

**“E-BANKING AND QUALITY SERVICES IN  
TUMKUR DISTRICT” A STUDY ON CONSUMER  
AWARENESS AND PERCEPTION WITH SPECIAL  
REFERENCE TO PUNJAB NATIONAL BANK AND  
UNION BANK, TUMKUR.**

**MINOR RESEARCH PROJECT**

Final Report of the work done on the minor research project  
Reference No.1517-MRP/14-15/KATU008/UGC-SWRO dated 04.02.2015

Submitted to

**Deputy Secretary, Regional Head**

**University Grants Commission, South Western Regional Office**

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## **DECLARATION**

I hereby declare that the minor research project titled 'E-banking and quality services in Tumkur district' a study on consumer awareness and perception with special reference to Punjab National Bank and Union Bank, Tumkur.' is a record of original and independent work carried out by me under the guidance of managers of respective banks.

I further declare that this project has not formed the basis for the award of any other degree/ diploma of any other university / institution.

Date:

Signature of the principal investigator

Place: Tumkur

**M. Nayana**

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**M. Nayana**

Signature of the principal investigator

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**CHAPTER 1****GENERAL INTRODUCTION****OVERVIEW OF E-BANKING:**

The precursor for the modern home **online banking** services were the distance banking services over electronic media from the early '80s. The term online became popular in the late '80s and refers to the use of a terminal, keyboard and TV (or monitor) to access the banking system using a phone line. 'Home banking' can also refer to the use of a numeric keypad to send tones down a phone line with instructions to the bank. Online services started in **New York in 1981** when four of the city's major banks (Citibank, Chase Manhattan, Chemical and Manufacturers Hanover) offered home banking services.

E-banking involves information technology based banking, so the story of technology in banking started with the use of **punched card machines like Accounting Machines or Ledger Posting Machines**. The use of technology, at that time, was limited to keeping books of the bank. It further developed with the birth of online real time system and vast improvement in telecommunications during late 1970's and 1980's. It resulted in a revolution in the field of banking with "**convenience banking**" as a buzzword. Through Convenience banking, the bank is carried to the doorstep of the customer.

The 1990's saw the birth of distributed **computing technologies and Relational Database Management System**. The banking industry was simply waiting for these



technologies. Now with distribution technologies, one could configure dedicated machines called front-end machines for customer service and risk control while communication in the batch mode without hampering the response time on the front-end machine. Intense competition has forced banks to re think the way they operated their business .They had to re invent and improve their products and services to make them more beneficial and cost effective. Technology in the form of E-banking has made it possible to find alternate banking practices at lower costs.

### **SERVICES OFFERED:**

Online banking is an **electronic payment system** that enables customers of a financial institution to conduct financial transactions on a website operated by the institution, such as a **retail bank, virtual bank, credit union or building society**. Online banking is also referred as **internet banking, e-banking, virtual banking** and by other terms. Traditional banks offer many services to their customers, including accepting customer money deposits, providing various banking services to customers, and making loans to individuals and companies. Compared with traditional channels of offering banking services through physical branches, e-banking uses the Internet to deliver traditional banking services to their customers, such as opening accounts, transferring funds, and electronic bill payment. To access a financial institution's online banking facility, a customer with Internet access would need to register with the institution for the service, and set up a password and other credentials for customer verification. Online banking services usually include **viewing and downloading balances and statements, and may include the ability to initiate payments, transfers and other transactions**, as well as interacting with the bank in other ways. The range of e-banking services is likely to increase in the future. Some banks plan to introduce **electronic money and electronic checks**. Electronic money can be stored in computers or **smart cards** and consumers can use the electronic money to purchase small value items over the Internet. Electronic checks will look similar to paper checks, but they can be sent from buyers to sellers over the Internet, electronically endorsed by the seller, and forwarded to the seller's bank for electronic collection from the buyer's bank. Further, banks seek to offer their customers more products and services such as insurance, mortgage, financial planning, and brokerage. This will not only deliver more value to the customers but also help banks to grow business and revenues. In order to use e-banking services, customers need **Internet access and web browser software**. Multimedia information in HTML format from online banks can be displayed in



web browsers. **The heart of the e-banking application is the computer system, which includes web servers, database management systems, and web application programs that can generate dynamic HTML page.**

The popular services covered under E-banking include:-

- 1 Automated Teller Machines,
- 2 Credit and Debit cards
- 3 Cheques Truncation Payment System,
- 4 Mobile Banking, Internet Banking, Telephone Banking
- 5 Smart Cards
- 6 Electronic Fund Transfer

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**CHAPTER 2****RESEARCH METHDODOLOGY**

**Research Methodology** is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem. In Methodology, researcher uses different criteria for solving/searching the given research problem. Different sources use different type of methods for solving the problem. If we think about the word “Methodology”, it is the way of searching or solving the research problem. In Research Methodology, researcher always tries to search the given question systematically in our own way and find out all the answers till conclusion. If research does not work systematically on problem, there would be less possibility to find out the final result. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology.

It implies more than simply the methods you intend to use to collect data. It is often necessary to include a consideration of the concepts and theories which underlie the methods. When you describe your methods it is necessary to state how you have addressed the research questions and/or hypotheses. The methods should be described in enough detail for the study to be replicated, or at least repeated in a similar way in another situation. Every stage should be explained and justified with clear reasons for the choice of your particular methods and materials. There are many different ways to approach the research that fulfils the requirements of a dissertation. These may vary both within and between disciplines.



### **STATEMENT OF THE PROBLEM:-**

Banking is a customer oriented service industry, where the customer is in focus and customer service is a differentiating factor. The traditional functions of banking are very limited one. Economic reforms initiated by the government of India in the early 1990's have brought about a sea change in the operational environment of the financial sector and the functioning outlook of Indian banks. Customer expects many services with the various deliver mode in the speedy and economically. Modern World Bank is fully based on computerization connected with the internet. Internet banking provides new opportunities for banks to expand their banks and services not only in the local level but also into the world level. The internet banking revolution has made it possible to provide ease and flexibility in banking operations to the benefit of customers.

The E-banking has made the customer say goodbye to limited time banking and local area operation. Due to the enormous benefits of internet banking most of the customer opt for this service. This study provides an opportunity to know role of internet banking service in Nationalised Banks (Punjab national bank and union bank) and its customer satisfaction and perception towards e-banking is analysed. The present study also focuses on the awareness of the technology oriented services offered to their customers in the Tumkur Taluk.

### **OBJECTIVES OF THE STUDY:-**

- To analyse the reasons for opening bank account.
- To find out the reasons for preferring internet banking services.
- To understand the facilities expected by the customers and the opinion about the services.
- To identify consumer awareness towards e-banking.
- To know the category of people for whom this service is suitable.
- To measure the satisfaction level of the customer.
- To encourage and facilitate a forum for interaction and exchange of information, ideas and experiences among members
- To promote public awareness on the use and value of electronic channels.
- To measure the overall performance of e-banking
- To bring out the effectiveness of e-banking products



### SCOPE OF THE STUDY:-

Today the customer demands the services of banks 24 hours where he lives. The entire banking structure has been changed due to widespread internet technology. Now all the business like commerce, trade, import, export, purchase and sale of goods is relying upon electronic banking. By using the advance electronic technology the banking services are fast and economical. Nationalised banks are introduced internet based e- banking system to improve their operations and to reduce the cost. Despite all their effects aimed at developing better and easier internet banking system, these systems remain unnoticed by the customer. Therefore there is a need to understand user's acceptance of internet banking and a need to identify the factors that can affect their intention to use the internet banking. The scope of this is wide as the result can be taken as base for knowing customer satisfaction level, attitudes, attributes through which the company can know the present satisfaction level and try to improve it.

### PURPOSE OF THE STUDY:-

- To understand practically the importance of conducting market research on various aspects.
- To understand the importance of the service, consumer satisfaction and perception
- To study the level of awareness of customers about e-banking.
- To study e-banking users.
- To study the cause for not using e-banking.
- To determine the gap between consumer expectation and perception
- To evaluate the quality of service in Tumkur taluk
- To identify the areas of improvement in which it can be enhanced
- To know the services provided by the bank to its customers.
- To understand the attitudes of e-banking users.

### LIMITATIONS OF THE STUDY:-

All possible care has been taken to collect the information from original sources and make the project as authentic as possible. However, it is subject to certain limitations as under:

- The study is applied only to the **Tumkur taluk** due to limitations of time.
- The method is **time consuming and complex**.
- Due to time constraint, the sample size is restricted to **50 respondents**.



- Consumer preferences always **fluctuate** when the time passes, so the information may not be perfect since some respondents don't spare correct information's.

**RESEARCH DESIGN:** It is a **Systematic investigative process** employed to increase or revise current knowledge by discovering new facts. Any research to be done **methodologically** in order to arrive at the best result.

**Research design** is a detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected.

### **1. Sources of data collection:-**

The data can be collected through primary and secondary sources.

- a. **Primary data:** the primary data have been collected through with the help of a well **structured questionnaire**.
- b. **Secondary data:** the secondary data has been collected from **magazines, newspapers, journals, books and websites**

### **2. Research approach:-**

The survey was done by collecting the required primary data by meeting individuals and getting their purpose through questionnaire either in writing or verbally to know about their **perception, awareness, beliefs, preferences and satisfaction and so on**.

### **3. Research Instrument:-**

The instrument used for gathering data was **questionnaire**. To get further insight in to the research problem, interview regarding their buying practices too was made. This was done to crosscheck the authenticity of the data provided. To supplement the primary data and to facilitate the process of drawing inference, secondary data was collected from published sources. The questionnaire was prepared carefully by sequencing the questions to create interest and extract more information.

- **Open-ended questionnaire:** A question that allows respondents to answer in his/her own way where the answer of respondents is not restricted to particular points.



- **Close-ended questionnaire:** Questionnaire that includes all the possible answers. The respondent makes a choice among them.

**SAMPLE DESIGN:** The population for my study consists of customers of selected banks in Tumkur taluk. It consists of 3 divisions i.e., sampling unit, sampling size, sampling procedure.

- **Sampling unit:** The particular survey is directed at only those respondents who are using **E-banking services**.
- **Sampling size:** The sample size is **50 respondents** consisting of those who are using E-banking services. Survey is conducted in **Tumkur city**.
- **Sampling procedure:** **Simple Random Sampling** was used where every elementary unit has a full and equal chance of being selected and included in the sampling.
- **Field work:** With the **preliminary preparations** being over, the project was undertaken in the vicinity of Tumkur district. The respondents were approached directly, where the reception was **co-operative and pleasant**.

### **PLAN OF ANALYSIS:-**

- **Chapter 1** deals with the '**General Introduction**' of E-banking.
- **Chapter 2** deals with the '**Research Methodology**' which consists of statement of the problem, objectives, scope, purpose, limitation and research design.
- **Chapter 3** deals with the '**Theoretical Perspective**' which consists of introduction to Bank, customer perception and products of e- banking.
- **Chapter 4** deals with the '**Company profile and Service profile** which includes company information, overview, vision, mission, growth, expansion, awards and services rendered etc.
- **Chapter 5** deals with the '**Data Analysis and Interpretation**' which are analysed and interpreted using statistical tools like: charts, tables, graphs and diagrams.
- **Chapter 6** deals with the '**Findings and Suggestions**' which consists of summary of the project.
- **Chapter 7** deals with the '**Conclusion**' which concludes the whole project report by giving results about the findings.
- **Chapter 8** deals with the '**Bibliography and Annexure** sums up services provided by the banks whether it caters the need of the customer or services are utilized by the customers and states the measure to overcome the problems faced by them.



**CHAPTER 3**

**THEORITICAL PERSPECTIVES**



**INTRODUCTION:-**

**Finance is the life blood of trade, commerce and industry.** Now-a-days, banking sector acts as the backbone of modern business. Development of any country mainly depends upon the banking system.

The term bank is either derived from Old Italian word **banca** or from a French word **banque** both mean a **Bench or money exchange table**. In olden days, European money lenders or money changers used to display (show) coins of different countries in big heaps (quantity) on benches or tables for the purpose of **lending or exchanging**.

**MEANING OF BANK:-**

A banker or bank is a **financial institution** whose primary activity is to act as a payment agent for customer and to **borrow and lend money**.

A bank is like a **reservoir into which flow the savings**, the idle surplus money of households and from which loans are given an interest to businessman and others who need them for investment or productive uses.

**DEFINITION OF BANK:-**

**According to Indian Banking Regulation Act, 1949:**

“Banking Company (or a bank) is defined as “any company which transacts the business of banking in India.” [Section 5(1)]



### **According to Japanese Banking Act, 1927:**

“Bank means an institution which can perform an activity to give and receive the credits.”

### **According to Prof. Coucher:**

“A bank is a financial institution which can accept the surplus savings from the individuals in the form of deposits and when the deposit or demands the money, the institution can immediately pay the amount invested.”

### **HISTORY OF BANK:-**

The early banks were probably the religious temples of the ancient world, and were probably established sometime during the **3<sup>rd</sup> millennium B.C.** Banks probably predicted the invention of money. Deposits initially consisted of grain and latter, other goods including agricultural implements, cattle and eventually precious metals such as gold, in the form of easy to carry compressed plates. Temples and Palaces were the safest places to store gold as they were constantly well built. As sacred places, temples, presented an extra deterrent to would be thieves. There are records of loans from the **18th century B.C. in Babylon that were made by temple priests/monks to merchants.** By the time of Hammurabi’s code banking was well enough developed to justify the promulgation of laws governing banking Operations. Ancient Greece holds further evidence of banking. Greek temples, as well as private and civic entities, conducted financial transaction such as loans, deposits, currency Exchange and validation of coinage.

**Around 371 B.C,** passion, a slave became the wealthiest and most famous Greek banker, gaining his freedom and Athenian citizenship in the process, In the late **3rd century B.C., the barren Aegean island of Delos, known for its magnificent harbour and famous temple of Apollo, became a prominent banking centre.** In Egypt, from early times, grain had been used as a form of money in addition to precious metals, and state granaries functioned as banks.

### **FEATURES OF BANK:-**

1. **Dealing in Money:** Bank is a financial institution which deals with other people’s money i.e. money given by depositors.



2. **Individual / Firm / Company:** A bank may be a person, firm or a company. A banking company means a company which is in the business of banking.
3. **Acceptance of Deposit:** A bank accepts money from the people in the form of deposits which are usually repayable on demand or after the expiry of a fixed period. It gives safety to the deposits of its customers. It also acts as a **custodian of funds** of its customers.
4. **Giving Advances:** A bank lends out money in the form of loans to those who require it for different purposes.
5. **Payment and Withdrawal:** A bank provides easy payment and withdrawal facility to its customers in the form of cheques and drafts. It also brings bank money in circulation. This money is in the form of cheques, drafts, etc.
6. **Agency and Utility Services:** A bank provides various banking facilities to its customers. They include general utility services and agency services.
7. **Profit and Service Orientation:** A bank is a profit seeking institution having service oriented approach.
8. **Ever increasing Functions:** Banking is an evolutionary concept. There is continuous expansion and diversification as regards the functions, services and activities of a bank.
9. **Connecting Link:** A bank acts as a connecting link between borrowers and lenders of money. Banks collect money from those who have surplus money and give the same to those who are in need of money.
10. **Banking Business:** A bank's main activity should be to do business of banking which should not be subsidiary to any other business.

