

Final Project

**“A Study on Services Offered by State Bank of
India”**

Submitted to:
DMSR- G. S. College of Commerce & Economics, Nagpur

Affiliated to:
Rashtrasant Tukadoji Maharaj Nagpur University Nagpur

In partial fulfillment for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Submitted by
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Under the Guidance of
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NAAC Re-Accredited “A” Grade Autonomous Institution

Academic Year 2021-22

G. S. COLLEGE OF COMMERCE & ECONOMICS,
NAGPUR

CERTIFICATE

This is to certify that **Akash Mohurle** has submitted the project titled “**A Study on Services offered by State Bank of India**”, towards partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Place: Nagpur

Date: 26/07/2022

G.S. COLLEGE OF COMMERCE & ECONOMICS,

NAGPUR

DECLARATION

I here-by declare that the project with title “**A Study on Services offered by State Bank of India**” has been completed by me in partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination as prescribed by DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Akash Mohurle

Place: Nagpur

Date: 26/07/2022

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NAGPUR

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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. N.Y. Khandait**, Principal, G.S. College of Commerce & Economics, Nagpur. I am also thankful to the Dean of the DMSR, **Prof. Anand Kale** for their continues guidance.

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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Akash Mohurle

Place: Nagpur

Date: 26/07/2022

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INTRODUCTION

INTRODUCTION

In India the banking is originated in 18th century. The oldest bank in India is the 'State Bank of India', it is the largest commercial bank in India. Its responsibilities taken by Reserve Bank of India. The Imperial Bank of India was took over these responsibilities in 1935 relating to the functioning of commercial Banks. After the Independence the RBI was become nationalized and it got the all powers. And 14 largest commercial banks nationalized in 1961.

In 1786 the first General Bank was established in the country. And the Indian banking system was classified into 3 phases. Indian Banks from 1786 to 1969. Nationalization Banks of India and up to 1991 reforms Reforms of Indian Banking sector after 1991.

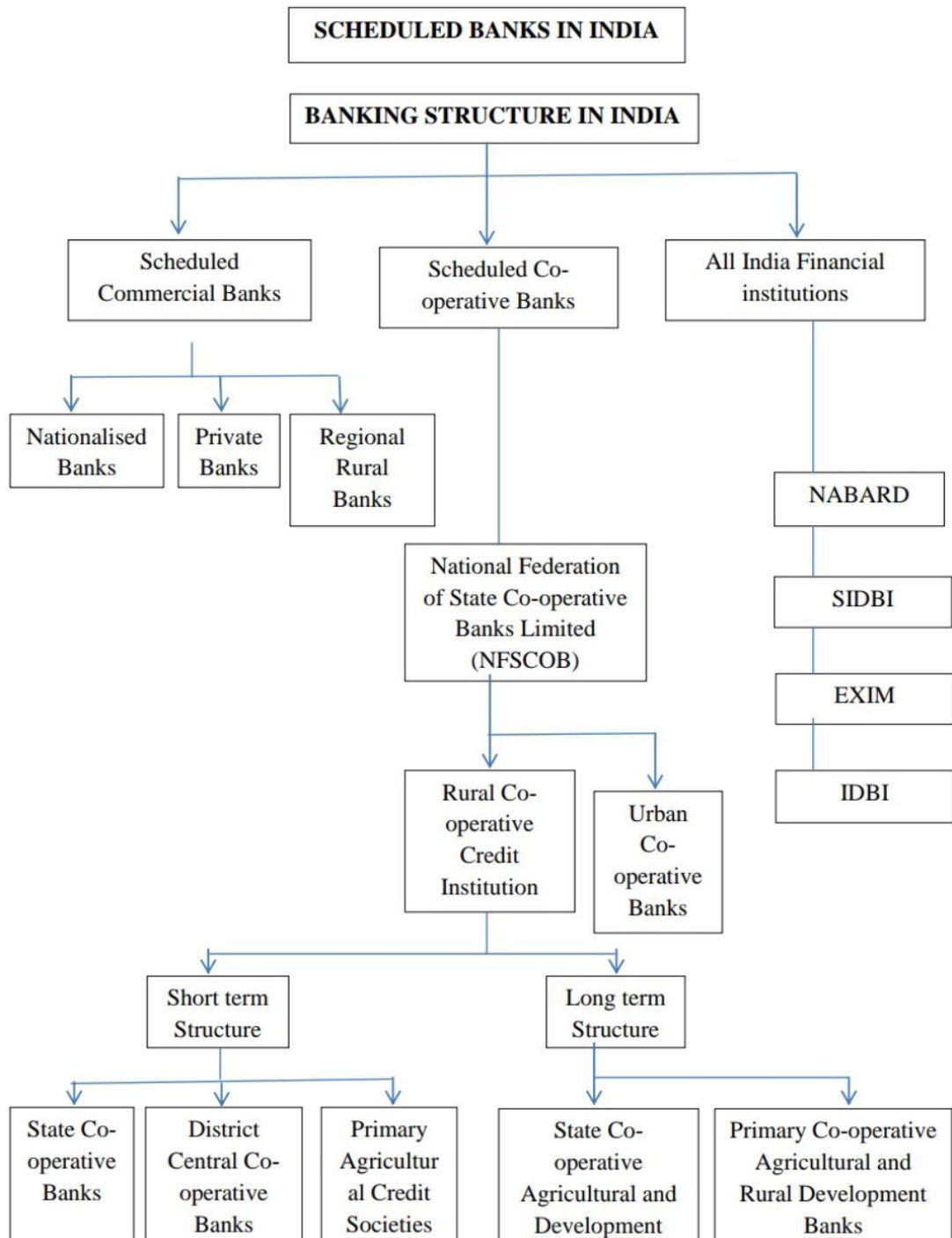
PRIOR TO INDEPENDENCE:

