



A Study of the Effectiveness of a launch Programme of Tata Photon Plus at Muzaffarpur

(An Analysis undertaken with special reference to Tata Teleservices Limited)

• Akriti Naveen • Shradha Jain • Supriya Kumari
• D.K Singh

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Corresponding Author : D.K. Singh

Abstract : *In today's scenario internet plays a very important role in every individual's life. Internet is a means through which we connect with the entire world.*

Keeping this in mind TATA launched the USB modem which is easily accessible and can be carried anywhere.

Though TATA PHOTON was introduced quite early in other parts of India, in Muzaffarpur the target population got it on 6th of April 2011. The launch was a great success.

Key words : *Launch, Stratified random sampling, Modem, Programme, Effectiveness.*

Akriti Naveen

B.A. III year, ASPASM, Session: 2009-2012,
Patna Women's College, Patna University, Patna,
Bihar, India

Shradha Jain

B.A. III year, ASPASM, Session: 2009-2012,
Patna Women's College, Patna University, Patna,
Bihar, India

Supriya Kumari

B.A. III year, ASPASM, Session: 2009-2012,
Patna Women's College, Patna University, Patna,
Bihar, India

D.K Singh

Assistant Professor, Department of ASPASM,
Patna Women's College, Bailey Road,
Patna – 800 001, Bihar, India
E-mail : drdksingh@gmail.com

Introduction :

The study entitled 'The effectiveness of a launch programme of Tata Photon Plus at Muzaffarpur is an attempt to understand and appreciate the modalities of a launch programme of a technical product in a district of Bihar.

As more and more people have started surfing the net from their homes modems have become a much sought after gadget for wireless connectivity to the cyber space. Tata Photon Plus has indeed revolutionised the wireless internet connectivity as it provides the convenience of being connected to the net when the user is on the move.

The acceptability of the retailers plays a decisive role in the promotion and sale of the product in the market. The study addresses issues pertaining to both, the customers and retailers, who together hold the key for the successful launch and acceptance of the product.