### **ADOPTION OF BANKING TECHNOLOGY:-**

The IT revolution has had a great impact on the Indian banking system. The use of computers has led to the introduction of online banking in India. The use of computers in the banking sector in India has increased many folds after the **economic liberalisation of 1991** as the country's banking sector has been exposed to the world's market. Indian banks were finding it difficult to compete with the international banks in terms of customer service, without the use of information

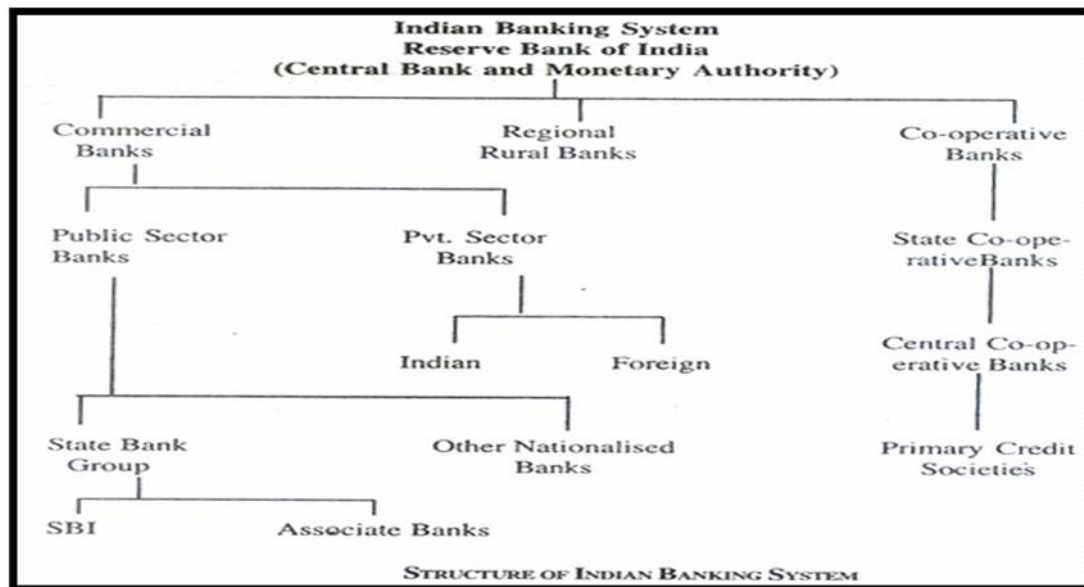


technology. The RBI set up a number of committees to define and co-ordinate banking technology. These have included:

- J In 1984 was formed the Committee on **Mechanisation in the Banking Industry (1984)** whose chairman was **Dr. C Rangarajan, Deputy Governor, Reserve Bank of India**. The major recommendations of this committee were introducing MICR technology in all the banks in the metropolises in India. This provided for the use of standardized cheque forms and encoders.
- J In 1988, the RBI set up the Committee on **Computerisation in Banks (1988)** headed by **Dr. C Rangarajan**. It emphasized that settlement operation must be computerized in the clearing houses of RBI in Bhubaneswar, Guwahati, Jaipur, Patna and Thiruvananthapuram. It further stated that there should be National Clearing of inter-city cheques at Kolkata, Mumbai, Delhi, Chennai and MICR should be made operational. It also focused on computerisation of branches and increasing connectivity among branches through computers. It also suggested modalities for implementing on-line banking. The committee submitted its reports in 1989 and **computerisation began from 1993 with the settlement between IBA and bank employees' associations**.
- J In 1994, the Committee on Technology Issues relating to Payment systems, **Cheque clearing and Securities Settlement in the Banking Industry (1994)** was set up under Chairman W S Saraf. It emphasized **Electronic Funds Transfer (EFT) system, with the BANKNET communications network as its carrier**. It also said that MICR clearing should be set up in all branches of all those banks with more than 100 branches.
- J In 1995, the Committee for proposing Legislation on Electronic Funds Transfer and other **Electronic Payments (1995)** again emphasized EFT

### **INDIAN BANKING SYSTEM and STRUCTURE:-**

Bank is an institution that accepts deposits of money from the public. Anybody who has account in the bank can withdraw money. Bank also lends money.



**Indigenous Banking:-** The exact date of existence of indigenous bank is not known. But, it is certain that the old banking system has been functioning for centuries. Some people trace the presence of indigenous banks to the **Vedic Times of 2000-1400 BC**. It has admirably fulfilled the needs of the country in the past. However, with the coming of the British, its decline started. Despite the fast growth of modern commercial banks, however, the indigenous banks continue to hold a prominent position in the Indian money market even in the present times. **It includes shroffs, Seth's, mahajans, chettis, etc.** And this bank also lends money.

- **Reserve Bank of India:-** Reserve Bank of India is the Central Bank of our country. It was established on 1<sup>st</sup> April 1935 under the RBI Act of 1934. It holds the apex position in the banking structure. RBI performs various developmental and promotional functions. It has given wide powers to supervise and control the banking structure. It occupies the pivotal position in the monetary and banking structure of the country. In many countries central bank is known by different names.
- **Commercial Banks:-** Commercial bank is an institution that accepts deposit, makes business loans and offer related services to various like accepting deposits and lending loans and advances to general customers and business man. These institutions run to make profit. They cater to the financial requirements of industries and various sectors like agriculture, rural development, etc. it is a profit



making institution owned by government or private or both. Commercial bank includes **public sector, private sector, foreign banks and regional rural banks.**

- a. **Public sector banks:-** It includes SBI, seven (7) associate banks and nineteen (19) nationalised banks. Altogether there are 27 public sector banks. The public sector accounts for 90 percent of total banking business in India and State Bank of India is the largest commercial bank in terms of volume of all commercial banks.
- b. **Private sector banks:** Private sector banks are those whose equity is held by private shareholders. For example, ICICI, HSBC, HDFC etc. Private sector bank plays a major role in the development of Indian banking industry. The **private-sector banks in India** represent part of the Indian banking sector that is made up of both private and public sector banks. The “private-sector banks” are banks where greater parts of stake or equity are held by the private shareholders and not by government. Banking in India has been dominated by [public sector banks](#) since the 1969 when all major banks were nationalised by the Indian government. However, since liberalisation in government banking policy in the 1990s, old and new private sector banks have re-emerged. They have grown faster and bigger over the two decades since liberalisation using the latest technology, providing contemporary innovations and monetary tools and techniques.<sup>[1]</sup>

The private sector banks are split into two groups by financial regulators in India, old and new. The old private sector banks existed prior to the nationalisation in 1969 and kept their independence because they were either too small or specialist to be included in nationalisation. The new private sector banks are those that have gained their banking license since the liberalisation in the 1990s.
- c. **Foreign Banks:-** Foreign banks are those banks, which have their head offices abroad. CITI bank, MAY bank, HSBC, Standard Chartered etc. are the examples of foreign bank in India.
- d. **Regional Rural Bank (RRB): -** These are state sponsored regional rural oriented banks. They provide credit for agricultural and rural development. The main objective of RRB is to develop rural economy. Their borrowers include small and marginal farmers, agricultural labourers, artisans etc. NABARD holds the apex position in the agricultural and rural development.



- **Co-operative Bank:-** Co-operative bank was set up by passing a co-operative act in 1904. They are organised and managed on the principal of co-operation and mutual help. The main objective of co-operative bank is to provide rural credit. The cooperative banks in India play an important role even today in rural co-operative financing. The enactment of Co-operative Credit Societies Act, 1904, however, gave the real impetus to the movement. The Cooperative Credit Societies Act, 1904 was amended in 1912, with a view to broad basing it to enable organisation of non-credit societies.
- **Scheduled and Non-Scheduled banks:-** A bank is said to be a scheduled bank when it has a paid up capital and reserves as per the prescription of RBI and included in the second schedule of RBI Act 1934, they are ICICI. Non-schedule Bank are those commercial banks, which are not included in the second schedule of RBI Act 1934, they are kotak Mahindra and INGvysya
- **Development bank of financial institution:-** A development bank is a financial institution, which provides a long term funds to the industries for development purpose. This organisation includes banks like IDBI, ICICI, IDB, EXIM and IFCI etc. State level institutions like SFC's SIDC's etc. It also includes investment institutions like UTI, LIC, and GIC etc

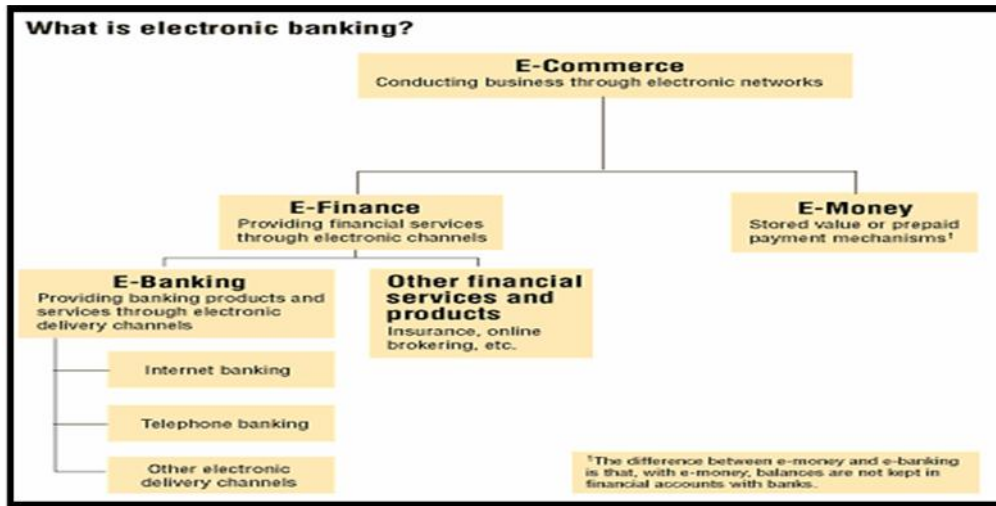
### **PRODUCTS OF THE BANKING INDUSTRY:-**

The products of the banking industry broadly include deposit products, credit products and customized banking services. Most banks offer the same kind of products with minor variations. The basic differentiation is attained through quality of service and the delivery channels that are adopted. **Apart from the generic products like deposits (demand deposits – current, savings and term deposits), loans and advances (short term and long term loans) and services, there have been innovations in terms and products such as the flexible term deposit, convertible savings deposit (wherein idle cash in savings account can be transferred to a fixed deposit), etc.**

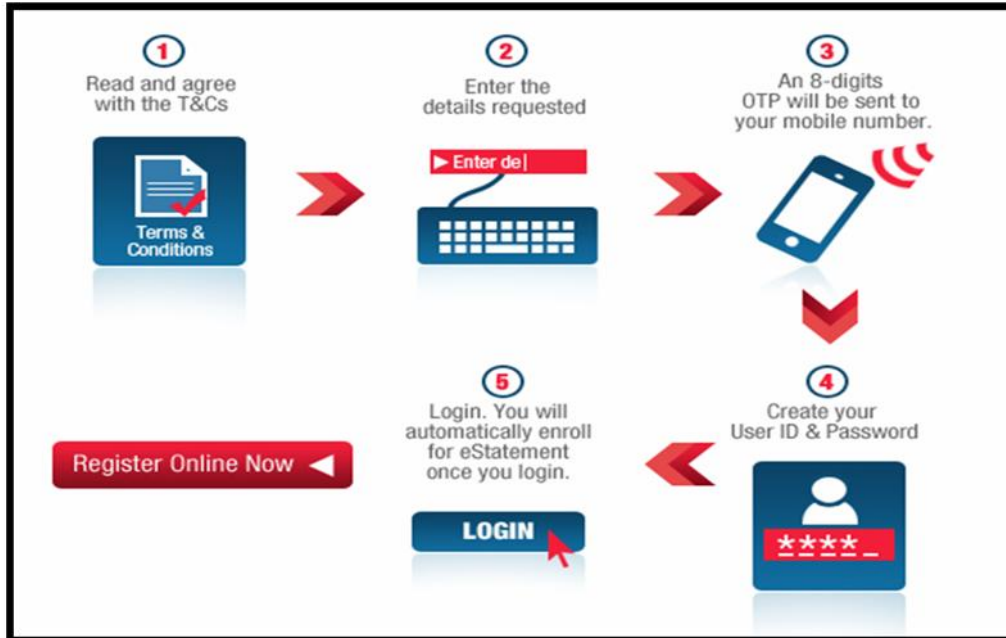
Innovations have been increasingly directed towards the delivery channels used, with the focus shifting towards **ATM transactions, phone and internet banking**. Product differentiating services have been attached to most products, such as debit/ATM cards, credit cards, nomination and demat services.

**E – BANKING:-**

Electronic banking is an umbrella term for the process by which a customer may perform banking transactions electronically without visiting a brick-and-mortar institution. Therefore transactions related to bank activities via Electronic Mean and medium is called electronic Banking.

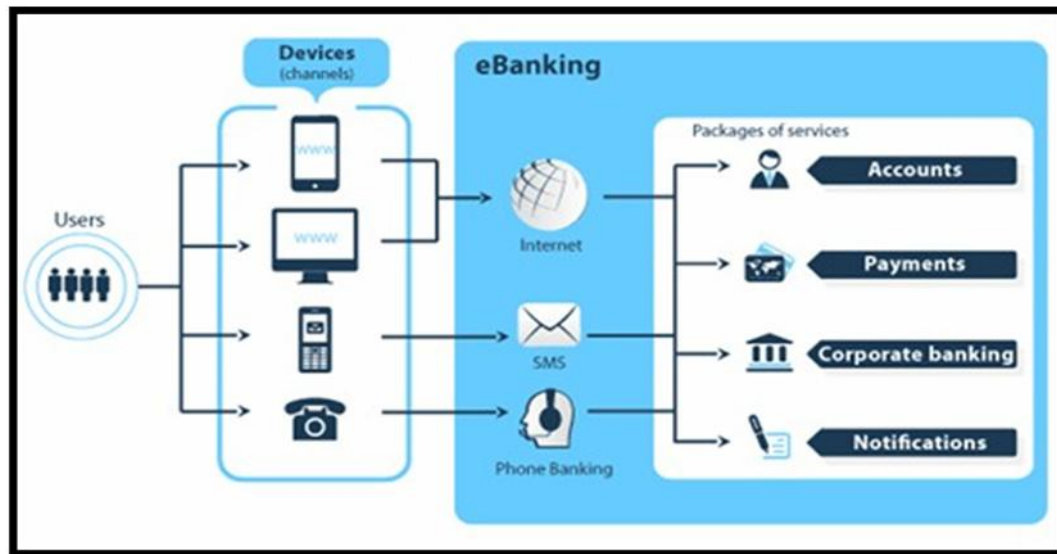


**PROCESS:-**





**CHANNELS:-**



**E – BANKING PRODUCTS:-**

**Exhibit 2.4: Products and Services**

Deposits	Credit	Other customised services and products
<ul style="list-style-type: none"> <li>• Term deposits</li> <li>• Demand deposits</li> <li>• Current deposits</li> <li>• Savings deposits</li> </ul>	<ul style="list-style-type: none"> <li>• Bill purchased and discounted</li> <li>• Cash credit, overdrafts and loans</li> <li>• Term deposits</li> </ul>	<ul style="list-style-type: none"> <li>• Guarantee and advisory services</li> <li>• Derivative and other treasury products</li> <li>• Insurance and investments</li> <li>• Para banking products</li> <li>• Other services</li> </ul>

*Source: D&B Industry Research Service*

**AUTOMATED TELLER MACHINE (ATM):-**

These are cash dispensing machine, which are frequently seen at banks and other locations such as shopping centres and building societies. Their main purpose is to allow customer to draw cash at any time and to provide banking services where it would not have been viable to open another branch e.g. on university campus. An automated teller machine or automatic teller machine ATM is a computerized telecommunications device that provides a financial institution’s customers a method of financial\ transactions in a public space without the need for a human clerk or bank teller. On most modern ATMs, the customer identifies him or herself by inserting a plastic ATM card with a magnetic stripe or a plastic smart card with a chip that

contains his or her card number and some security information, such as an expiration date or CVC (CVV). Security is provided by the customer entering a personal identification number (PIN). Using an ATM, customers can access their bank accounts in order to make cash withdrawals (or credit card cash advances) and check their account balances. Many ATMs also allow people to deposit cash or checks, transfer money between their bank accounts, pay bills, or purchase goods and services.



### **TELE BANKING OR PHONE BANKING: -**

Telephone **banking** is a service provided by a financial institution that enables customers of the financial institution to perform financial transactions over the telephone, without the need to visit a bank branch or **automated teller machine**. Telephone banking times can be longer than branch opening times, and some financial institutions offer the service on a **24 hour basis**. From the bank's point of view, telephone banking reduces the cost of handling transactions by reducing the need for customers to visit a bank branch for non-cash withdrawal and deposit transactions.

Telephone banking is relatively new Electronic Banking Product. However it is fastly becoming one of the most popular products .Customer can perform a number of transactions from the convenience of their own home or office; in fact from anywhere they have access to phone. This facility is available with the help of Voice Response System (VRS). This system basically, accepts only TONE dialled input. Like the ATM customer has to follow particular process, initially account number and telephone PIN are fed for the process to start. Also the VRS system provides the users within additional facilities such as changing existing password with the new desired, information about new products, current interest rates etc



## INTERNET BANKING:-

The advent of the Internet and the popularity of personal computers presented both an opportunity and a challenge for the banking industry. For years, financial institutions have used powerful computer networks to automate million of daily transactions; today, often the only paper record is the customer's receipt at the point of sale. Now that their customers are connected to the Internet via personal computers, banks envision similar advantages by adopting those same internal electronic processes to home use. Banks view online banking as a powerful "value added" tool to attract and retain new customers while helping to eliminate costly paper handling and teller interactions in an increasingly competitive banking environment. In India first one to move into this area was ICICI Bank. They started web based banking as early as august 1997.





### **MOBILE BANKING:-**

**Mobile banking** (also known as M-Banking) is a term refers to provision of banking and financial services with the help of mobile telecommunication. the services offered may include facilities to conduct bank and stock market transactions ,administer accounts and to access customised information through a mobile device such as a mobile phone or Personal Digital Assistant (PDA). It consists of 3 inter-related concepts:-Mobile Accounting, Mobile Brokerage and Mobile Financial Information Services. **SMS banking** is a type of mobile banking, a technology-enabled service offering from banks to its customers, permitting them to operate selected banking services over their mobile phones using SMS messaging. A versatile multifunctional, free service that is accessible and viewable on the monitor of mobile phone. Mobile phones are playing great role in Indian banking- both directly and indirectly. They are being used both as banking and other channels.