In 1786 the first General Bank of India was established with as joint stock. After that Bank of Bengal and Bank of Hindustan was started till 1906. And later 3 Banks are started by the East India Company, i.e. Bank of Bengal in 1809, Bank of Bombay in 1840, and Bank of Madras in 1843. And they are the Presidency Banks and Independent units and well functioned. After, these three Banks combined together and established the new one i.e. Imperial Bank of India in 1920. A number of Banks with Indian management these are namely, Bank of India ltd, Canara Bank ltd, Punjab National Bank ltd. In 1949 the Reserve Bank of India was established as the country's central bank. RBI got the powers and authorities to control the Indian Banks and supervision and licensing powers and also inspection powers.

AFTER INDEPENDENCE:

In the year 1955, Imperial Bank of India was nationalized and renamed as “State Bank of India”. It was established under SBI Act 1955. After that RBI was empowered to force the compulsory merger of the weak banks with the strong banks. And it reduces the number of Banks from 566 in 1951 to about 89 in 1969. In 1969, 14 major banks were nationalized and it became 20 in number of total Nationalized banks in India. And for the recommendation of Narasimham Committee, the Banking Regulation Act was amended in 1933 and for these new Private sector banks are opened .

Banking Structure In India



The world of commercial banking is undergoing a deep transformation as a result of marketable instruments competing with loan and demand deposits. Because of this strong competition, commercial banks are struggling to make acceptable margins from their traditional business by entering into investment banking.

Increasing competition has forced banks to search for more income at the expense of more risk. Banks that lent heavily to Asia in search of better returns than those available in Western markets are now being blamed for bad credit decisions. The Asian crisis has renewed interest in noncredit risk management, casting doubts on the effectiveness of current credit regulations. Technological changes have also heightened competition by making it easier to imitate bank services. The traditional advantage of physical proximity to clients given by extended networks of branches has vanished. Banks have to compete with money market mutual funds for deposit business, commercial papers, and medium-term notes for bank loans.

As margins are squeezed, commercial banks in the United States and Europe have been forced to cut costs and branches while diversifying into pensions, insurance, asset management, and investment banking. In the United States, many banks call themselves financial service companies even in their reported financial statements.

Diversification, however, has not always proved to be an effective strategy, and many banks have had to revert to a concentrated business.

The Government of India, after independence had to do in many areas among which one of the important tasks was economic development of the country. In this context, the Industrial Policy resolution in 1948 focused on mixed economy, which played an active role in development of different sectors including banking and finance. A major step in this direction was the nationalization of bank in 1948. The Banking Regulation Act was enacted which empowered the reserve bank of India. In other words all the banks in India fell under the jurisdiction of Reserve Bank of India under the Banking Regulation Act. To be able to survive the prevailing intense competition in the banking industry, what most of bank attempt to do is to create convenient banking activities for their customers .such activities include the Automated Teller Machine (ATM), Ready Cash Service, MoneyTransfers, Computer Banking , Banking Via Mobile Phone, etc .Though these services are virtually duplicated by other banks, what is the focus now is the quality of the service which is provided.

COMPANY PROFILE



SBI Mission, Vision & Values

VISION

- Transforming India by choice of banks.
- My SBI
- First in customer satisfaction

MISSION

- For facilitating simple, Responsive and to provide Innovative financial solutions.
- To achieve the customer goals by offering different products and services.
- For excellent drive we consume the art technology of state.
- Offering of better services to abroad Indian customers.
- Servicing for country's remoting parts of areas.

VALUES

- More ethical, transparent and honest in the services.
- Respect to our customers and other fellow associates.
- Driven of Knowledge.
- Politeness
- Sustainability

Evaluation Of SBI

State Bank of India started in the 19th century, with the establishment of bank of Calcutta in 1806. And in 1809, the Bank of Bengal. It is an unique institution and it is the first joint stock bank of British India sponsored by Govt. of Bengal. And later in 1940, the Bank of Bombay, and in 1853 the Bank of Madras were established. These three banks retained their position at 1st in modern banking in India till their combining as the Imperial Bank of India in 1921.

Foundation Of SBI

The foundation of Bank of Bengal has the low or minimum liability in India as joint stock Banking. Bank of Bengal has the decision to issue notes and accepted by public for payment Revenues within restricted in the graphical area. This note issue might not only for Bank of Bengal but also for the remaining 2 banks i.e. Bank of Bombay and Bank of Madras. It means Gathering to the capital of Banks on which proprietor has belongs to pay any interest.

This concept of deposit banking was also an innovation being accepting money for Safeguarding by local bankers had not spread as a general habit as in the most parts of the India. But for a long time 3 presidency banks have the right to issue the notes. Bank notes and Govt. balance made up the bulk of huge investible resources of the banks.

Business Of SBI

Mainly the SBI business was initially, discounting bills of exchange, other negotiable private Security, and maintaining cash notes, loan in restricted to Rs.1 lakh and accommodation Period for 3 months only. The security is for these loans was public security treasures, Jewelries, plate or goods 'not of a perishable nature' and for these no interest charged above 12%. Loans against goods like indigo, salt, wooliness, cotton silk goods and opium were also Granted but these are only by the way of cash credits gained momentum. Only from 19 Century and all commodities including tea, jute and sugar which began to be financed later Were either pledged or hypothetical to the bank. Promissory notes were signed by the Borrower in the favour of guarantor. Which was in turn endorsed to the bank. Some landings Are prohibited i.e. lending against shares, mortgage of house or land or other real property.

