**Source A**

The telecommunications market in the UAE is comprised of a duopoly, with the two operators being Etisalat and du, which have been competing head-to-head with the aim of being at the forefront of innovation. Although telecommunications and IT were separate entities in the past, they have now joined forces due to cloud computing. The UAE’s telcos quickly recognized that they needed to increase their versatility as service providers.

When looking at the market in terms of consumer needs, it is of the essence to consider the various products and services offered by these telcos that will satisfy the needs of customers. It is also vital to consider that these needs can change drastically over time. Indeed, we have seen our society revolutionize exponentially over the past decade and the telecom industry has been impacted the most. And as a result, it has also caused the greatest impact to further drive this transformation. So what exactly propelled this into existence?

As mentioned earlier, Etisalat and du have been rigorous in their use of emerging tech to disrupt the industry and smarten up the UAE. In fact, Etisalat plans to make the Expo 2020 area in Dubai the most connected point on earth.

**Using source A, and your economics knowledge, write an article in your school magazine to explain two advantages and two disadvantages of duopoly structure of telecommunications in UAE.**

**(Criteria – A- 8, Criterion C: C1- 2(format), C2-6(organizational structure)**

**Global Context:**

Personal and Cultural Expression:

Personal and cultural expression

How we express ourselves: **an inquiry into the ways in which we discover and express ideas, feelings, nature, culture, beliefs and values**; the ways in which we reflect on, extend and enjoy our creativity; our appreciation of the aesthetic.

Explain how the following topics is related to the Global Context,” Personal and Cultural Expression”.

|  |  |
| --- | --- |
| **Topic** | **Description** |
| **The basic economic problem** |  |
| **Demand and supply** |  |
| **Production** |  |
| **Growth of Firms** |  |
| **Competition** |  |
| **Social Costs and Social Benefits** |  |
| **Inflation** |  |
| **Unemployment** |  |
| **Economic Growth** |  |
| **Government Policies** |  |
| **Population** |  |
| **Developed and Developing countries** |  |