### **OBJECTIVES:-**

- To understand the changing banking scenario.
- To identify the impact of liberalization, privatization and globalization on banking sector
- To know the roles and challenges and opportunities of nationalized and commercial banks in changing banking scenario.

### **TRENDS IN MOBILE BANKING:-**

- **24\*7 Service:** The banks competing themselves to offer those services which can be easily accessed by the customers at anytime of the day and weak towards every corner of the country.
- **New Entrants in the Market:** Mobile banking is the extension of internet banking. Since many banking institutions offer their financial services through online, it has created new players in the segment like: online brokers, banks, wealth managers who provide personalize services to customers.
- **Fastest growing Mobile Market:** The world is witnessed tremendous growth in use of mobiles they are considered to be one of the necessities of life. Even poor people posses this device. The reason is that the multifarious services offered by the telecom network companies and also its accessibility at any time and anywhere.



- **Increase in Value added services:** The large usage rate of mobile phones have instigated the banking institutions to offer wide range of Value added services like transfer of funds at any time of the day and at any place of the country, trading in stock exchange, online alerts of prices of different shares, update of new schemes of the bank etc.

### **ADVANTAGES:-**

- It is very simple and saves the record of transactions made.
- It is cost effective.
- Banking through mobile phones reduces the risk of fraud. you will get an SMS whenever there is an activity in your account.
- It benefits the bank too by cutting down the cost of tele-banking and is more economical.
- Banks can be in touch with their clients with mobile banking.

### **MOBILE BANKING SERVICES:-**

Banks offering mobile access are mostly supporting some of the services:

- Account Balance Enquiry
- Account Statement Enquiries
- Cheque Status Enquiry
- Cheque Book Request
- Fund Transfer between Accounts
- Credit/Debit alerts
- Minimum Balance alert
- Bill Payment alert
- Bill Payment
- Information about Interest Rates/Exchange Rates

### **TECHNOLOGIES:-**

- **IVR** (Interactive Voice Response)
- **SMS** (Short Messaging Service)
- **WAP** (Wireless Access Protocol)

### **REASONS TO USE M-BANKING:-**

- Experts say that this service is highly secure.
- This provides connectivity in the remotest of places also.

- This helps in making payment of bills anytime, by saving lots of time.
- It is cost effective, provides at low cost and also promote to sell products and services like credit cards, loans etc
- It helps in transferring of money instantly to another account in the same bank using mobile banking.

### **CHALLENGES:-**

- Customer Satisfaction
- To provide personnel services
- Non-performing assets(NPA)
- Competition
- Managy Technology

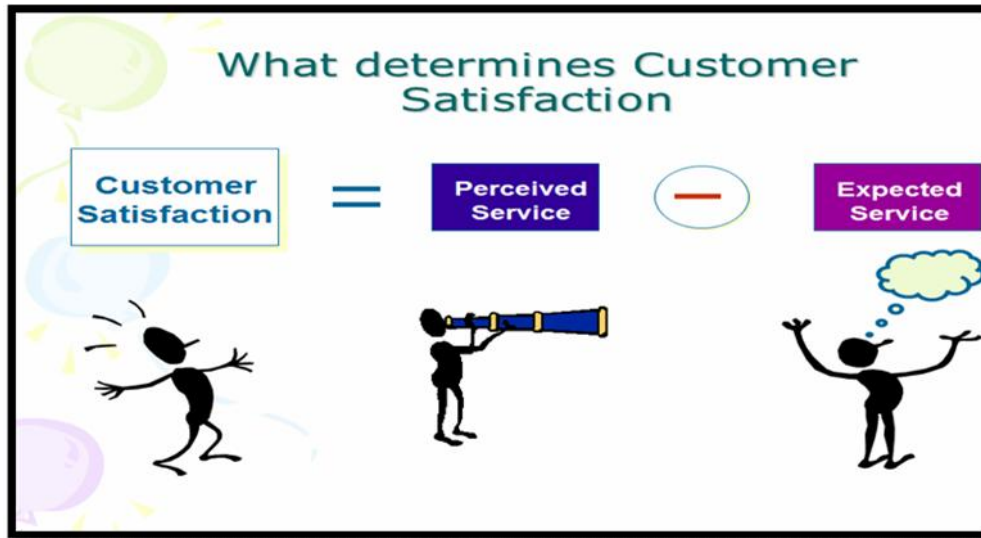


### **CUSTOMER PERCEPTION:-**



Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. It can be described as “how we see the world around us”. Two individuals may be exposed to the same stimuli under the apparent conditions, but how each person recognizes, selects, organises and interprets them is a highly individual process based on each person’s own needs, values and expectations. The influence that each of these has the perpetual process and its relevance to marketing, will be explored in some detail, first,

however we will examine the some of the basic concepts that underlie the perceptual process. These will be discussed within the framework for consumer behaviour.



### ELEMENTS:-

- **Sensation:-** Sensation is the immediate and direct response of the sensory organs to simple stimuli.(advertisement, package, brand name).A stimulus is any unit of input to any of the senses. Examples of stimuli (sensory inputs) include products, packages, and advertisements. Sensory receptors are the human organs (eyes, ears, nose, mouth and skin) that receive sensory inputs. Their function is to hear, see, taste, smell and feel. Human sensitivity relates to the experience of sensation. Thus, a person who lives on a busy **street in midtown Manhattan** would probably receive little or no sensation from the inputs of such noisy stimuli as horns honking, tires screening, and fire engines clanging, because such sounds are so common place in **New York City**. As sensory input decreases, however, our ability to detect changes in input or intensity increases, to the point that we attain maximum sensitivity under the conditions of minimal stimulation.
- **The Absolute Threshold:-** The lowest level which an individual can experience a sensation is called the absolute threshold.the point at which a person can detect a differencebetween “something”and “nothing” is that persons absolute threshold for that stimulus. Hence,the term adaption refers specifically to “getting used to” certain sensations, becoming accomodated to certain level of stimulation. **Sensory adaption** is a problem that concerns many national advertisers,which is why they try to change their advertising campaigns regularly.They are concerned

that consumers will get so used to their current print ads and TV commercials that they will no longer “see” them. That is, the ads will no longer provide sufficient sensory input to be noted. **Eg:** Apple computer once bought all the advertising space in an issue of newsweek magazine to ensure that readers would note its ads. other advertisers try to attract attention by decreasing sensory input. they use silence which generates attention. package designers try to determine consumers absolute thresholds to make sure that their new product designs will stand out of competitors ‘packages on retailers shelves’.

- **The Differential threshold:-** The minimal difference that can be detected two similar stimuli is called the differential threshold. A **19<sup>th</sup> century German scientist** named **Ernst Weber** discovered between two stimuli was not an absolute amount, but an amount relative to the intensity of the first stimulus. Weber’s law, as it has come to be known, states that the stronger the initial stimulus, the greater the additional intensity needed for the second stimulus to be perceived as different. Eg: If the price of the automobile is increased by \$100, it would probably not be noticed .it may take an increase of \$200 or more a differential in price would be noticed. A one dollar increase in price of gasoline would be noticed very quickly by consumers, because it is a significant percentage of the initial cost of the gasoline.
- **Subliminal Perception:-** People are also stimulated below their level of conscious awareness that is they can perceive stimuli without being consciously aware that they are doing so. Stimuli that are too weak or too brief to be consciously seen or heard may nevertheless be strong enough to be perceived by one or more receptor cells. This process is **subliminal perception**. It is created in the year late 1950’s that customers were being exposed to advertising messages they weren’t aware of receiving. the effectiveness of so called subliminal advertising was reportedly tested at a drive-in movie in New Jersey in 1957.
- **Dynamics of perception:-** individuals subconsciously organize the stimuli they do recognize according to widely held psychological principles, and they interpret such stimuli subjectively in accordance with their need, expectations, and experience. Let us know some detail of these three aspects: - **perceptual selection, organisation and interpretation of stimuli.**



- I. **Perceptual selection:-** Consumers subconsciously exercise a great deal of selectivity as to which aspects of the environment they perceive. An individual may look at some things, ignore others, and turn away from still others. For example a women in a supermarket. she may be exposed to over 20000 products of different colours, size, and shapes; to perhaps 100 people(looking, searching, walking);to smell(from fruit, meat); to sound within the store(cash registers ringing, air conditioners humming); and to sounds from outside the store (plane passing, cars honking, children shouting).yet she manages on a regular basis to visit her local supermarket, select the items she needs, pay for them, and leave, all within a relatively brief period of time, without losing her sanity or her personal orientation to the world around her. This because she exercises selectivity in perception. Stimuli depends on two factors they are:
- a) Consumers previous experience(affects expectations)
  - b) Their motives at the time(needs, interests and so on)
    - ❖ Nature of stimulus
    - ❖ Expectations
    - ❖ Motives
- **Concepts of selective perception:-**
- ❖ Selective exposure
  - ❖ Selective attention
  - ❖ Perceptual defence
  - ❖ Perceptual blocking
- II. **Perceptual organization:-** People don't experience the numerous stimuli they select from the environment as separate and discrete sensations; rather, they tend to organize them into groups and perceive them as unified wholes. Thus, the perceived characteristics of even the simplest stimulus are viewed as a function of the whole to which the stimulus appears to belong. This method of perceptual organisation simplifies life considerably for the individual. three basic principles of perceptual organisation are:-
- ❖ Figure andground
  - ❖ Grouping
  - ❖ Closure



**III. Perceptual interpretation:-** The interpretation of stimuli is also uniquely individual, because it is based on what individuals expect to see in light of their previous experience, on the number plausible explanation, they can envision and on their motives and interests at the time of perception. How close a person's interpretations are to reality, then depends on the clarity of the stimulus, the past experiences of the perceiver, and his or her motives and interests at the time of perception.

➤ **Distorting influences:-**

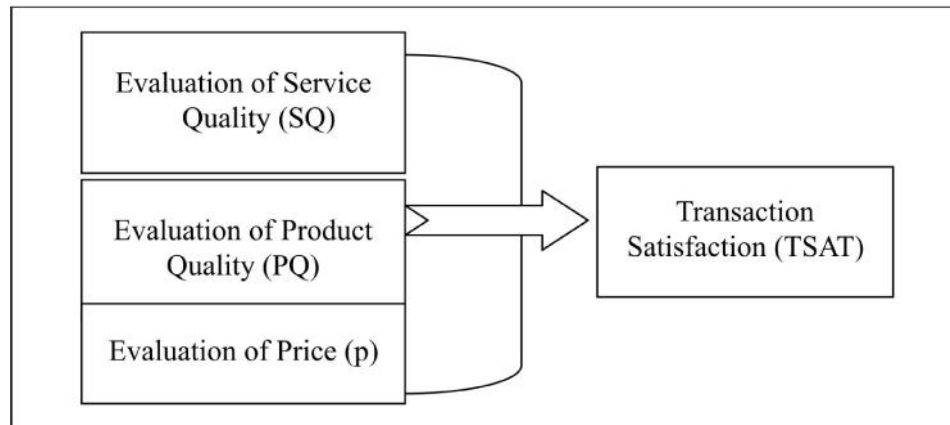
- ❖ Physical appearances
- ❖ Stereotypes
- ❖ Irrelevant cues
- ❖ First impressions
- ❖ Jumping to conclusions
- ❖ Halo effect

➤ **Perceived quality of services:-** It is more difficult for consumers to evaluate the quality of services than the quality of products. This is true because of certain distinctive characteristics and they are simultaneously produced and consumed. The actual qualities of services differ from day to day, employee to employee and from customer to customer, marketers try to standardize their services in order to provide consistency of quality. The downside of service standardization is the loss of customized services, which many consumers value. While a defective product is likely to be detected by factory quality control inspectors before it ever reaches the consumer.

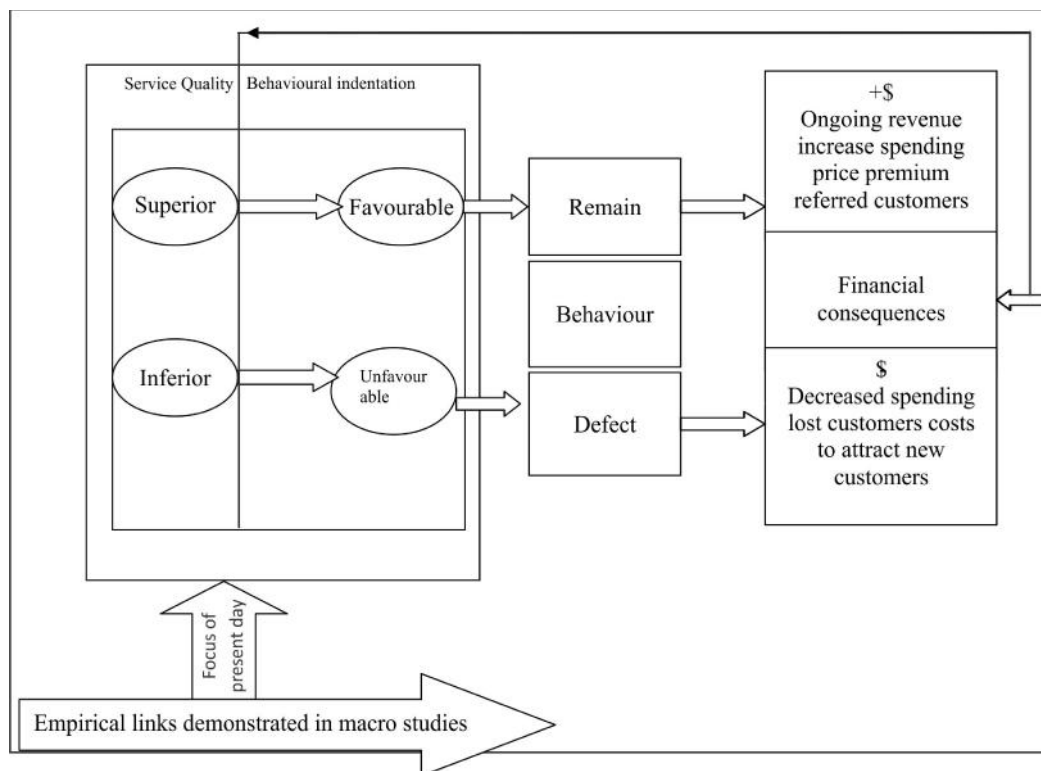
➤ **Dimensions for measuring service quality:**

<b><u>DIMENSION</u></b>	<b><u>DESCRIPTION</u></b>
Tangibles	Appearance of physical facilities, equipment, personnel, communication materials
Reliability	Ability to perform the promised service dependably and accurately
Responsiveness	Willingness to help customers and provide prompt service
Assurance	Knowledge and courtesy of employees and their ability to convey trust and confidence
Empathy	Caring, individualized attention the firm provides its customers

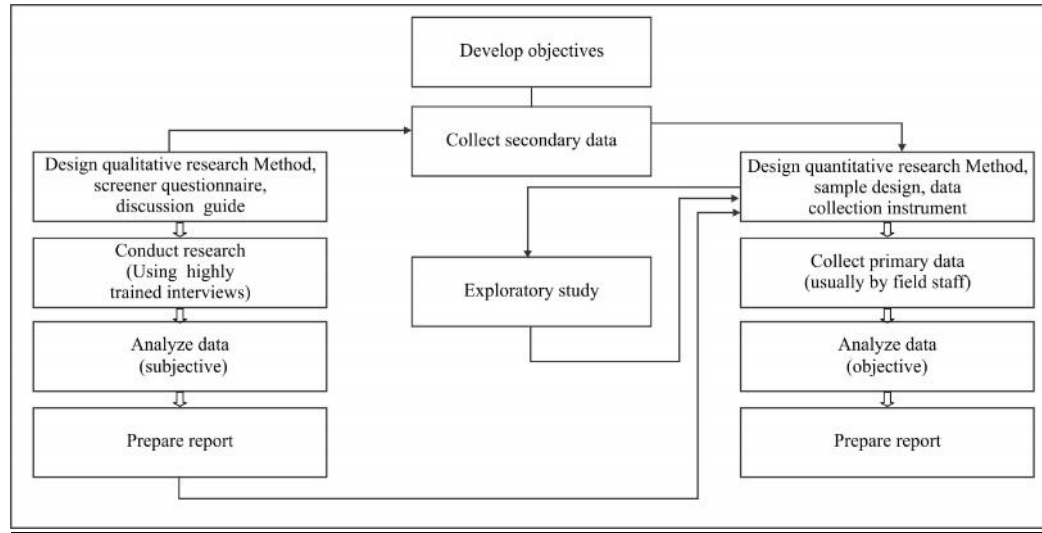
➤ **Conceptual model of components of transaction satisfaction:-**



➤ **Conceptual model of the behavioural and financial consequences of service quality:-**



➤ Consumer research process:--



## CHAPTER 4

### BANK SERVICE PROFILE

#### PUNJAB NATIONAL BANK:-



#### VISION STATEMENT OF BANK:

To develop an institute of reckoning to serve as an infrastructure model with high-tech environment and state-of-the art systems, demonstrating use of IT in the management of administrative and training activities and development of IT maturity in banking, insurance and other financial sectors through research, development, consultancy and educational endeavours.