Imperial Bank

The Imperial Bank during the three and a half decades of its existence recorded an Impressive growth in terms of offices, reserves, deposits, investments and advances, the Increases in some cases amounting to more than six-fold. The financial status and Security inherited from its forerunners no doubt provided a firm and durable platform. But The lofty traditions of banking which the Imperial Bank consistently maintained and the high Standard of integrity it observed in its operations inspired confidence in its depositors that no Other bank in India could perhaps then equal. All these enabled the Imperial Bank to acquire a pre-eminent position in the Indian banking industry and also secure a vital place pin the country's economic life.

First Five Year Plan

In 1951, when the First Five Year Plan was launched, the development of rural India was given the highest priority. The commercial banks of the country including the Imperial Bank of India had till then confined their operations to the urban sector and were not equipped to respond to the emergent needs of economic regeneration of the rural areas. In order, therefore, to serve the economy in general and the rural sector in particular, the All India Rural Credit Survey Committee recommended the creation of a state-partnered and state-sponsored bank by taking over the Imperial Bank of India, and integrating with it, the former state-owned or state-associate banks. An act was accordingly passed in Parliament in May 1955 and the State Bank of India was constituted on 1 July 1955. More than a quarter of the resources of the Indian banking system thus passed under the direct control of the State. Later, the State Bank of India (Subsidiary Banks) Act was passed in 1959, enabling the State Bank of India to take over eight former State-associated banks as its subsidiaries (later named Associates).

The State Bank of India was thus born with a new sense of social purpose aided by the 480 offices comprising branches, sub offices and three Local Head Offices inherited from the Imperial Bank. The concept of banking as mere repositories of the community's savings and lenders to creditworthy parties was soon to give way to the concept of purposeful banking sub-serving the growing and diversified financial needs of planned economic development. The State Bank of India was destined to act as the pacesetter in this respect and lead the Indian banking system into the exciting field of national Development.

Board of Directors

Name	Designation
<u>Shri.Dinesh kumar khara</u>	Chairman
Shri.E.S.Setty	Managing Director
Shri. Swaminathan	Managing Director
Shri. Ashwini Kumar Tiwari	Managing Director
Shri . Alok Kumar Choudhury	Managing Director
Shri B.venugopal	Director
Dr.Ganesh Natarajan	Director
<u>CA.shri. ketan s Vikamsey</u>	Director
<u>Shri Sanjeev Maheshwari</u>	Director

Services Of SBI

ATM Services:

SBI offers the convenience of 43,000+ ATMs in the country. This means that one can transact free of cost at the ATM of State Bank Group using any State Bank ATM-cum-debit card. This includes the ATMs of State Bank of India as well as the associate banks - namely, State Bank of Bikaner and Jaipur, State Bank of Hyderabad, State Bank of Mysore, State Bank of Patiala and State Bank of Travancore, said SBI.

Cards:

SBI offers a host of debit cards, ranging from classic debit cards to RuPay debit cards, silver international debit cards to global international debit cards, from gold international debit cards to platinum international debit cards, among others.

Internet Banking:

The Internet banking portal of the bank- onlinesbi.com, enables its retail banking customers to operate their accounts from anywhere anytime, removing the restrictions imposed by geography and time. It's a platform that enables the customers to carry out their banking activities from their desktop, aided by the power and convenience of the internet, noted SBI.

Online Trading:

SBI in alliance with SBICap Securities Limited offers an online trading account which allows trading from the comfort of home or office through the internet. This service provides a 3-in-1 account which is an integrated platform of savings bank account, demat account and an online trading account.

Safe Deposit Locker:

For the safety of valuables, SBI offers safe deposit locker facility at a large number of branches. There is a nominal annual rent, which depends on the size of the locker and the centre at which the branch is located. The rent is payable in advance for the financial year. A copy of the locker agreement regarding operation of the locker is provided to the locker hirer at the time of allotment of the locker, noted SBI. The major advantage of availing these facilities is that in the event of unfortunate death of one of the joint locker-hirer, the right to the contents of the locker does not automatically devolve on the surviving joint locker-hirer/ nominee (s), unless there is a survivorship clause/ nomination.

Products Of SBI

DEPOSIT	LOANS	CARDS	DIFFERENT CREDIT
Savings Account	Home Loans	Consumer Cards	SBI International cards
Life Plus Senior Citizens Savings Account	Loan Against Property	Credit Card	SBI Gold cards
Fixed Deposits	Personal Loans	Travel Card	SBI GoldMaster cards
Security Deposits	Car Loan	Debit Cards	Your City Your Cards
Recurring Deposits	Loans against Securities	Commercial Cards	
Tax-Saver Fixed Deposit	Two Wheeler	Corporate Cards	Partnership Cards
Salary Account	Pre-approved Loans	Prepaid Card	
Advantage Woman Savings Account	Retail Asset	Purchase Card	SBI Employee Cards
Rural Savings Account	Farmer Finance	Distribution Cards	
People's Savings Account	Business Installment Loans	Business Card	SBI Advantage Cards

MERGING WITH OTHER BANKS

In 1st April 2017 the State Bank of India has merged with the six Banks, that is the State of Bikaner & Jaipur, State Bank of Hyderabad, State Bank of Mysore, State Bank of Patiala,

State Bank of Travancore and Bharatiya Mahila Bank.

