Customer Satisfaction with Service Quality

6. Which Service(s) of MTNL do you use? Tick all the services you used.
   [ ] Landline [ ] Mobile [ ] Broadband [ ] others
7. How well did the services you received from MTNL compare with the ideal/desired set of services?

<table>
<thead>
<tr>
<th>Much worse than desired</th>
<th>worse than desired</th>
<th>Not equal to desire</th>
<th>Better than desired</th>
<th>Much better than desired</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

8. To what extent have MTNL services met your expectations?

<table>
<thead>
<tr>
<th>Much worse than expected</th>
<th>worse than expected</th>
<th>Not equal to expectation</th>
<th>Better than expected</th>
<th>Much better than expected</th>
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<tbody>
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<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

9. Do you switched to other service operator for better Service?

[ ] Yes   [ ] No

10. Do you have intention to switching to other service operator for better Service?

[ ] Definitely yes   [ ] a bit Yes   [ ] Neutral   [ ] a bit No   [ ] Definitely No

11. Overall, what is satisfaction level with the service quality of MTNL?

<table>
<thead>
<tr>
<th>Much worse than expected</th>
<th>worse than expected</th>
<th>Not equal to expectation</th>
<th>Better than expected</th>
<th>Much better than expected</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**Customer Satisfaction with Service Quality Dimensions**

In your opinion, how does the service quality of MTNL meet your expectations in terms of following dimensions? Use these responses from 1-5 to answer, where:

1. Much worse than expected  
2. Worse than expected  
3. Not equal to expectation  
4. Better than expected  
5. Much better than expected

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>circle only one option in 1-5</th>
</tr>
</thead>
<tbody>
<tr>
<td>TA1</td>
<td>MTNL’s ability to give you access to information, about new plans and services (Website, hoardings)</td>
</tr>
<tr>
<td>TA2</td>
<td>Provision of visually attractive offices, equipment and materials like pamphlet, posters etc</td>
</tr>
<tr>
<td>TA3</td>
<td>MTNL’s ability to providing variety of facilities etc.</td>
</tr>
<tr>
<td>TA4</td>
<td>How appealing are the appearance and behavior of employees of MTNL.</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Reliability dimension</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RL1 How timely is the delivery of services of MTNL?</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>RL2 How truthful (keeping to promises) is MTNL to you?</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>RL3 How dependable and consistent is MTNL in solving customers' complaints?</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>RL4 How able is MTNL to perform services right the first time?</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>RL5 How able is MTNL to insist on error-free records.</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Responsiveness dimension</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RS1 MTNL’s ability to tell customers exactly when services will be performed?</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>RS2 How able is MTNL to give prompt customer services and attend to customers’ needs/problems?</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>RS3 How are employees' willing to help customers in emergency situations?</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>RS4 How are the employees approachable and easy to contact?</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>RS5 Employees' ability to communicate clearly with you.</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Empathy dimension</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>EM1 Having convenient periods &amp; terms for activation, recharge, and accounts suspension, free call times</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>EM2 Having operating hours convenient to all customers</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>EM3 Having sound loyalty program to recognize you as a frequent customer</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>EM4 Having the customer's best interest at heart</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>EM5 Giving individual customer attention by employees</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>EM6 Efforts to understand specific customer needs.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>EM7 Apologizing for inconvenience caused to customers</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assurance dimension</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AS1 Ability to provide variety of value added services-Music, access to internet, SMS, MMS, etc.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>AS2</td>
<td>Sincerity and patience in resolving customers’ complaints/problems</td>
</tr>
<tr>
<td>AS3</td>
<td>The behavior of employees in instilling confidence in customers.</td>
</tr>
<tr>
<td>AS4</td>
<td>Employees' use of required skills and knowledge to answer customers' questions.</td>
</tr>
</tbody>
</table>

**Economy dimension**

| EC1 | Prepaid and postpaid plans, recharge cards and their denominations? | 1 2 3 4 5 |
| EC2 | The call charge per minute/second? | 1 2 3 4 5 |

**Technical Quality dimension**

| TQ1 | Successful in completion of calls, SMS, MMS, line activation, downloads, etc | 1 2 3 4 5 |
| TQ2 | Employees have technical knowledge and skills in solving customer problems | 1 2 3 4 5 |
| TQ3 | Network clarity and speed for call and other services | 1 2 3 4 5 |
| TQ4 | Network innovativeness ability to use current technology to improve services | 1 2 3 4 5 |
| TQ5 | Providing adequate network coverage | 1 2 3 4 5 |

**IMAGE dimension**

| IM1 | How successful is MTNL? | 1 2 3 4 5 |
| IM2 | What is the reputation of MTNL? | 1 2 3 4 5 |
| IM3 | What is the brand image of MTNL? | 1 2 3 4 5 |
| IM4 | How socially responsible is MTNL? | 1 2 3 4 5 |

Thank you for taking time to complete this questionnaire!

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