#### MISSION STATEMENT OF BANK:

To make a self sustaining Institute of International standards having the status of a deemed university and having organic linkages with other national and transnational academic Institutions in the area of IT, in various fields of universal banking, in a span of ten years.



### **HISTORY OF PUNJAB NATIONAL BANK:**

**Punjab national bank was established in 1895 at Lahore**, in undivided India, by one of India's most prominent reformists, later **Lala Lajpat Rai**. PNB has distinction of being the first bank in India to have started solely with domestic capital and indigenous enterprise. In 1944, the bank for the first time, introduced the teller system. In 1947, the registered office of PNB was shifted from Lahore to Delhi. PNB acquired several banks since 1940, Bhagava das bank ltd 1940, Bharat bank 1951, Indo commercial bank and universal bank ltd, in 1960's. It was nationalised in 1969. It took over Hindustan commercial bank in 1986 and New bank of India 1993. PNB's headquarters is situated in 7, bhikhaji cama palace, new Delhi the bank has over 6,300 branches and over 7,900 ATM across 764 cities. It serves over 80 million customers. **Punjab National Bank is one of the Big Four banks of India**, along with State Bank of India, ICICI Bank and Bank of Baroda. It is the third largest bank in India in terms of asset size (billion by the end of FY 2012-13). The bank has been ranked **248th biggest bank in the world by the Bankers' Almanac**.

**PNB with more than 120 years of strong existence and a network of 6564 branch offices including foreign branches and one offshore banking unit, 8348 ATMs as on Mar'15, PNB is serving more than 9 crore esteemed customers.** PNB, being one of the **largest nationalised banks**, has continued to provide prudent and trustworthy banking services to its customers. **The bank enjoys strong fundamentals, large franchise value and good brand image.** To meet the growing aspirations of the customers and compete in today's tough conditions, the bank offers wide range of product and services. PNB has a banking subsidiary in the UK (PNB International Bank, with seven branches) Constantly strengthening the capital adequacy ratio through internal accruals and a regular increase in Tier 1 capital has put the bank on a very comfortable and formidable position. The bank has ambitious plans of major technological up-gradation to establish capability of having 100,000 terminals under the Core Banking Solutions (CBS) with a greater thrust on increasing international footprints. The bank has successfully migrated to the Basel 2 accord in February this year. In a macro-prudential analysis of the Indian economy, it seems as the industry has come a long way and entered in its ever challenging growth phase in a very prominent time as more than 49% of population financially excluded offers immense opportunity to the bank. The core focus of the bank will be on retaining and further improving low cost deposits, lending to agriculture and small and medium



enterprises and repositioning of subsidiaries and joint ventures. At the time of global financial turmoil, where the banks all over the world are creeping under tremendous pressure, Punjab National Bank has managed to insulate itself away from fatal transactions and has strictly adhered to the RBI guidelines. In the UK), as well as branches in Hong Kong, Kowloon, Dubai and Kabul. It has representative offices in Almighty (Kazakhstan), Dubai, Shanghai (China), Oslo (Norway) and Sydney (Australia). PNB has had the privilege of maintaining accounts of national leaders such as **Mahatma Gandhi, Jawaharlal Lal Nehru, Lal Bahadur Shastri, Indira Gandhi, as well as the account of the famous Jalianwala Bagh Committee.** In December 2012 PNB signed an agreement with US based life Insurance company MetLife to acquire a 30% stake in MetLife's Indian affiliate MetLife India Limited. The company would be renamed PNB MetLife India Limited and PNB would sell MetLife's products in its branches.

**Shri K.R Kamath joined as chairman and managing director of PNB on October 28, 2009.** With this, Kamath earned the distinction of being the **youngest chairman and M.D of largest nationalised bank in India.** prior to his current assignment in PNB, K.R Kamath spent almost 3 decades in corporation bank before moving on to bank of India as executive director in may 2006 and then to Allahabad bank as chairman and M.D in august 2008. **Presently, he is the chairman PNB housing finance LTD., Shri Kamath has been appointed as the Chairman's Banks Association (IBA) By the Managing committee of IBA. He is the member of Indian Institute of Banking Personnel selection and governors of Indian Institute of Management Lucknow.** He is successful in changing the public perception about PNB and improving rankings of the bank on various prestigious platforms is evidence to the fact. **PNB rank improved from 186th to 175th in the banker's top 1000 banks of the world.**

**Branches:-** Lucknow, Karnataka, Kerala, Amritsar, Pune, Kolkata ,Mumbai, Assam, Bihar, Chandigarh, Daman and Diu, Delhi, Himachal Pradesh, Jammu Kashmir, Dadra and Ngarhavel

### **OBJECTIVES:**

- ) To conduct Diploma and Certificate courses independently or in association with other national or overseas institutions.



- ) To conduct Training Programmes, Seminars and Conferences relating to various facets of IT driven banking, finance and insurance.
- ) To showcase various IT products and solutions relating to developments and innovations in the area of finance and management.
- ) To develop software relating to Banking, Insurance and Finance.
- ) To provide Consultancy Services in the aforesaid areas, To develop training aids and study materials including Computer Based Technology.

### **EMPLOYEES:**

As on 31 March 2015, the bank had 68,290 employees. As of 31 March 2013, it also had 919 employees with disabilities on the same date (1.45%). The average age of bank employees on the same date was 46 years. The bank reported business of INR 11.65 crores per employee and net profit of INR 8.06 lakhs per employee during the FY 2012-13. The company incurred INR 5,751 crores towards employee benefit expenses during the same financial year.

### **SUBSIDIARIES OF PNB:-**

- PNB Gilts
- PNB Housing Finance
- PNB Investment Services
- PNB Insurance Broking
- PNB Life Insurance Co.

### **JOINT VENTURES OF PNB:-**

- Principal PNB Asset Management Company
- Principal Trustee Company
- Assets Care Enterprises

**COMPETATORS:** State Bank Of Mysore, Union Bank, Indian Bank, Corporate Bank, UCO Bank, Vijaya Bank, State Bank Of Travancore ,Bank Of Baroda, Indian Overseas Bank, Oriental Bank Of Commerce, Canara Bank, Dena Bank

### **GROWTH and PERFORMANCE:-**

PNB, the third-largest public sector bank in India, surprised the Street with its profit growth in the June quarter. The bank reported a 10 per cent year-on-year (y-o-y) growth in net profit at Rs 1,401 crore, higher than the Street's estimate of Rs 1,100





crore. The bank's earnings have been driven by stable margins and interest income. While growth in fee income grew 1.4 per cent y-o-y, profit from treasury trading fell 47 per cent to Rs 149 crore. Other income during the quarter fell eight per cent y-o-y to Rs 1,240 crore. Earnings growth during the quarter has been driven by higher net interest income, which grew 12 per cent y-o-y and 9.4 per cent sequentially to Rs 4,380 crore, higher than the estimated Rs 4,220 crore. Net interest margins are up 30 basis points sequentially to 3.3 per cent, but remained stable on a y-o-y basis.

### **ONLINE SERVICES:-**

- ) It helps the poor like farmer, this facilitates farmers to avail krishi card, agricultural credit schemes..
- ) share trading
- ) money transfer
- ) facilities the house wife and women and Mahila Udyan Nidhi Scheme
- ) internet banking
- ) mobile banking
- ) bill payments, security alerts
- ) online request for opening of savings a/c
- ) e-tax payments

### **CORPORATE SOCIAL RESPONSIBILITY:-**

Corporate social responsibility is an integral part of corporate business strategy of bank. The bank is promoting welfare of people living in rural and semi urban areas as a part of its CSR activity under PNB VIKAS, the bank has adopted 130 villages, out of which 68 are banks lead districts. Towards women empowerment, PNB become the first bank in the country to start 'Sukanya Samriddhi' deposit a/c's. The bank also launched 'PNB Asha Kiran' scheme was also launched by the bank where in 1000 rural women would be identified and nurtured till their economic empowerment. PNB also launched 'PNB Ujala' for providing solar street lights. In line with the governments 'Swachh Bharat Mission', the bank launched 'Swachh Vidyalaya Campaign' to provide financial assistance for construction of utilities in government schools of adopted villages. Apart from this bank also developed a concept of digital village where in the identified village will be Wi-Fi enabled along with offsite e-jobby, internet banking and TV display unit.



**SWOT ANALYSIS:-**

SWOT Analysis of Punjab National Bank with USP, Competition, STP (Segmentation, Targeting, Positioning) - Marketing Analysis.

<b>Punjab National Bank</b>	
<b>Parent Company</b>	<b>Government of India</b>
<b>Category</b>	Banking services
<b>Sector</b>	Banking and finance
<b>Tagline/ Slogan</b>	The name you can bank upon
<b>USP</b>	Punjab National Bank is one of the Big Four banks of India
<b>STP</b>	
<b>Segment</b>	Urban and rural banking
<b>Target Group</b>	International Banking
<b>Positioning</b>	Complete Banking solutions
<b>SWOT Analysis</b>	
<b>Strengths</b>	<ol style="list-style-type: none"> <li>1. Diversified operations with 5100 branches</li> <li>2. Strong I. T support with “best fit” approach</li> <li>3. Schemes for small and medium scale businesses</li> <li>4. It is the second largest state-owned commercial bank in India with about 5000 branches across 764 cities</li> <li>5. Its 56,000+ workforce serves over 37 million customers</li> </ol>
<b>Weaknesses</b>	<ol style="list-style-type: none"> <li>1. Less penetration in the urban areas</li> <li>2. Inadequate advertising and branding as compared to other banks</li> <li>3. Legal issues regarding employees caused a bad name of PNB</li> </ol>
<b>Opportunities</b>	<ol style="list-style-type: none"> <li>1. Small scale business banking across India</li> <li>2. Expansion in other countries for international banking</li> <li>3. Installation of more ATM’s and better customers services</li> </ol>

<p><b>Threats</b></p>	<ol style="list-style-type: none"> <li>1. Economic crisis and economic fluctuations</li> <li>2. Highly competitive environment</li> <li>3. Stringent Banking Norms by the RBI and the Govts</li> </ol>
<p>Competitors</p>	<ol style="list-style-type: none"> <li>1. Indian bank</li> <li>2. Andhra Bank</li> <li>3. Canara bank</li> <li>4. <a href="#">ICICI Bank</a></li> <li>5. <a href="#">HDFC</a></li> <li>6. SBI</li> </ol>



**AWARDS and RECOGNITIONS:-**

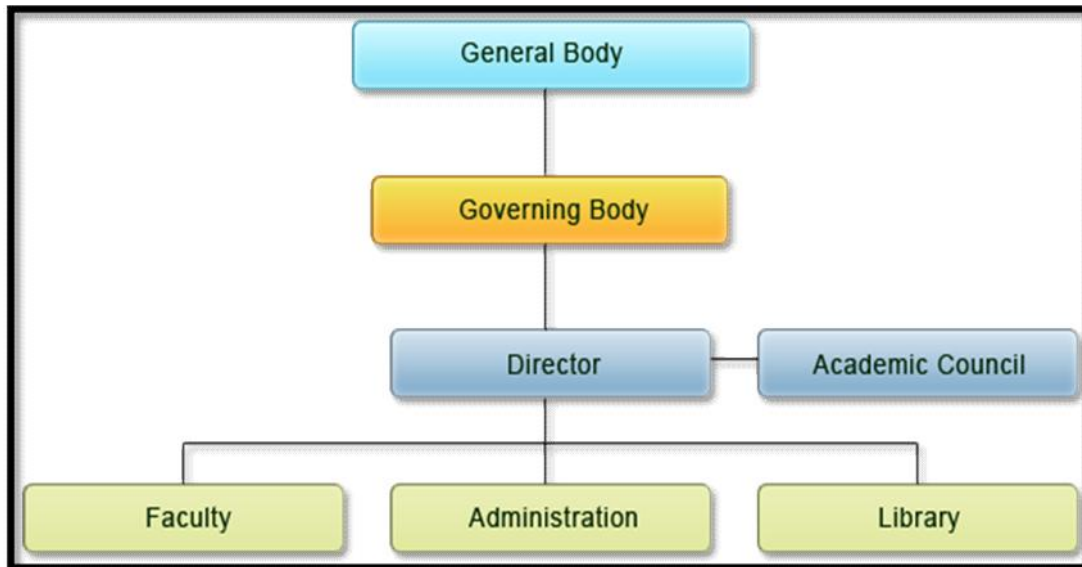
Punjab National Bank was ranked #717 in the **Forbes Global 2000** in May 2013.

1. Punjab National Bank was ranked #26 in **the Fortune India 500** ranking of 2011.
2. PNB was awarded **the ‘Best Public Sector Bank’** by CNBC TV18 in 2012.
3. The bank was recognised as the **‘most socially responsive bank’** by Business world and PwC in 2012.
4. In 2011, it received Golden Peacock Award for **“Excellence in Corporate Social Responsibility”** and **“National Training Award”**.
5. MSME banking excellence award 2014
6. PNB BAGS IBA BANKING TECHNOLOGY AWARD 2015
7. Annual social banking excellence award 2014
8. Vigilance excellence award 2013-14



9. Our Bank has got the **“Best Bank Award”** among all Private Sector Banks, including new generation banks, for 2010 from ‘The Analyst’.
10. PNB received award for CSR activity 2014
11. Best Bank Award 2011
12. Most Socially Responsive Bank 2011
13. Overall Most Productive Bank Award 2011
14. Golden Peacock National Training Award
15. Best in Corporate Social Responsibility overall
16. Best Bank Awards among Large Banks for “IT for Internal Effectiveness”
17. Award for Excellence in Training
18. Best Public Sector Bank
19. Organisation with Innovative HR Practices
20. Best online Bank ( 1st Runner Up) Indian Banks’ Association
21. Bank with Best Use of Business Intelligence (W inner)
22. Bank with Best Risk Management and Security Initiatives(winner)
23. Best Bankers’ Award under Agriculture Credit-Large
24. 3rd Asia’s Best Employer Brand Awards- Excellence in Training

**ORGANISATIONAL CHART:-**



**BOARD OF DIRECTORS:-**

- **Shri K.R Kamat**  
Chairman
- **Smt.Usha Ananthasubramaniah**  
M.Dand C.E.O
- **Dr. Ram Sangapur**  
Executive Director
- **Shri Rajesh Aggarwal**  
Nominee Director (govt of India)

**UNION BANK OF INDIA:-**



**VISION STATEMENT OF BANK:-**

Our Vision is to emerge as a **dynamic, techno savvy, customer-centric, progressive and financially sound premier bank of our country** with pan-India presence, Sharply focused on business growth and profitability with due emphasis on risk management in an environment of professionalism, Trust and transparency, observing highest standards of corporate governance and corporate social



responsibilities meeting the expectations of all its stake holders as well as the aspirations of its employees.

### **MISSION STATEMENT OF BANK:-**

- To be a customer centric organization known for its differentiated customer service
- To offer a comprehensive range of products to meet all financial needs of customers
- To be a top creator of shareholder wealth through focus on profitable growth
- To be a young organization leveraging on technology and an experienced workforce
- To be the most trusted brand, admired by all stakeholders
- To be a leader in the area of Financial Inclusion

### **HISTORY:-**

**Union Bank of India (UBI) was registered on 11 November 1919 as a limited company in Mumbai and was inaugurated by Mahatma Gandhi.** At the time of India's Independence in 1947, UBI only had four branches - three in Mumbai and one in Saurashtra, all concentrated in key trade centres. After Independence UBI accelerated its growth and by the time the government nationalized it in 1969, it had grown to 240 branches in 28 states. Shortly after nationalization, UBI merged in Belgaum Bank, a private sector bank established in 1930 that had it merged in a bank in 1964, the Shri Jadeya Shankarling Bank. Then in 1985 UBI merged in Miraj State Bank, which had been established in 1929. In 1999 the Reserve Bank of India requested that UBI acquire Sikkim Bank in a rescue after extensive irregularities had been discovered at the non-scheduled bank. Sikkim Bank had eight branches located in the North-east, which was attractive to UBI. UBI began its international expansion in 2007 with the opening of representative offices in Abu Dhabi, United Arab Emirates, and Shanghai, Peoples Republic of China.