Key Areas of OperationsThe business operations of SBI can be broadly classified into the key income generating areas

such as:

- National banking
- International Banking
- Corporate Banking
- Treasury Operations
- Associates and Subsidiaries

COMPETITORS OF STATE BANK OF INDIA

Top performing public sector banks

- Andhra Bank
- Allahabad Bank
- Punjab National Bank
- Dena Bank
- Vijaya Bank

Top Performing Private Sector Banks

- HDFC Bank
- ICICI Bank
- AXIS Bank
- Kotak Mahindra Bank
- Centurion Bank of Punjab

Top Performing Foreign Banks

- Citibank
- Standard Chartered HSBC Bank
- ABN AMRO Bank American Express

SWOT ANALYSIS OF STATE BANK OF INDIA

STRENGTHS:

- Better domestic position
- It has the very large network in India
- Very strong Capital position
- It has the better goodwill in the market
- Strong economic growth would generate higher demand for funds
- It provides a wide variety of services to their customers includes, investment banking, online banking, stoke broking and rural banking
- It has the strong brand name among customers

WEAKNESS:

- Lack of modernization
- It has the high margin of non-performing assets.repayment of loan issues
- Compared to other private banks and foreign banks the customer waiting period is long
- Loss of market shares, because of delay in technology up-gradation

OPPORTUNITIES:

- Global expansion in that especially in rural areas
- Reduce transaction cost by merging with associated banks
- Restructuring with the challenges of the new financial environment
- Growth of per capita income and indicates a growing economy
- Borrowing capacity of the customer is increasing
- Through the help of technologies that is mobiles, internet, computers the services of online banking is increasing
- Banks become more relevant with demonetisation and digitization, it increase the no. of banks accounts and credit card usage

THREATS:

- Threats of cyber will effect on bank image and information theft & security
- Reduce in market shares of SBI, If the consolidation among private banks
- Effect on operation when giving licenses by SBI for new banks
- Foreign banks that have advanced product in their business

Awards and Recognition

Sr. No.	Award Name
1	Best Bank in Financial Inclusion Technological Award in 2018
2	Celent's Model Bank Award 2018
3	IBA Banking Technology Award 2018
4	Asian Banker Award 2018
5	Under-served Market penetration Award in 2016
6	Marketing Initiative of the year 2015
7	Best Bank in ASIANMONEY FX POLL 2014
9	Asian Best CSR Practices Award 2013
10	Asian BSFI Award 2013

Review of Literature

EMPIRICAL LITERATURE REVIEW

- Dr. M.Kumarswami ,Jayprasad D.(2014),The study was based on Customer Relationship Management in kaveri Grameena Bank, The respondents have shown unfavourable views with respect to banking experience, transaction accuracy and promptness. However, customers share positive views concerning bank trustworthiness and accuracy of banking solutions. Therefore, it can be argued that customers trust their bank. Indeed, trust is seen as a critical construct in a range of discipline areas including CRM. Further, within the realm of relationship marketing, trust has been recognized as an important variable for the success of relationships in the banking sector.

N.Satghiya ,(2013),A study on customer relationship management practices (with reference to Salem district ,In the study The total number of Public Sector Banks, 5 Private Sector Banks, in the Salem district has been taken into consideration to decide about the number of banks for the purpose of study in each category. 2. By the above process totally 22 banks were chosen for the purpose of study. From each of the 22 banks 25 customers were selected as respondents. 3. The branches situated in the North, South and Central part of the Salem district were covered for the purpose of study. The findings say that the customers of banking

industries strongly believed that advertisements, reports, communication, guidance, may I help you counter, information pamphlets and ombudsman committee role to achieve the customer satisfaction. The customer staff relationships in CRM depend upon employee's personal touch with their customers and employee's performance.

Uppal R K and Poonam Rani (2012), in their study titled Customer Perception towards Better Banking Services in India- An Empirical Study, analyzed customer perception about CRM, reliability, accuracy, security and transparency among the customers of public sector banks, Indian private sector banks and foreign banks in Amritsar, Punjab. They have found that most of the customers are satisfied with banking services

OBJECTIVES OF THE STUDY

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- To study the overview of SBI and its services.
- To analyses the relationship among service quality dimensions.
- To analyze the effect to service quality dimensions of SBI internet banking on customer satisfactions
- To offer valuable suggestions and recommendation for the improvement of service of SBI.
- To determine the feedback on services provided by a State Bank of India.
- To study the types of benefits provided by bank services

SCOPE OF STUDY

Research has been conducted in order to critically evaluate and examine the customer's satisfaction towards services quality in SBI Bank. The purpose of this study is also observed and analyzes the satisfaction of customer's towers service quality and to find out the problem encountered by the customers. Specifically, this study highlights the importance of service quality of SBI

LIMITATIONS OF STUDY

- The investigation depends on the information of past 5 years only.
- The information for concentrate for the most part dependent on solitary bank.
- As lion's share of the clients are employees of the bank, they may be biased in giving the data.
- The timespan of the research was limited.

RESEARCH DESIGN

TYPE OF RESEARCH DESIGN DESCRIPTIVE RESEARCH DESIGN

Descriptive studies are under taken in much circumstance. When the researcher is invested in knowing the characteristics of certain group such as age, sex, educational level or income. Descriptive study may be necessary. Other cases when a descriptive study could be taken up are when he is interested in knowing the proportion of people in a given population who have behaved in a particular manner, making projection of certain thing or determining the relationship between two or more variables. The objective of such a study is to answer the “ who, what, when, where and how “ of the subject under investigation. There is general feeling that descriptive studies are factual and very simple.

