

## 摘 要

由于科学技术水平的大幅提高,以手机为代表的电子科技产品给人们的生活提供了极大的便利,人们的生活越来越离不开这些电子产品。手机等电子产品为人们与外界的联系做出了巨大的贡献,成为人与人之间联通的重要枢纽。一部手机可以通过网络和通话为人们提供各种各样的服务,但这服务的质量就依赖于你选择的是哪一方运营商。青年大学生校园通信市场对移动、联通、电信这三大运营商来说就是一块令人眼馋的肥肉,为了迅速占据大学生校园市场份额,三大运营商牢足了劲调整各自校园产业链下的套餐产品。为了更好地看清电信运营校园套餐的优势与不足,本文先是宏观的分析了电信校园套餐市场的处境背景,再通过发放问卷获得的数据挑选统计指标,并从中提取评价各套餐的层次,运用层次分析法对电信校园套餐做出综合评价,总结电信运营套餐的优劣处,提出相关建议。

**【关键词】** 电信运营商校园套餐    套餐内容分析    选取指标    层次分析法  
综合评价

# Abstract

Because of the highly improvement of the science and technology , electronic technology products represented by mobile phones provide great convenience for people's lives, and people's lives are increasingly inseparable from these electronic products. Mobile phones and other electronic products have made great contributions to people's contact with the outside world, and become an important hub for people to connect. A mobile phone can provide a variety of services for people through network and call, but the quality of this service depends on which operator you choose. The campus communication market for young college students is an eye-catching fat for mobile, Unicom and telecom operators. In order to quickly occupy the market share of college students, the three operators have made great efforts to adjust the package products under their own campus industrial chain. In order to better understand the advantages and disadvantages of the telecom campus package, this paper first analyzes the background of the telecom campus package market, then selects the statistical indicators through the data obtained by the questionnaire, and extracts the level of evaluation of each package, makes a comprehensive evaluation of the telecom campus package by using the analytic hierarchy process, summarizes the advantages and disadvantages of the telecom operation package, and puts forward the corresponding measures Pass the suggestion.

**Keywords:** Campus package for telecom operators

Package content analysis

Selection index

Analytic hierarchy process

Comprehensive evaluation

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