The next year, UBI established a branch in Hong Kong, its first branch outside India. In 2009, UBI opened a representative office in Sydney, Australia. **United Bank of India (UBI)** is one of the 14 major banks which were nationalized on July 19, 1969. Its predecessor the United Bank of India Ltd., was formed in 1950 with the amalgamation of four banks viz. Comilla Banking Corporation Ltd. (1914), Bengal Central Bank Ltd. (1918), Comilla Union Bank Ltd. (1922) and Hooghly



Bank Ltd. (1932) (which were established in the years indicated in brackets after the names). The origin of the Bank thus goes as far back as to 1914. As against 174 branches, Rs. 147 crores of deposits and Rs. 112 crores of advances at the time of nationalisation in July, 1969, today the Bank is 100% CBS enabled with **1999 branches and offices and is having a** Total business of more than Rs 2 lac crore. Presently the Bank is having a Three-tier organisational set-up consisting of the Head Office, 35 Regional Offices and the Branches.

After nationalisation, the Bank expanded its branch network in a big way and actively participated in the developmental activities, particularly in the rural and semi-urban areas in conformity with the objectives of nationalisation. In recognition of the role played by the Bank, it was designated as Lead Bank in several districts and at present it is the Lead Bank in 30 districts in the States of West Bengal, Assam, Manipur and Tripura. The Bank is also the Convener of the State Level Bankers' Committees (SLBC) for the States of West Bengal and Tripura.

Union Bank of India today said Arun Tiwari assumed charge as its new chairman and managing director. He succeeds D. Sarkar, who retired from services on 30 November. Tiwari, who has over 30 years of experience, started his banking career with Bank of Baroda and was an executive director at Allahabad Bank prior to his new job. An MSc in chemistry, Tiwari set up the operations of Bank of Baroda in Kuala Lumpur and Singapore and played a key role in the bank's Project Navnirman and Project Sparsh initiatives. As an executive director at Allahabad Bank, he was a member of audit, customer service, IT, management and risk management committees. A career banker, he has worked in almost all key segments of banking, in various capacities – at branches, zonal office, and at corporate office. **Arun Tiwari**, who joined the Union Bank of India as its CMD on December 26, 2013, began his career as a probationary officer in Bank of Baroda in 1979. He has worked in almost all key segments of banking in various capacities – across the country as well as abroad. In an interview with **Sweta Ranjan**, Tiwari talks about how his bank views the latest push for financial inclusion.

### **BRANCHES:-**

Kerala, Chhattisgarh, Tamilnadu, West Bengal, Sikkim, Allahabad and many more



### **BUSINESS:-**

- ) Personal banking: It provides products and services in area of saving, deposit, retail loans, cards, insurance, investment and demat facility.
- ) NRI Banking: Under this it offer a range of services and products in areas like remittance, saving, deposit, loans and payment to its NRI customers.
- ) Corporate Banking: It offers services like CMS, E-Tax, trade finance, insurance products and loans to its corporate clients.

### **OVERSEAS:-**

- ) Hongkong
- ) Sydney
- ) Abu Dhabi
- ) Beijing
- ) Shanghai
- ) London

### **BOARD OF DIRECTORS:-**

- |                                   |                        |
|-----------------------------------|------------------------|
| ➤ Arun Tiwari                     | Chairman               |
| ➤ Jag Mohan Sharma                | Director               |
| ➤ AK Mishra                       | Nominee Director - RBI |
| ➤ Rakesh Sethi                    | Executive Director     |
|                                   | Executive Director     |
| ➤ Ravindrarai Harshadrai Dholakia | Shareholders Director  |

**COMPETATORS:-** Indian bank, iob, syndicate, UCO, Bank of India

### **ONLINE SERVICES:-**

- Online tax payment
- Mobile passbook
- E-Ticketing
- Online banking safety
- Mobile banking
- Kisan ATM
- SMS banking





**CORPORATE SOCIAL RESPONSIBILITY:-**

Union bank is actively engaged in community and social development and pursues this goal under the aegis of specially set up union bank social foundation various activities are carried out by this foundation through a widespread presence of 202 Village Knowledge Centres. Each VKC assists in overall development of the village by coordinating with various developmental agencies departments and is semi ate knowledge to farmers about latest developments in methods of cultivation, technologies, proper use of fertilizers, pesticides etc. The possibility of providing the solar powered lanterns to the household in the 103 Union Adarsh Gram. The objective is to provide electricity that will facilitate livelihood by increasing the productive hours for rural entrepreneurs, help spread education, improve health, bio conservation and moreover, a ray hope for everyone. Union bank of India is committed to its role as a responsible corporate citizen by adopting ethical business practices and contributes to economic development beyond its statutory obligation. The bank fully realizes its social responsibility to improve the quality of life the local community and society in large. The bank has moved a step ahead in this direction. In order to pay a focused attention, the board of the bank has decided to set apart 1% of its annual public profits to undertake corporate social responsibility activities through its trust named “Union Bank Social Foundation”.

**SWOT Analysis:-**

<b>United Bank of India</b>	
<b>Parent Company</b>	<b>Government of India</b>
<b>Category</b>	Bank
<b>Sector</b>	Banking and finance
<b>Tagline/ Slogan</b>	The bank that begins with ‘U’
<b>USP</b>	Commitment to Customers
<b>STP</b>	
<b>Segment</b>	Individual and Industry banking
<b>Target Group</b>	Semi-Urban Sector

<b>Positioning</b>	Complete Banking solutions
<b>SWOT Analysis</b>	
<b>Strengths</b>	<ol style="list-style-type: none"> <li>1. Financial products for rural segment</li> <li>2. Deep reach across country with schemes like financial inclusion</li> <li>3. Strong operations with 1600 networked branches</li> <li>4. 31 Regional offices spread all over India</li> <li>5. Acquisition of Hindusthan Mercantile Bank(1973), UBI acquired Narang Bank of India (1973)</li> </ol>
<b>Weaknesses</b>	<ol style="list-style-type: none"> <li>1. Very Low International presence</li> <li>2. Advertising is less thus weak brand recognition as compared to major players</li> <li>3. The public sometimes confuses the two banks Union Bank of India and United Bank of India (both UBI)</li> </ol>
<b>Opportunities</b>	<ol style="list-style-type: none"> <li>1. Small enterprise banking</li> <li>2. Improved Urban retail banking</li> </ol>
<b>Threats</b>	<ol style="list-style-type: none"> <li>1. Economic slowdown</li> <li>2. Highly competitive environment</li> <li>3. Stringent Banking Norms</li> </ol>
<b>Competition</b>	
<b>Competitors</b>	<ol style="list-style-type: none"> <li>1. Indian bank</li> <li>2. Union Bank of India</li> <li>3. UCO bank</li> </ol>



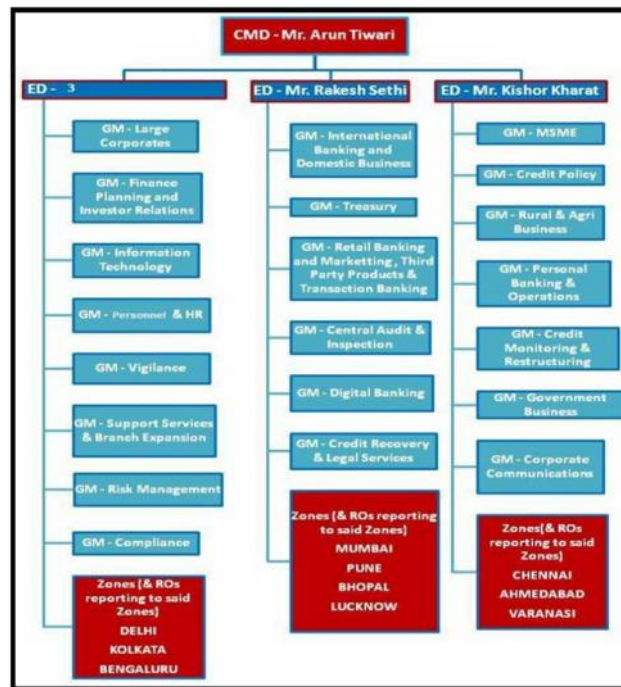
**AWARDS and RECOGNITION:-**

- ) 2012-13

  - IT Excellence Award for **“Best IT Team”**
  - Special Award for **“Technology for FP”**
- ) Special Award for **“Managing IT Risk”**

  - Best Payment Initiatives
  - Best Technology Bank of the year
  - Best Risk Management and Security
  - Best use of Mobility Technology
  - Best Internet Bank
  - Best Use of Technology in Training and Learning Initiative
- ) The bank was awarded the prestigious **“Asian Banker IT implementation award 2007”** by the Asian Banker, a Singapore based research and intelligence organization at Asian Banker Summit
- ) Union Bank of India is member of World Economic Forum community
- ) In survey conducted by Business Today-KPMG, Union Bank of India was ranked **8th** in the list

**ORGANISATIONAL CHART:-**



## CHAPTER 5

### SERVICE PROFILE

#### PUNJAB NATIONAL BANKS SERVICES:-

- ) Avails Krishi Card and Agricultural Scheme:- **Kisan Credit Card Scheme aims at providing adequate and timely credit support from the banking system under a single window to the farmers** for their cultivation and other needs as indicated below:
- a. To meet the short term credit requirements for cultivation of crops
  - b. Post harvest expenses
  - c. Produce marketing loan
  - d. Consumption requirements of farmer household
  - e. Working capital for maintenance of farm assets and activities allied to agriculture, like dairy animals, inland fishery etc.

#### ELIGIBILITY:-

Progressive literate and illiterate farmers who are **owner cultivators, tenants, lessee or allotted farmers with recorded occupancy rights or farmers with ancestral/perpetual rights of cultivation/Joint Liability Groups (JLGs)**. Oral tenants can be eligible for loan only if land owners agree to become co borrowers. In the accounts which are secured by liquid securities like FDR, NSC/KVP etc., the cards to oral tenants can be issued without stipulating the condition of land owners to be made co-borrowers. Landless labourers, share croppers, tenant farmers and oral lessees can be issued PNB **Krishi Card up to limit of Rs 50,000 on the basis of affidavit.**



- **Share Trading:-** In Online share market trading the trading is done by using computer and internet connection. In other words trading done through computer having internet connection is called **online share market trading**. Instead of going to any share broker you can do trading yourself using online share market trading method. In this method you must have a computer and internet connection or else you can make use of internet cafe. Nowadays due to internet facility lots of things have become easier as compared to earlier days. Trading done through share broker is called offline share trading method. Just to brief you about offline trading. If you need any more advice about offline share trading then please drop a line to [support@daytradingshares.com](mailto:support@daytradingshares.com) and we will get back to you within **24 hours** as this section is only dedicated to online share market trading so let's proceed. So till now you would have been understood about There are three primary things required to start online share market trading. You have to open online trading account that is also called as **demat account**.



- **Money Transfer:-** There are types of transfer
- a. **Faster Payment:** For an amount of **less than £100,000 per transaction**.
  - b. **Transfer within PNBIL:** Self Accounts and Third Party Transfers.
  - c. **3 Other UK Banks Transfer:** CHAPS Transfer (Same Day), BACS Transfer (Three Day), Issue of Sterling Draft.
  - d. **Indian Rupee Transfer:** PNB India Accounts, Other Indian Bank Transfer (NEFT/RTGS), Indian Rupee Draft Issue.
  - e. **Nepali Rupee Transfer:** for Accounts in Everest Bank, Nepal.

There is a **limit of £9000/quarter for cash deposit to transfer money** if you are not a customer of PNBIL .The following documents are required for depositing cash in the account: **-Proof of address, Proof of identification, Withdrawal Slip, ATM**

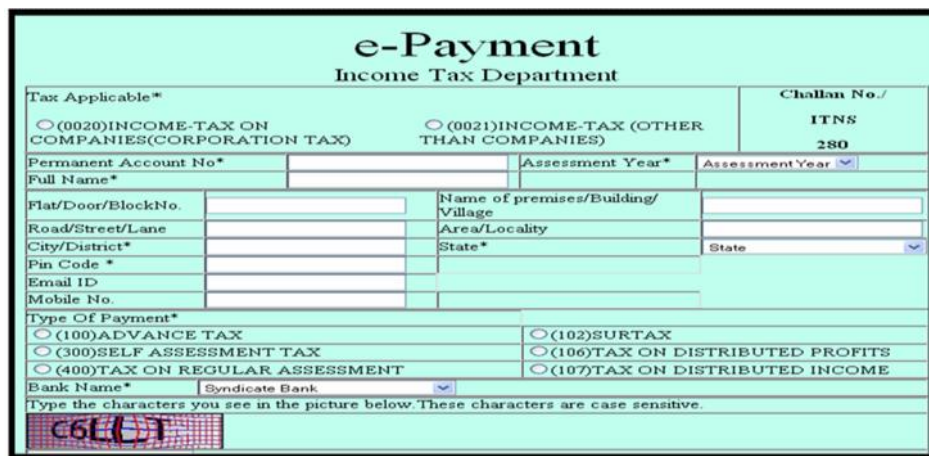
slip, bank statement or letter from the other bank stating proof of funds was lying with another bank.



➤ **E-Tax Payments** :- PNB brings to you the convenience of paying all your bills from your desktop! You can now pay your electricity, telephone, mobile, insurance bills online electronically and also subscribe to magazines and make contributions to various charities – all of them online, using the **PNB Online Utility Bill Payment Service**. Now, you have the convenience of making payments for your utility bills, magazine subscriptions or donations to charity organizations.

➤ **Types of Payments:-**

Utility Payments, Post paid Mobile, Credit card, DTH, Gift cards, Loans Payments, Insurance premium, Subscriptions



➤ **Online DGFT payment**: - **D G F T** [ Director General of Foreign Trade ] DGFT is a **Government organization in India responsible for the formulation of export / import principles and guidelines for Indian importers and Indian exporters**. DGFT grants Importer Exporter Code Numbers. These IEC codes are mandatory for the purpose for carrying out Import Export trade operations. They also enable



entities in India to acquire certain benefits on their imports/ exports, Indian customs, Export Promotion Council etc.

**Attention Exporters:** If you have a valid IEC code you can submit your licence fees / dues through our Internet Banking service

### **UNION BANKS SERVICES:-**

- **Mobile Passbook (M-Passbook):-** Digital passbook feature shall be enabled for Bank's customer to view his / her account statement through mobile. The M Passbook shall be available at all mobile app store viz android, ios, blackberry, windows etc. Customer has to simply download the M Passbook and start operating it. He/she can retrieve statements of all his accounts on his mobile for any period. **Union Bank mPassbook** is the "facility" to the customer for viewing the transaction information and other facilities using the mPassbook Application, as the Bank may decide upon from time to time and is downloaded in the mobile phone.
  - a. The following Business rules will apply to the facility being offered by the Bank:
  - b. The Facility will be available to customers having a satisfactory running Savings/ Current account with the Bank.
  - c. The Facility is made available to the Customer at his request, and at the sole discretion of the Bank and may be discontinued by the Bank at any time, without notice and the Bank shall not incur any liability to any person for such discontinuation.
  - d. The customer is solely responsible to select the period of transactional data storage provided in the settings of Union Bank m-passbook application.
  - e. Bank reserves the right to reject a Customer's online request for mPassbook without assigning any reasons. Customer can request for termination of the facility by uninstalling the application from his mobile phone. The Customer shall remain accountable for all the transactional information stored in the m-Passbook Application in his mobile phone.
- **SMS Banking:-** SMS Banking service provides instant notification about your transactions as and when it happens. It helps you to keep a watch on your account with a round the clock service. Every debit or credit in your account over a limit desired by you is intimated by SMS. Now, with **SMS banking service, you are**



always in a position to detect unauthorized access to your account. Additionally, SMS banking also helps you to know your balances and mini statements instantly by just sending an SMS.

### **FEATURES:-**

- ) **Safety** : All transactions above a value desired are intimated to you as and when they happen, so you are always kept updated on your transactions
- ) **Convenience**: No need to queue in at branch or ATM to check your account.
- ) **Updates**: Get automatic updates on deposits/loan instalments due, interest rate changes and new products.

**Availability**: This service is available from anywhere in the world, even when you are on the move.

- **Kisan ATM**:- As technology is spreading its wings across the length and breadth of the country, a need was felt by Bank to provide its customers in rural areas with an ATM which is easy to operate, does not warrant high level of literacy, remembering PINS and can read out instructions on screen to get cash or services. As a solution to this Bank has deployed **Kisan ATMs in rural areas to serve the customers of our remote rural branches**. The first such ATM is installed at Sivagangai branch Tamilnadu and inaugurated by the Honorable Finance Minister Shri P. Chidambaram. **Kisan ATMs have brought in 24x7 banking facilities with state of art technology**, which was so far available only to metro and urban population, within the reach of rural masses and thus provided a much needed fillip for Financial Inclusion.

### **Features & Benefits:**

- ) This is a user-friendly cash dispensing machines
- ) It is voice enabled and works on bio-metric authentication like finger print verification
- ) Communicates with the user in local language
- ) Touch screen monitor to make the operations easier. The screen options glow as the instructions are read out to the customer and the customer needs only to touch the option desired by him





### Safe Deposit Locker:-

It is one of the value added services provided by the Bank to its customers. **Bank provides specially designed lockers purchased** from reputed manufactures which are kept at specially built strong rooms at Branches for keeping the **valuable of hirers.**

Safe Deposit Locker facility is available at our various branches across India

Lockers of different sizes to suit the needs of customers are available.