DATA COLLECTION

DATA COLLECTION

- The study was conducted to assess the of services provided by SBI to it's Customer.
- The Survey are the Conducted to 40 respondents of the study.
- The 40 State Bank Of India Account users of are selected as sample in Nagpur city by adopting convenience sampling method.
- The are respondents' access to internet, usage, perception on 'Online Banking Services and their frequency of using it.

HYPOTHESIS

HYPOTHESIS

H_0 : Various services offered by State Bank of India has no impact upon customers.

H_1 : Various services offered by State Bank of India has impact upon customers.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Basically there are two approach in collection of primary data

- Survey
- Observation

We have used survey in our research Survey there four method by which data can be collection in a survey. The methods are - Personal survey, Mail survey, Telephone survey and Computer survey. We have used Personal Survey.

The Research has a choice of to main research instrument in collection primary data: questionnaires and mechanical devise. In my marketing survey I have used questionnaires for collection primary data.

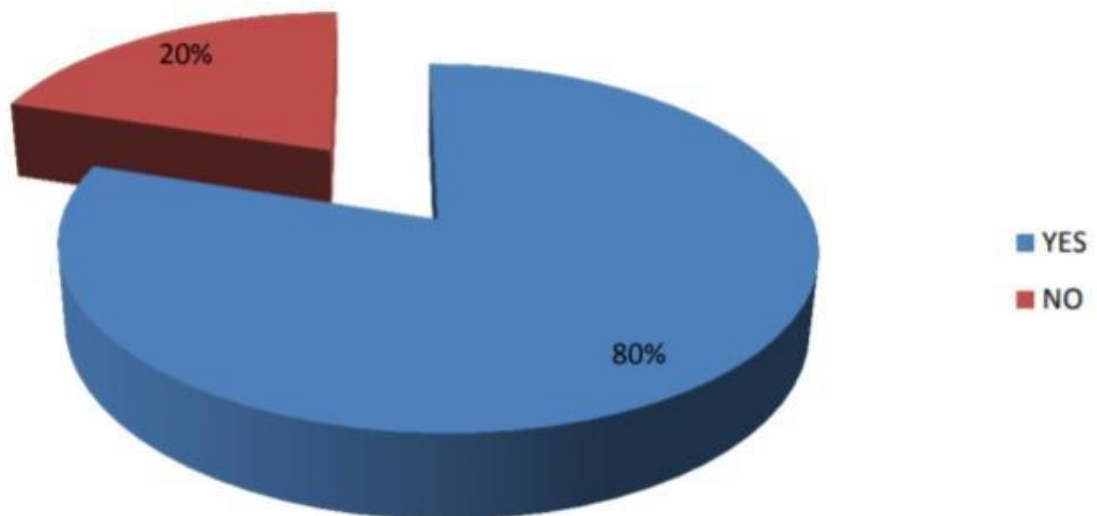
Questionnaire constitutes the most prevailing method of information method among the communication method used. Both structure and unstructured questionnaire used in marketing research. Different scale of measurement can be conducted and used to capture appropriately the strength of audience response.

**DATA ANALYSIS
AND INTERPRETATION**

Data Analysis and Data Interpretation

Q.1 Are you aware of products and services provided by SBI?

	No. of Respondents	Percentage(%)
Yes	32	80%
No	8	20%
Total No. of People	40	



Aware of products and services

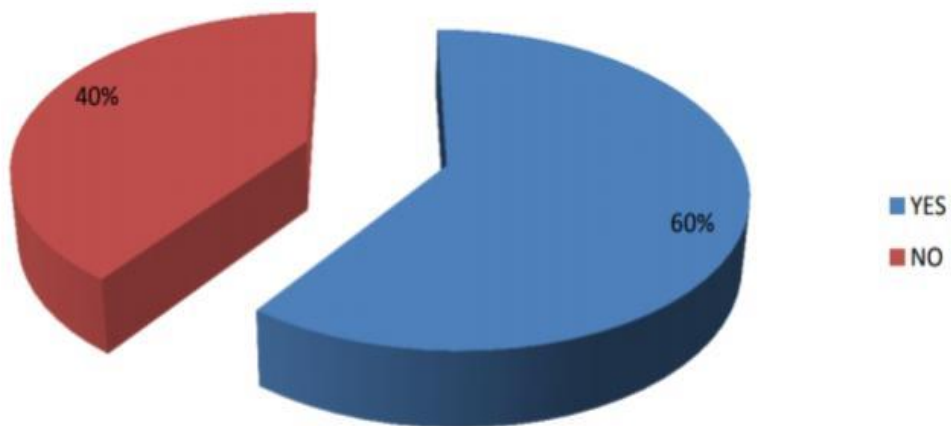
Interpretation:

From the above data it is clear that is 80% of the people of the Nagpur have the idea about the products and services of SBI. And the remaining 20% of the people have the idea about the product they are using. These people are typically from rural areas.

Q2.Are you aware of the new service of 'Online Trading' which offers by SBI?