Safe Deposit Locker facility can be availed by individuals – either **singly or jointly, Partnership Firms, Companies, Associations and Clubs.**

Safe Deposit Locker facility is available at our various branches across India. Lockers of different sizes to suit the needs of customers are available.

Rent for Safe Deposit Lockers is charged annually and rent is payable in advance. Locker hirers have option to pay 3 years rent in advance. Locker rent vary depending on location of branch i.e. rural/semi-urban/urban/metro and size of locker.

➤ **Multi city cheque book:** Bank issues Personalised Cheque book to all its customers which are payable at par at all branches of the Bank in India, called as **Multi City Cheque.** With the Multi City Cheque Book, you can withdraw funds by yourself as well as make payment to people in cities other than at city/town where you maintain an account.

Benefits:-

- ) Withdraw cash from any of our branches across India up to Rs 1.00 lac per day.
- ) No need to purchase demand draft thereby savings in time & cost.
- ) Your business associates across India can receive immediate payment through local clearing, thereby saving collection charges. If they maintain an a/c with us, they will receive instant credit.

## CHAPTER 6

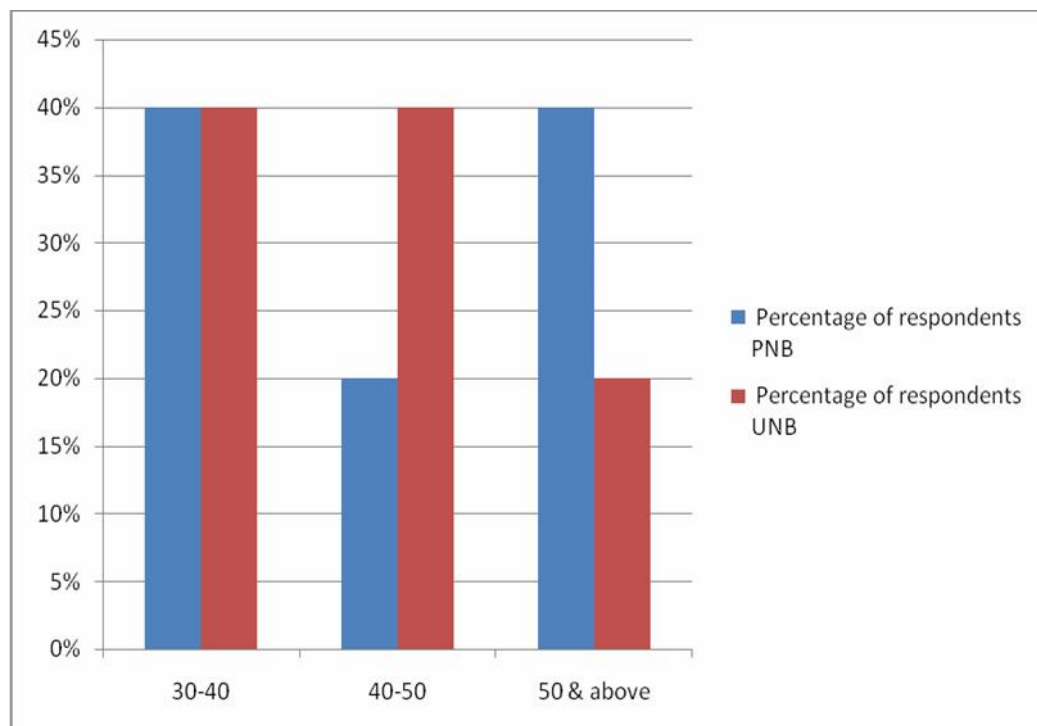
### DATA ANALYSIS and INTERPRETATION

**Table No.1: Age group of the respondents.**

Age Group	No. of respondents		Percentage of respondents	
	PNB	UNB	PNB	UNB
30-40(yrs)	10	10	40%	40%
40-50(yrs)	05	10	20%	40%
50 and above(yrs)	10	05	40%	20%
<b>Total</b>	25	25	100%	100%

#### **Interpretation of Punjab National Bank (PNB) and Union Bank (UNB) :-**

- ) From the above table it can be inferred that 40% of the respondents of PNB are the age group between 30-40 years, 40% are 50 and above years and 20% are 40-50years,
- ) From the above table it can be inferred that 40% of the respondents of UBI are the age group between 30-40 years, 40% are 40-50years, 20% are 50 and above years.

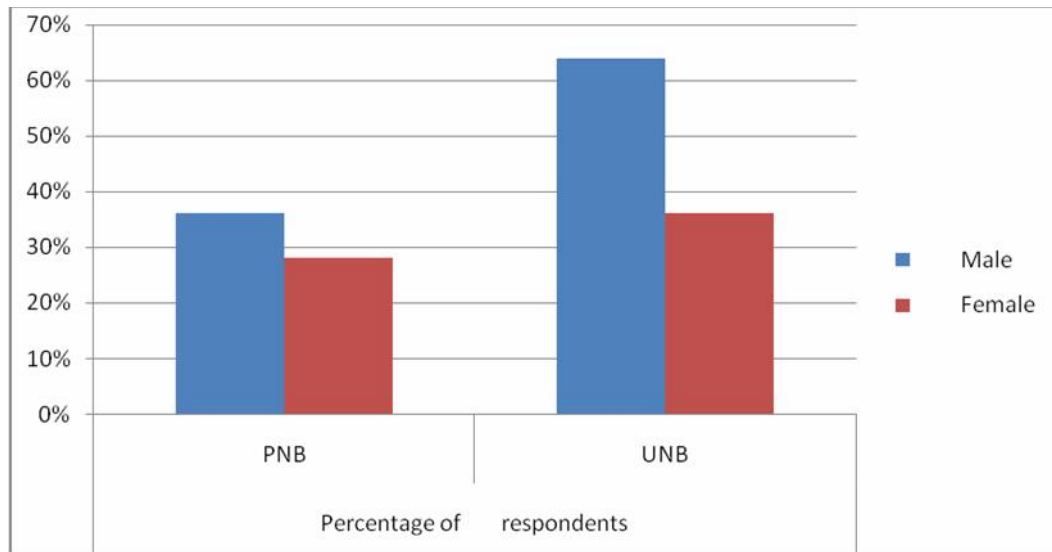


**Table.No.2: Gender of the respondents.**

Gender	No. of respondents		Percentage of respondents	
	PNB	UNB	PNB	UNB
Male	18	16	36%	64%
Female	7	9	28%	36%
Total	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank(UNB) :-**

- ) From the above table it can be inferred that 36% of the respondents of PNB are Male and Female are 28%.
- ) From the above table it can be inferred that 64% of the respondents of UBI are Male and Female are 36%.



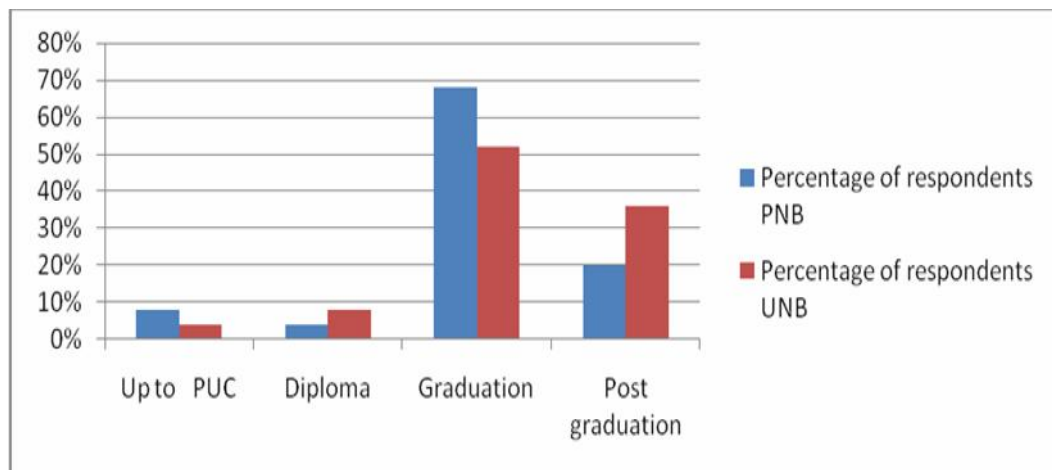
**Table No. 3: Education of the respondents.**

Education	No. of respondents		Percentage of respondents	
	PNB	UNB	PNB	UNB
Up to PUC	02	01	8%	4%
Diploma	01	02	4%	8%
Graduation	17	13	68%	52%
Post graduation	05	09	20%	36%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank(UNB) :-**

) From the above table it can be inferred that in PNB 68% are graduates, 20% are post graduates, 8% are up to PUC and 4% are diploma.

) From the above table it can be inferred that in UBI 68% are graduates, 20% are post graduates, 8% are up to PUC and 4% are diploma.

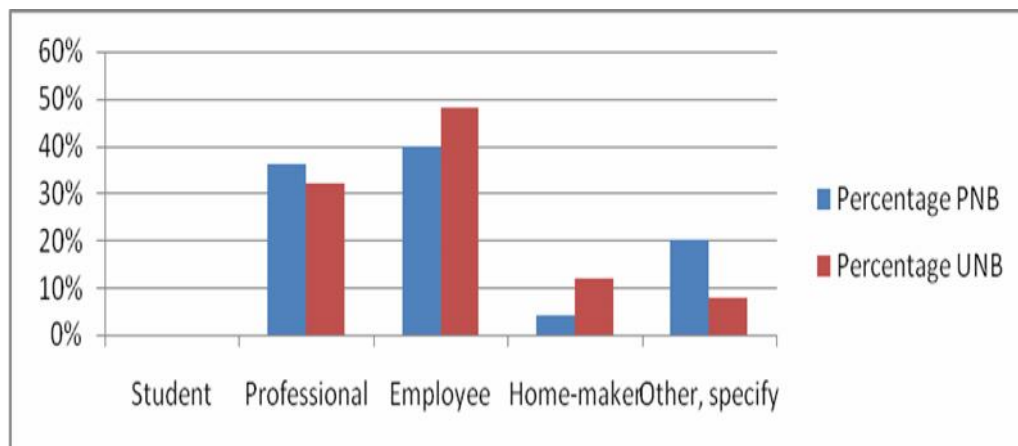


**Table No.4: Occupation of the respondent.**

Occupation	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Student	0	0	0%	0%
Professional	9	8	36%	32%
Employee	10	12	40%	48%
Home-maker	1	3	4%	12%
Other, specify	5	2	20%	8%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank(UNB):-**

- ) From the above table it can be inferred that in PNB 40% are employees, 36% are professionals, 20% are other, and 4% are home- makers.
- ) From the above table it can be inferred that in UBI 48% are employees, 32% are professionals, 8% are other, and 12% are home- makers.

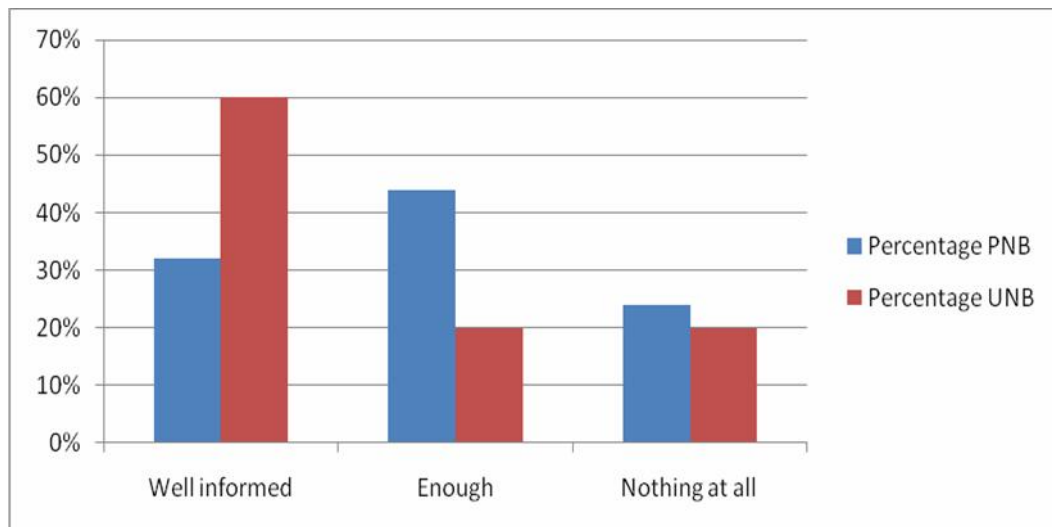


**Table No.5: Respondents awareness towards online banking.**

Online Banking	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Well informed	8	15	32%	60%
Enough	11	5	44%	20%
Nothing at all	6	5	24%	20%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that awareness in PNB is 44% are enough, 32% are well informed and 24% are nothing at all.
- ) From the above table it can be inferred that awareness in UNB is 60% are enough, 20% are well informed and 20% are nothing at all.

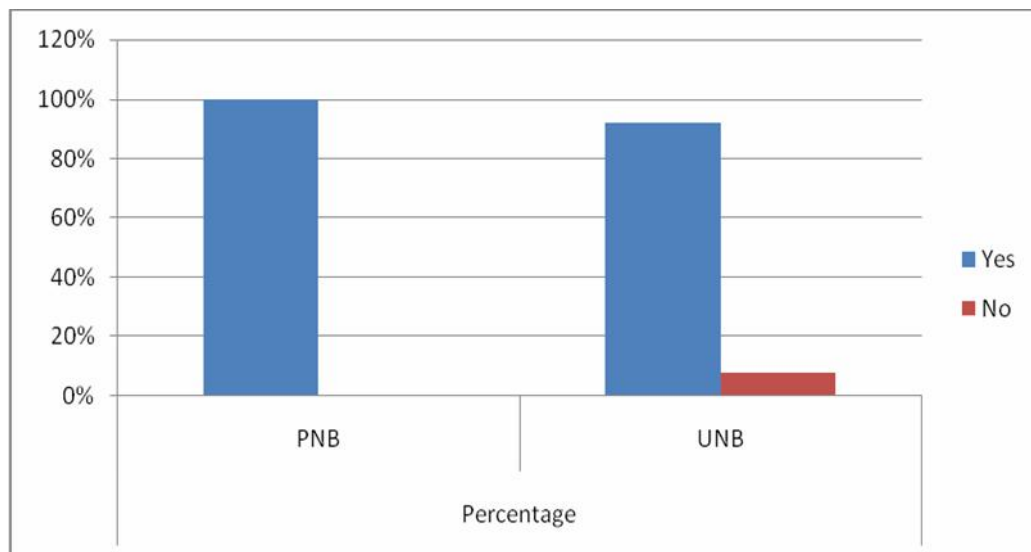


**Table No.6: Respondents knowledge regarding E-banking facilities of their bank.**

Knowledge	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Yes	25	23	100%	92%
No	0	2	0%	08%
Total	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that knowledge regarding online banking in PNB is 100% are YES.
- ) From the above table it can be inferred that knowledge regarding online banking in UNB is 92% are YES and 8% NO.

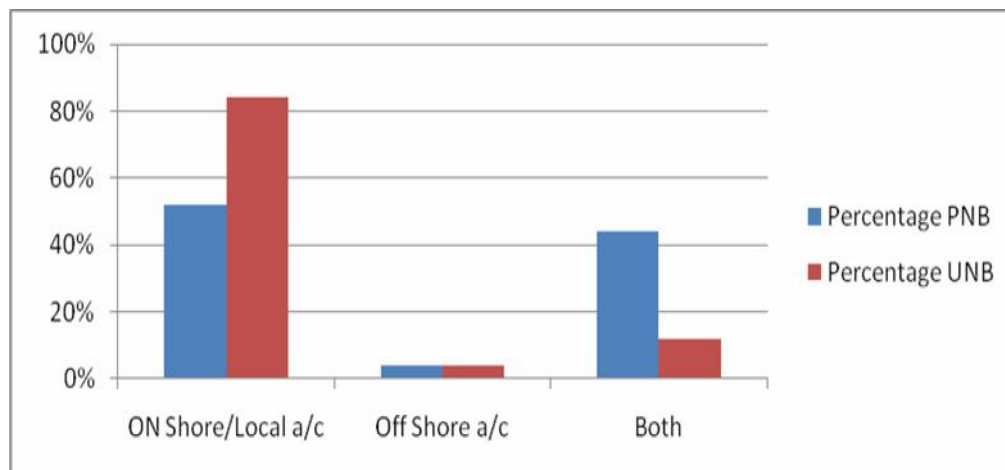


**Table.No.7: Respondents types of accounts with CCB.**

Types of accounts	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
ON Shore/Local a/c	13	21	52%	84%
Off Shore a/c	1	1	4%	4%
Both	11	3	44%	12%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that types of accounts they are holding with CCB that is in PNB 52% are on shore/local a/c, 44% are both and 4% off shore a/c.
- ) From the above table it can be inferred that types of accounts they are holding with CCB that is in UNB 84% are on shore/local a/c, 12% are both and 4% off shore a/c.