	No. of Respondents	Percentage (%)
Yes	24	60%
No	16	40%
No. of People	40	

Aware of 'online Trading'



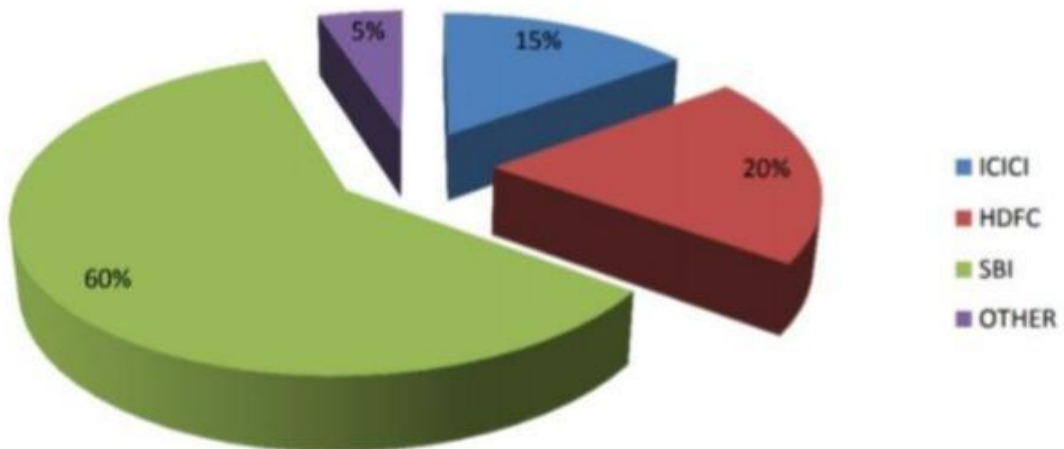
Interpretation:

In this sample size this shows that the people are not much aware of new service. 60% Of people are aware of new loan product and around 40% of people are not aware of such Service. Most of the people know the n of State Bank of India

Q 3 On which bank you depend for your regular transactions?

Banks	No. of Respondents	Percentage (%)
ICICI	6	15%
HDFC	8	20%
SBI	24	60%
Other	2	5%
No. of People	40	

Response from people



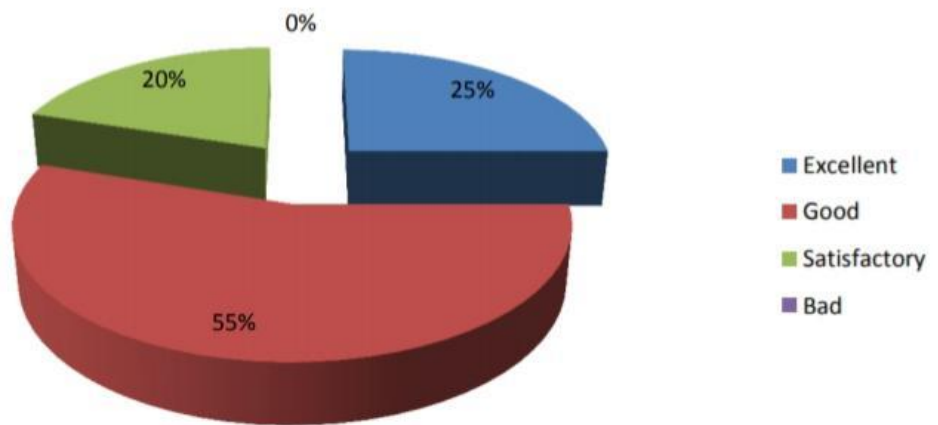
Interpretation:

It's been discovered that approximately 60% correspondents are using the carrier of SBI for Their daily transaction, round 15% of humans are using ICICI financial institution for his or Her transaction and best 20% of humans are using HDFC & 5% other bank provider Respectively in Nagpur. It additionally indicates that SBI have the highest market role in Bangalore as according to my pattern.

Q4.What do you feel about the services provided by the SBI?

	No. of Respondents	Percentage(%)
Excellent	10	25%
Good	22	55%
Satisfactory	8	20%
Bad	0	0%
Total No. People	40	

Perception towards the SBI Advanced services



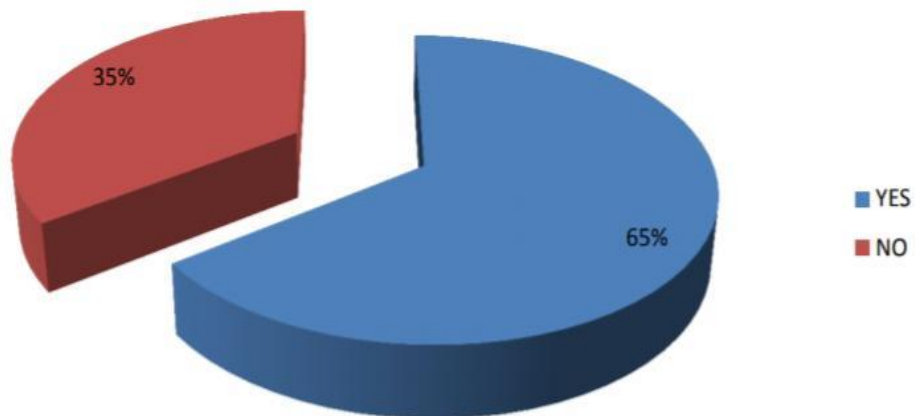
Interpretation:

The people are using different products and services of the SBI, and the sample of 20 people the 25% people are giving excellent feedback , 55% of the people are gave good, 20% of the people are satisfactory. In this there is no one is giving bad feedback about SBI products and services.

Q5 : Is the rate of charges on services are very low of SBI compared to other Banks?

	No. of Respondents	Percentage (%)
Yes	26	65%
No	14	35%
No. of People	40	

Response towards Rate of charges



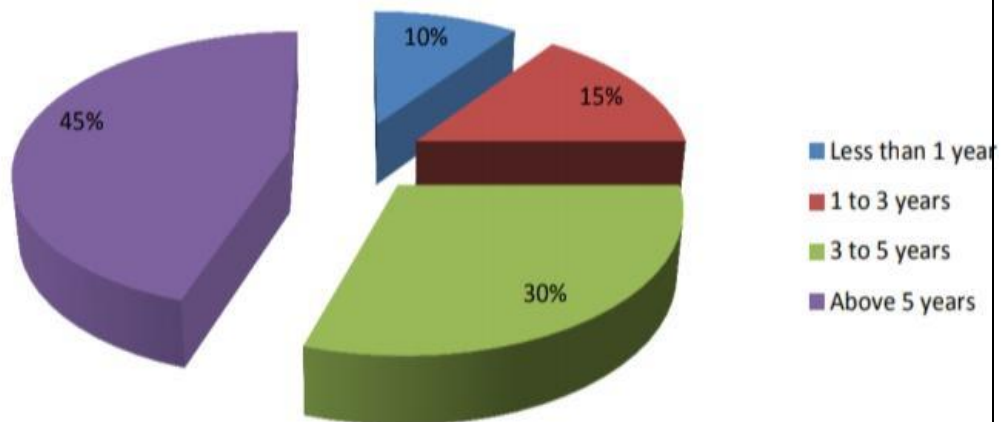
Interpretation

From the above we can understand that the 65% of the people are think that the charges rates on services of the SBI is low comparing to other banks. But only 35% of the people is think negative through this sample.

Q:6 For how many years do you used the SBI services ?

Period	No. of Respondents	Percentage (%)
Less than 1 year	4	10%
1 to 3 years	6	15%
3 to 5 years	12	30%
Above 5 years	18	45%
No. of People	40	

No.of years Used Services



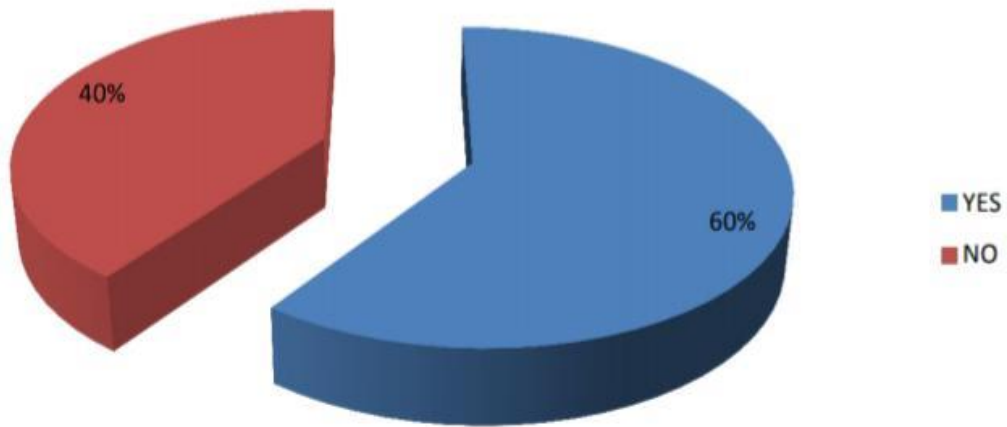
Interpretation:

From this we get to know that 10% of people used services of SBI within 1 year, 15% of people used services of SBI within 1 to 3years. And 30% of people used services of SBI More than 3 to 5 years. And 45% of people used services of SBI above 5 years.

Q.7: Are you aware the new service of ' safe deposit locker' which offer by SBI?

	No. of Respondents	Percentage (%)
Yes	24	60% (12)
No	16	40% (8)
No. of People	40	

Aware of 'safe deposit locker'



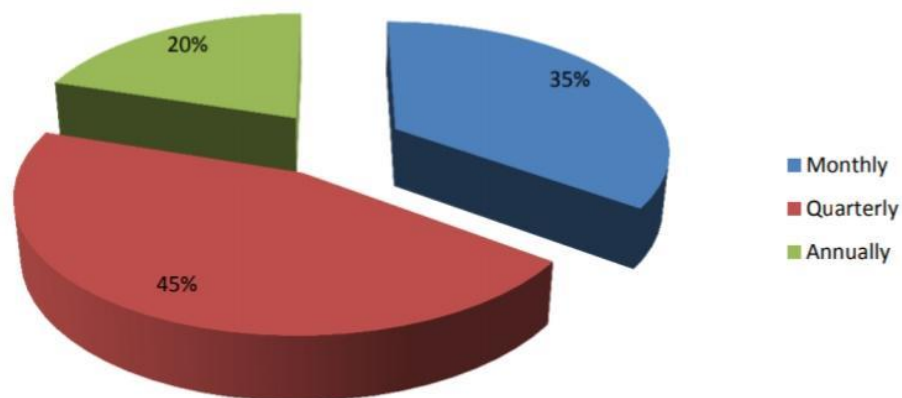
Interpretation:

In this sample size this shows that the people are not much aware of new service of SBI. 60% of people are aware of 'safe deposit locker' and around 40% of people are not aware of 'safe deposit locker'. Most of the people know the 'safe deposit locker' of State Bank of India.

Q8: How many intervals do you prefer visit the SBI ?

	No. of Respondents	Percentage (%)
Monthly	14	35%
Quarterly	18	45%
Annually	8	20%
Total No. of People	40	

Customers visit to SBI



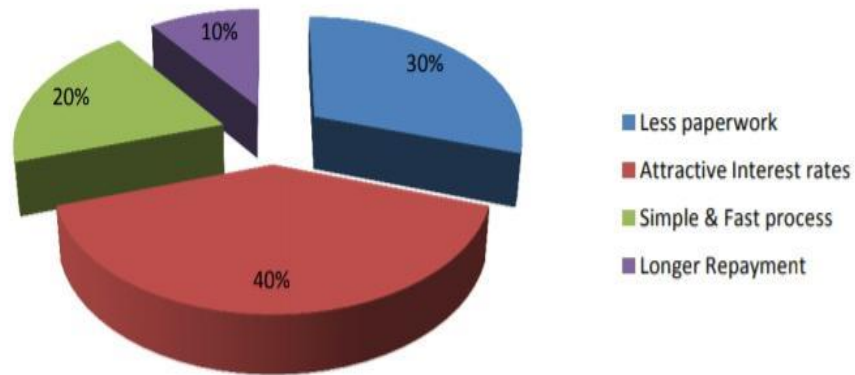
Interpretation:

From the above the people are prefer visit the SBI are 35% people visit the SBI are prefer the monthly basis, 45% of the people visit the SBI are quarterly and 20% of people visit the SBI are annually.