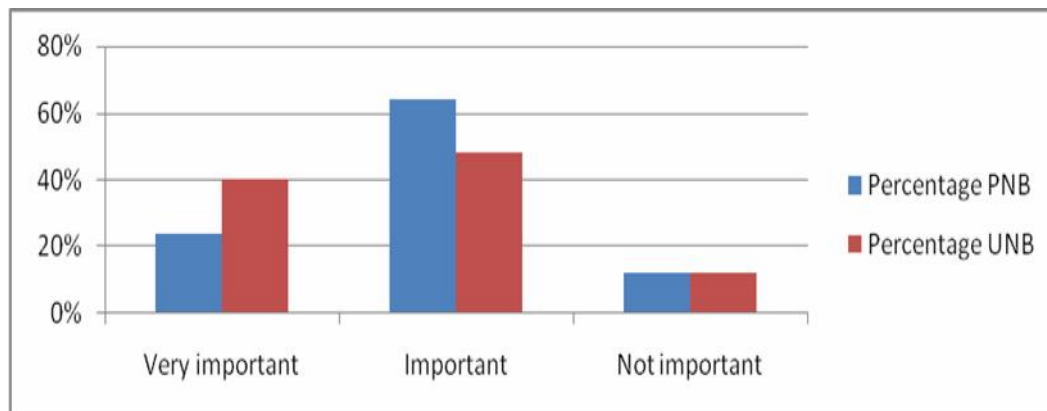


**Table.No.8: Importance of online banking in respondents daily banking activities.**

Importance	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Very important	6	10	24%	40%
Important	16	12	64%	48%
Not important	3	3	12%	12%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that importance of online banking in daily activities that is in PNB 64% prefers important, 24% prefers very important and 12% not important.
- ) From the above table it can be inferred that importance of online banking in daily activities that is in UNB 48% prefers important, 40% prefers very important and 12% not important.

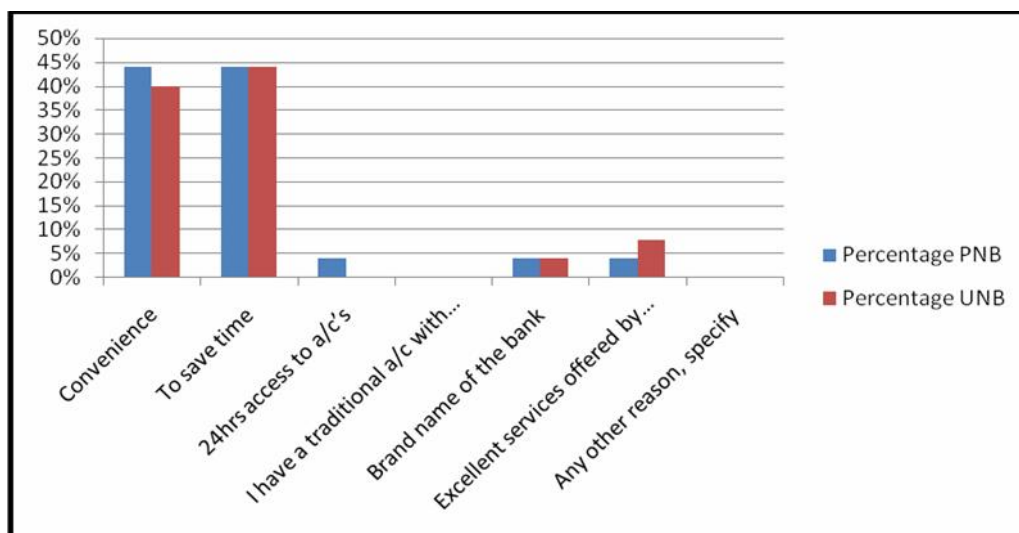


**Table.No.9: Reasons for the respondents for choosing online banking.**

Reasons	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Convenience	11	10	44%	40%
To save time	11	12	44%	44%
24hrs access to a/c's	1	0	4%	0%
I have a traditional a/c with same bank	0	0	0%	0%
Brand name of the bank	1	1	4%	4%
Excellent services offered by the bank	1	2	4%	8%
Any other reason, specify	0	0	0%	0%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):**

- ) From the above table it can be inferred that respondents choosing online banking that is in PNB 44% are convenient, 44% saves time, 4% 24hrs access, 4% brand name and 4% excellent services.
- ) From the above table it can be inferred that respondents choosing online banking that is in UNB 40% are convenient, 44% saves time, 4% brand name and 8% excellent services.

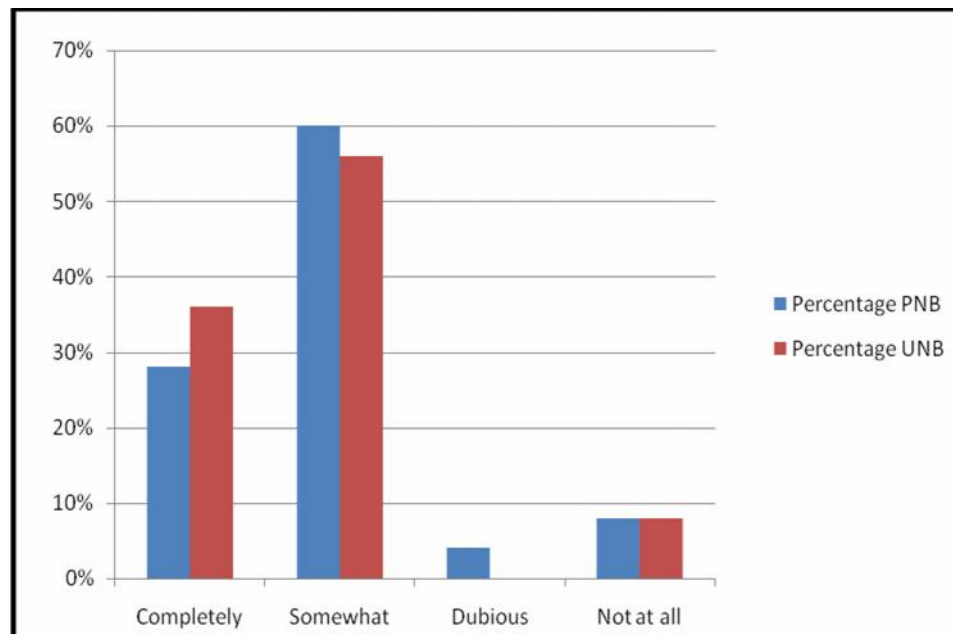


**Table. No.10: Respondents about trusting banks that only operate online**

Trust on operating online	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Completely	7	9	28%	36%
Somewhat	15	14	60%	56%
Dubious	1	0	4%	0%
Not at all	2	2	8%	8%
Total	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that trusting of online banking operations that is in PNB 60% trusts somewhat, 28% trust completely, 8% don't trust and 4% are dubious.
- ) From the above table it can be inferred that trusting of online banking operations that is in UNB 56% trusts somewhat, 36% trust completely, 8% don't trust and 4% are dubious.



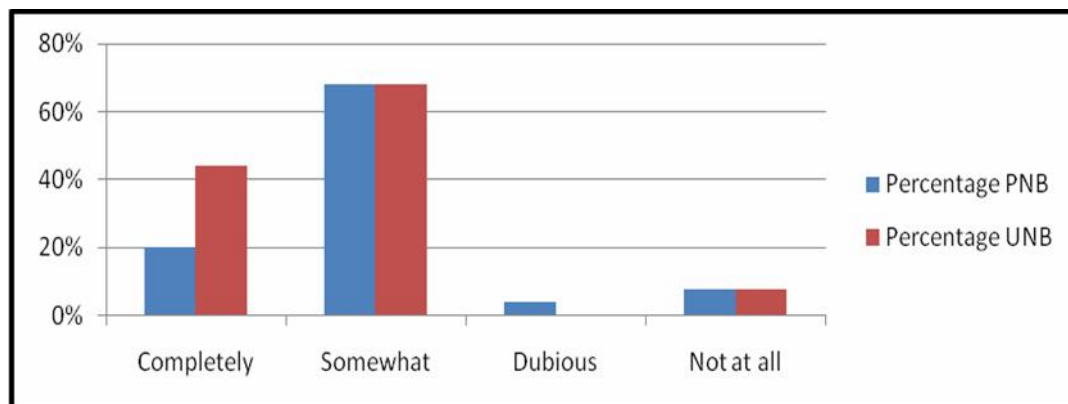
**Table.No.11: Respondents trusting the security of online banking.**

Security in operating online	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Completely	5	11	20%	44%
Somewhat	17	12	68%	68%
Dubious	1	0	4%	0%
Not at all	2	2	8%	8%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

) From the above table it can be inferred that trusting of online banking security that is in PNB 68% trusts somewhat, 20% trust completely, 8% don't trust and 4% are dubious.

) From the above table it can be inferred that trusting of online banking security that is in UNB 68% trusts somewhat, 44% trust completely, 8% don't trust.

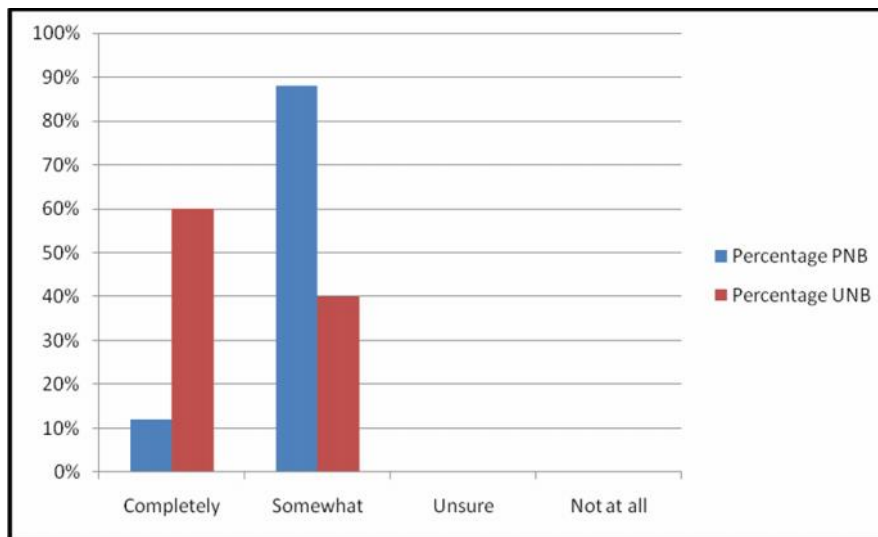


**Table.No.12: Importance of human contact with respondents for banking relations.**

Human contact	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Completely	3	15	12%	60%
Somewhat	22	10	88%	40%
Unsure	0	0	0%	0%
Not at all	0	0	0%	0%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred importance of human contact with respondents for banking relations that is in PNB 88% trusts somewhat, 12% trust completely and 40% are dubious.
- ) From the above table it can be inferred importance of human contact with respondents for banking relations that is in UNB 60% trusts somewhat, 40% trust completely and 40% are dubious

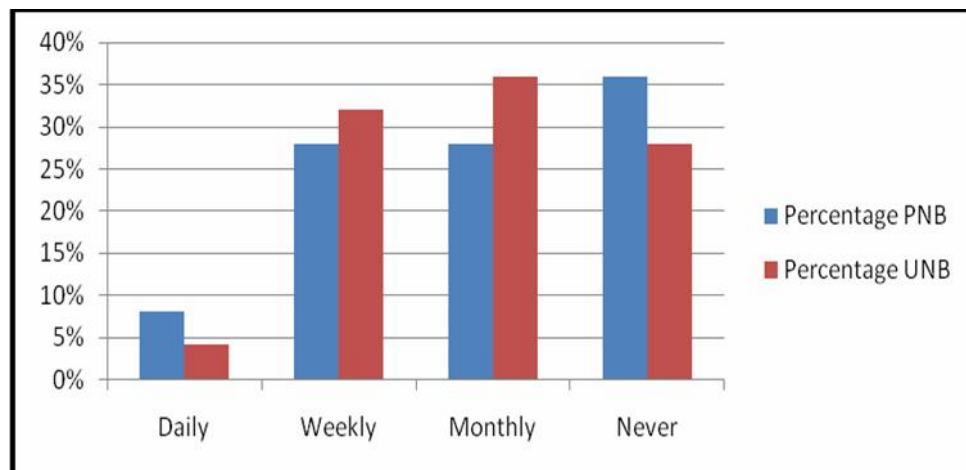


**Table.No.13: Respondents using online services often.**

Usage of services	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Daily	2	1	8%	4%
Weekly	7	8	28%	32%
Monthly	7	9	28%	36%
Never	9	7	36%	28%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred respondents using this service often that is in PNB 36% never uses, 28% uses weekly, 28% monthly and 8% daily.
- ) From the above table it can be inferred respondents using this service often that is in UNB 38% uses monthly, 32% uses weekly, 28% never uses and 4% daily

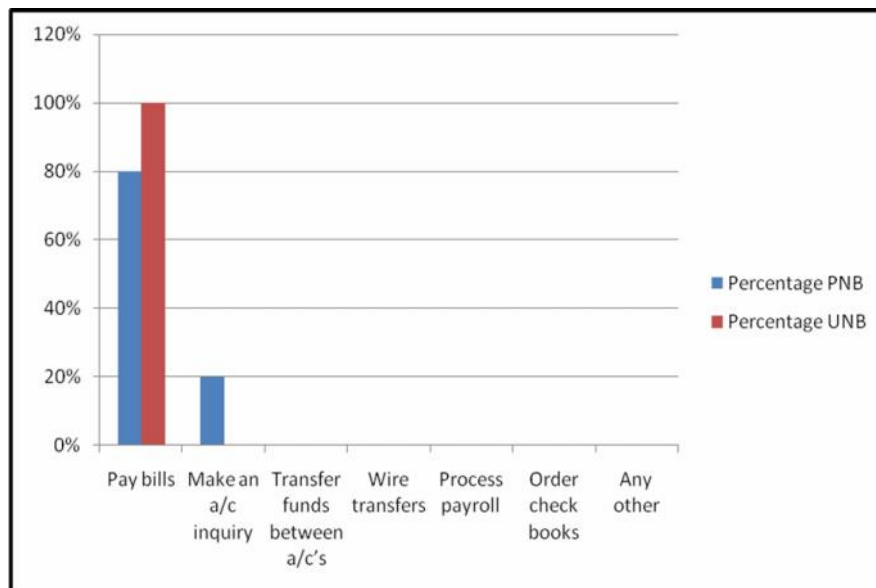


**Table.No.14: Respondents regularly using the online features.**

Usage of online features	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Pay bills	20	25	80%	100%
Make an a/c inquiry	5	0	20%	0%
Transfer funds between a/c's	0	0	0%	0%
Wire transfers	0	0	0%	0%
Process payroll	0	0	0%	0%
Order check books	0	0	0%	0%
Any other	0	0	0%	0%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred respondents using regularly online features that is in PNB 80% uses to pay bills, 20% uses to make an a/c inquiry.
- ) From the above table it can be inferred respondents using regularly online features that is in UNB 100% uses to pay bills.