Q.9 Which feature do you like in SBI ?

	No. of Respondents	Percentage (%)
Less Paper Work	12	30%
Attractive Interest Rates	16	40%
Simple & Fast Process	8	20%
Longer Repayment	4	10%
Total No. of People	40	

Features that like customers in SBI



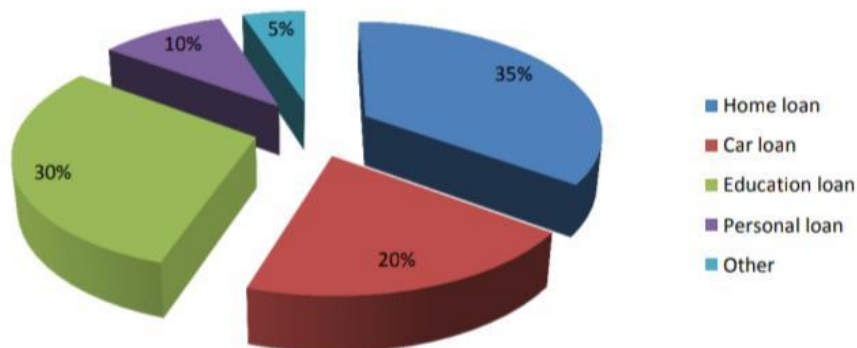
Interpretation:

From the above we can understand that the features that like customers in SBI. In that 30% are like the less paper work, 40% are like the attractive interest rates given by SBI, 20% are for the simple and fast process and 10% people are like the longer repayment given by the SBI.

10: Which loan product of SBI you have used?

Different loans	No. of Respondents	Percentage(%)
Home Loan	14	35%
Car Loan	8	20%
Education Loan	12	30%
Personal Loan	4	10%
Other	2	5%
Total No. of People	40	

Loan Product used by customers



Interpretation:

From the sample size of 20 people, 35% (7) of the people are using the SBI Home loans, 20% of people using car loan, 30% of people took education loan, 10% of people using personal loan and 5% is using other loans of SBI. Some people are took 2 types of loans like education loan and car loan.

SUGGESTIONS

The following are the suggestions to increase the satisfaction level of the State Bank of Customer based on the reader's opinion and analysis of the data.

- The need for retail banking service provided by public sector bank is to improve their speed and efficiency of services delivery in a secure environment.
- There is need to improve the quality of service delivery such areas as accuracy in customer account management and excellent and cordial banker-customer relationship by public sector Bank.
- It is felt that the retail bank to embark upon confidence building of their customer, so that both the parties would grow simultaneously in the process. This would help to increase credit facilities and investment advisory services to their worthy customer.
- The majority of the respondents were satisfied with merchant establishment and convenient services. It is suggested that to improve other dimensions of services also for higher level of satisfaction and sales growth.
- Internet banking facility must be made available in all the bank. Prompt dealing with permanent customer and speed transaction without harassing the customer would enhance the image of the bank.
- More ATM coverage should be provided for the convenience of the customer. No limit is placed on cash withdrawals on ATM cards.
- Develop services oriented internal processes.

CONCLUSION

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The survey is conducted in and around of Nagpur area. The study has been undertaken to evaluate the Customer satisfaction of study, the customer are highly satisfied to all dimension of service to some extended level to retain the customer for future period.

The bank overall services customer are highly satisfied.

We also came to know about the total process of disbursing a commercial loan and all its related aspects and the various types of services available under the roof of SBI. However the bank is seen to be taking lot of initiative in attracting customers, helping them financially and provide expert support as and when required to its nearby business units to either setup or expand its operations.

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Questionnaire of SBI Services

Date: _____

Name: _____

Occupation: _____

1) Are you aware of products and services provided by SBI?

a) Yes []

b) No []

2) Are you aware of the new service 'online Trading 'which offered by SBI?

a) yes []

b) No []

3) On which bank you depend for your regular transactions?

a) ICICI []

b) HDFC []

c) SBI []

d) OTHER []

4) What do you feel about the services provided by the SBI ?

a) Excellent []

b) Good []

c) Satisfactory []

d) Bad []

5) Is the rate of charges on services are very low of SBI compared to other banks?

a) Yes []

b) No []

6) For how many years do you used the SBI services?

a) Less than 1 year []

b) 1 to 3 years []

c) 3 to 5 years []

d) Above 5 years []

7) Are you aware of the new service of 'safe deposit locker' which offers by SBI?

a) Yes []

b) No []

Q8: How many intervals do you prefer visit the SBI ?

a) Monthly []

b) Quarterly []

c) Annually []

9) Which feature do you like in SBI ?

- a) Less paper work []
- b) Attractive interest rates []
- c) Simple and fast process []
- d) Longer repayment []

10) Which loan product of SBI you have used?

- a) Home loan []
- b) Car loan []
- c) Education loan []
- d) Personal loan []
- e) Other []