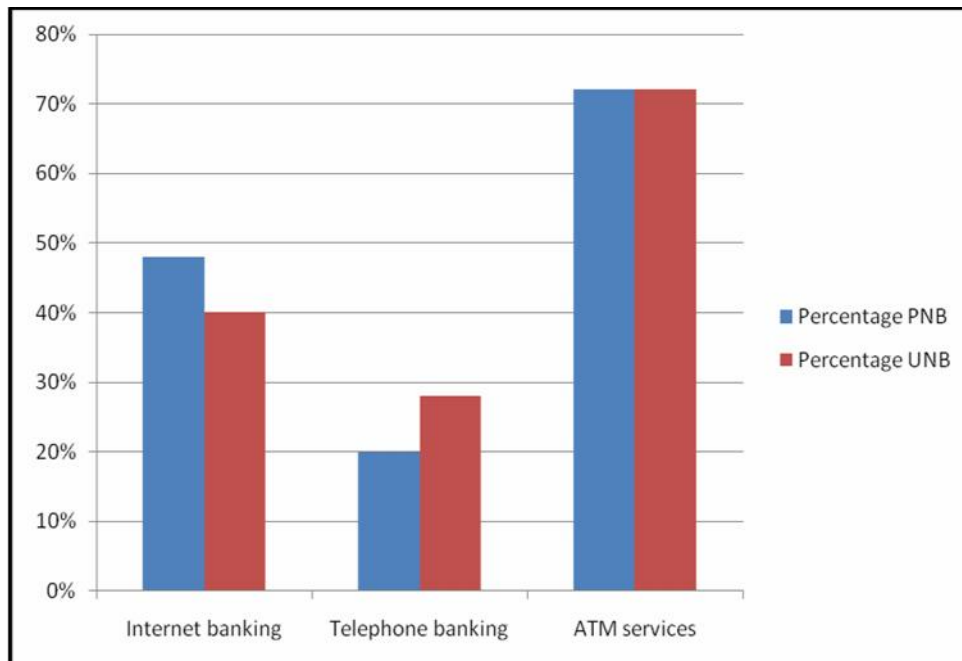


**Table.No.15: Respondents thinks online features are user friendly.**

User friendly	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Internet banking	12	10	48%	40%
Telephone banking	5	7	20%	28%
ATM services	18	18	72%	72%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred respondents thinking online features are user friendly that is in PNB 48% uses to internet banking, 32% uses to ATM services and 20% telephone banking.
- ) From the above table it can be inferred respondents thinking online features are user friendly that is in UNB 40% uses to internet banking, 32% uses to ATM services and 28% telephone banking



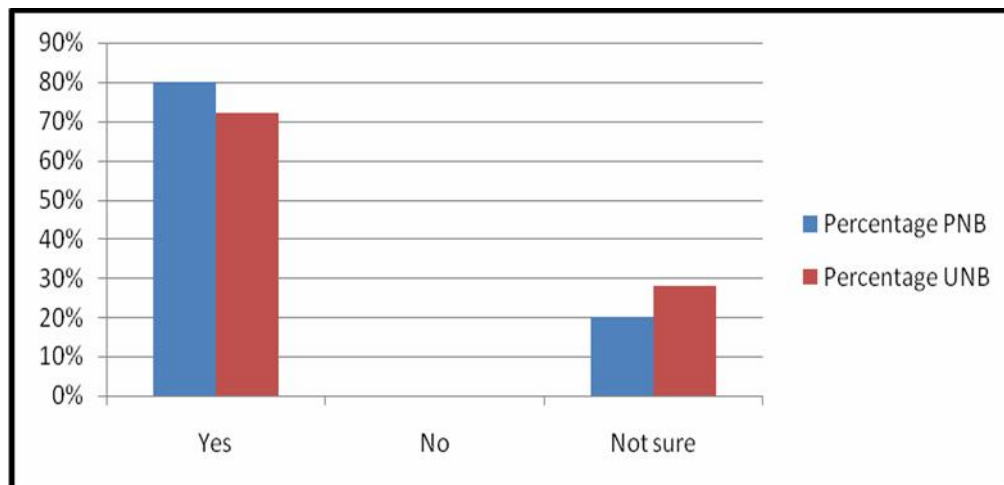


**Table.No.16: Respondents thinks online banking are convenient.**

Convenient for using	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Yes	20	18	80%	72%
No	0	0	0%	0%
Not sure	5	7	20%	28%
Total	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UBI):-**

- ) From the above table it can be inferred respondents thinking online services are convenient that is in PNB 80% says YES and 20% are not sure.
- ) From the above table it can be inferred respondents thinking online services are convenient that is in UBI 72% says YES and 28% are not sure.

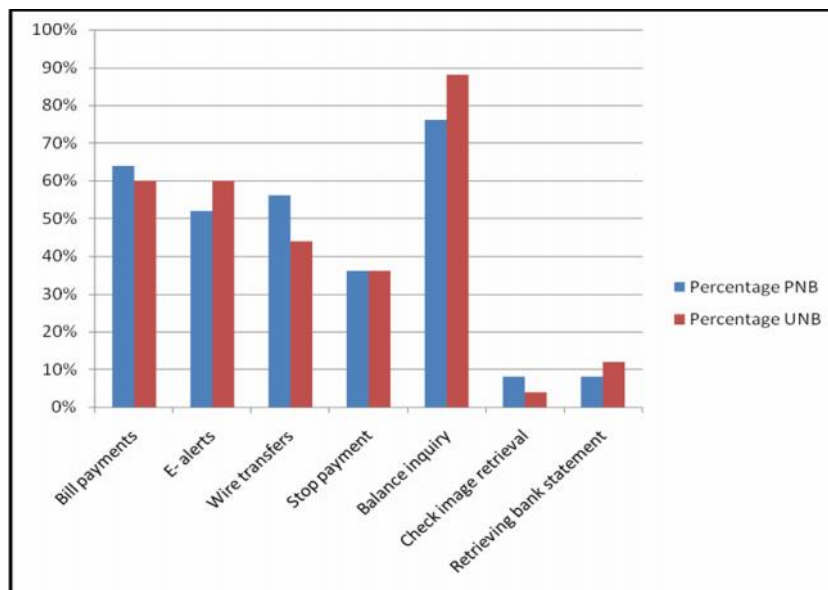


**Table.No.17: Rate the following regarding E-banking.**

	Excellent		Good		Just ok		Percentage	
	PNB	UNB	PNB	UNB	PNB	UNB	PNB	UNB
<b>Bill payments</b>	8	7	8	7	0	1	64%	60%
<b>E- alerts</b>	2	3	1	3	10	9	52%	60%
<b>Wire transfers</b>	3	2	7	6	4	3	56%	44%
<b>Stop payment</b>	3	4	3	3	3	2	36%	36%
<b>Balance inquiry</b>	7	8	5	5	7	9	76%	88%
<b>Check image retrieval</b>	1	0	1	0	0	0	8%	4%
<b>Retrieving bank statement</b>	1	1	0	1	1	1	8%	12%
<b>Total</b>	25	25	25	25	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred by rating the online services by the respondents that is in PNB 76% uses for balance inquiry, 64% for bill payments, 56% for wire transfers, 52% for e-alerts, 8% for check mage and 8% for retrieving bank statement.
- ) From the above table it can be inferred by rating the online services by the respondents that is in UNB 88% uses for balance inquiry, 60% for bill payments, 60% for e-alerts, 44% wire transfers, 4% for check mage and 12% for retrieving bank statement.

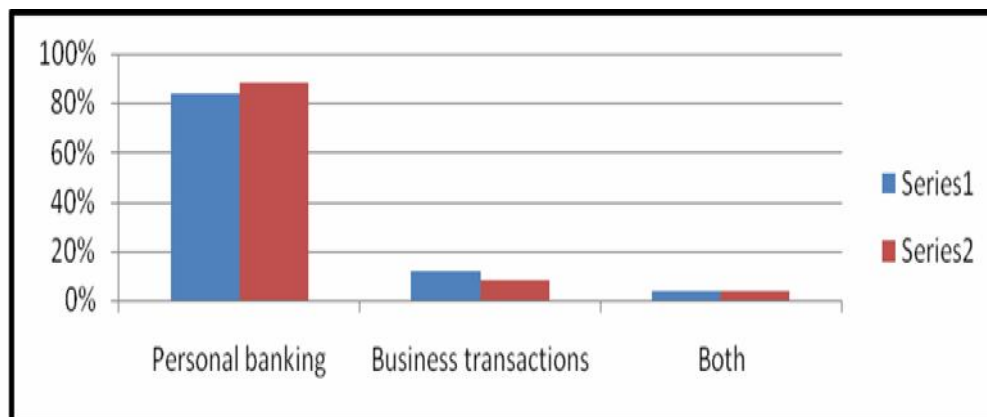


**Table.No.18: Type of banking used by the Respondents over the internet.**

Type of banking	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Personal banking	21	22	84%	88%
Business transactions	3	2	12%	8%
Both	1	1	4%	4%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred types of banking used by the respondents that is in PNB 84% uses personal banking, 12% uses business transactions and 4% uses both.
- ) From the above table it can be inferred types of banking used by the respondents that is in UNB 88% uses personal banking, 8% uses business transactions and 4% uses both.

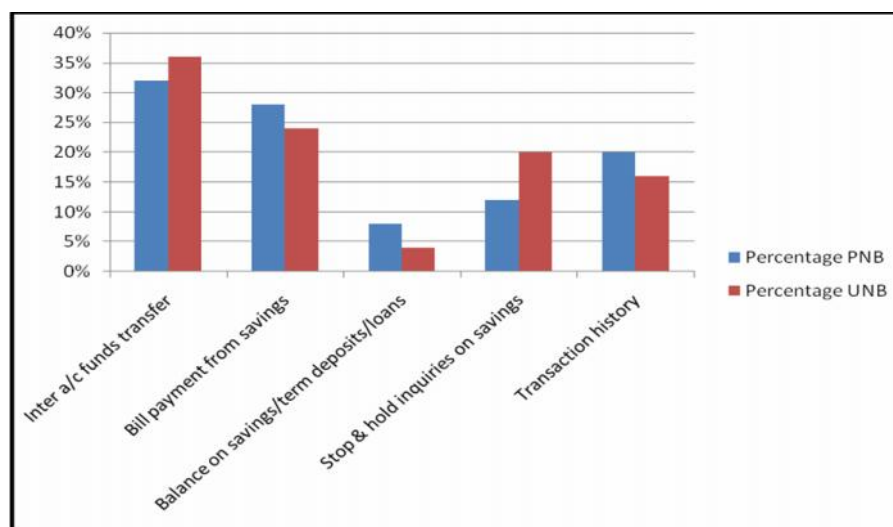


**Table.No.19: Respondents using the online services regularly**

Using regularly	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Inter a/c funds transfer	8	9	32%	36%
Bill payment from savings	7	6	28%	24%
Balance on savings/term deposits/loans	2	1	8%	4%
Stop and hold inquiries on savings	3	5	12%	20%
Transaction history	5	4	20%	16%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred regularly using this online banking by the respondents that is in PNB 32% uses for inter a/c funds transfer, 28% for bill payment from savings, 20% for transaction history, 12% for stop and hold inquiries on savings and 8% for balance on savings/term deposits/loans.
- ) From the above table it can be inferred regularly using this online banking by the respondents that is in UNB 36% uses for inter a/c funds transfer, 24% for bill payment from savings, 16% for transaction history, 20% for stop and hold inquiries on savings and 8% for balance on savings/term deposits/loans.

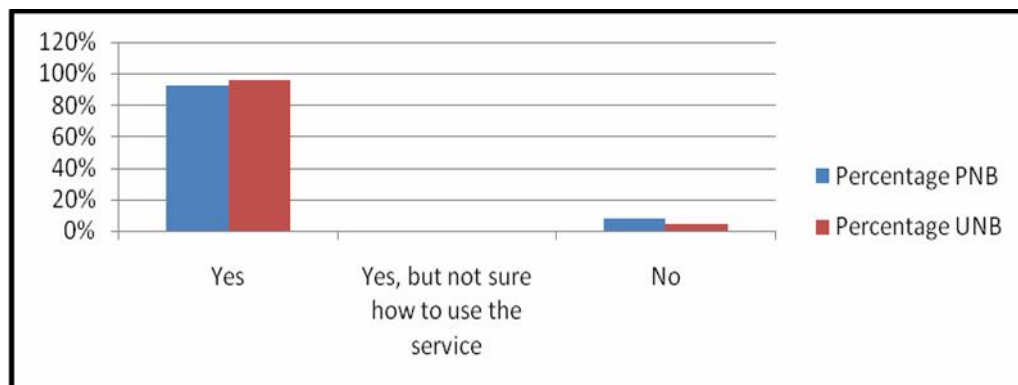


**Table.No.20: Awareness about telephone/mobile banking services in respondents.**

Awareness	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Yes	23	24	92%	96%
Yes, but not sure how to use the service	0	0	0%	0%
No	2	1	8%	4%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that awareness about telephone/mobile banking to the respondents that is in PNB 92% says YES, 8% says NO.
- ) From the above table it can be inferred that awareness about telephone/mobile banking to the respondents that is in UNB 96% says YES, 4% says NO.

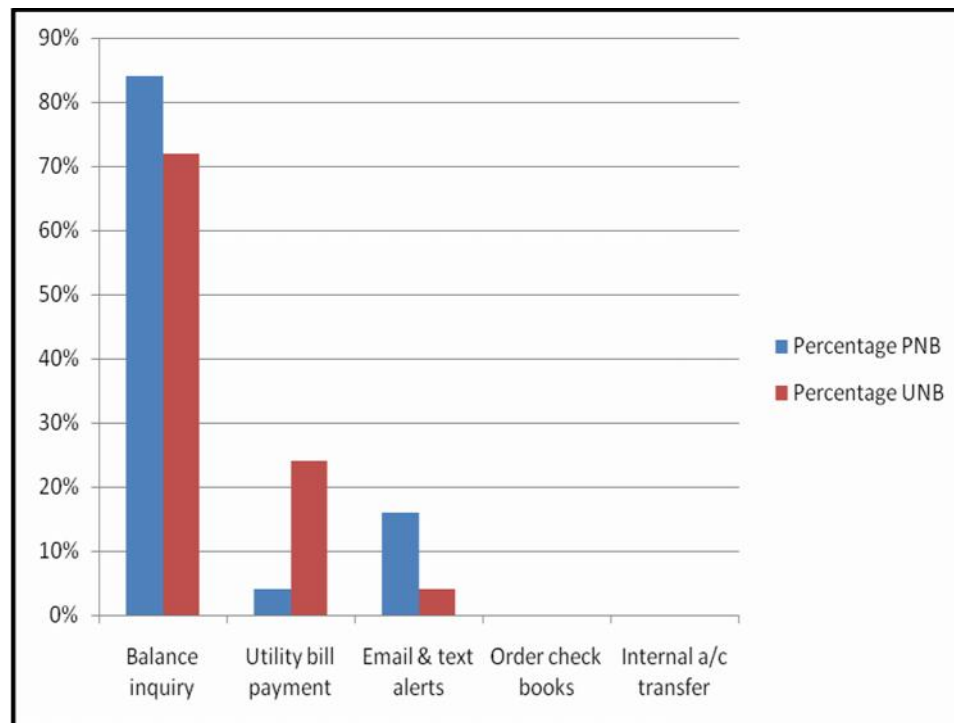


**Table.No.21: Respondents using mobile banking features.**

Using mobile banking features	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Balance inquiry	21	18	84%	72%
Utility bill payment	1	6	4%	24%
Email and text alerts	4	1	16%	4%
Order check books	0	0	0%	0%
Internal a/c transfer	0	0	0%	0%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that respondents using mobile banking feature that is in PNB 84% for balance inquiry, 16% for e-mail and text alerts and 4% for utility bill payment.
- ) From the above table it can be inferred that respondents using mobile banking features that is in UNB 72% for balance inquiry, 24% for e-mail and text alerts and 4% for utility bill payment

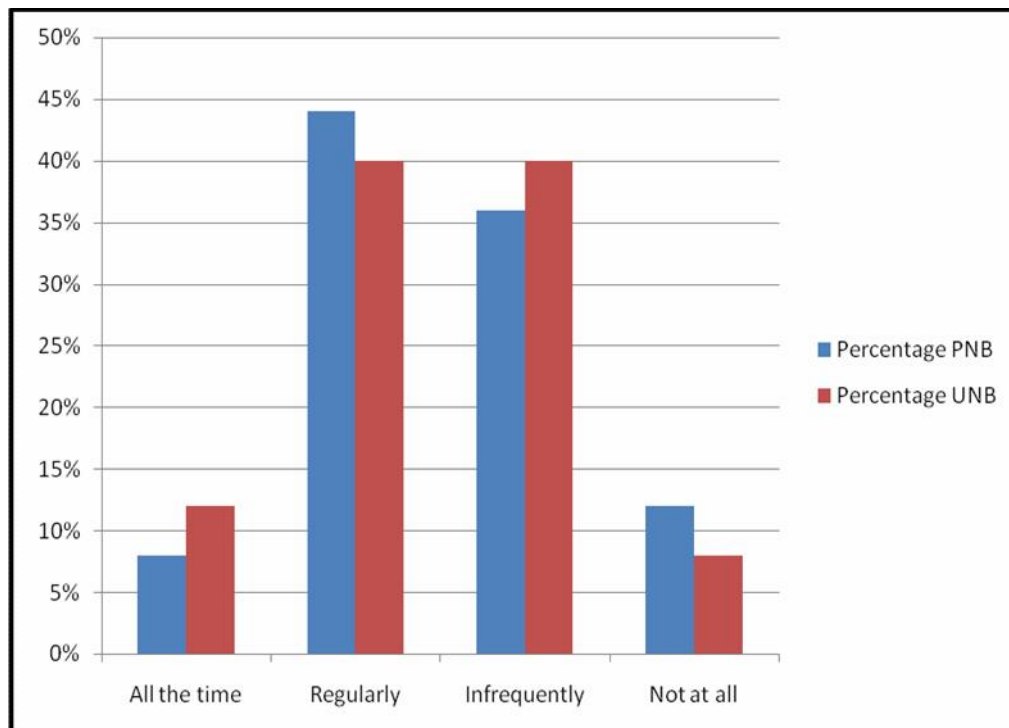


**Table.No.22: Respondents often using mobile banking.**

Using often mobile banking	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
All the time	2	3	8%	12%
Regularly	11	10	44%	40%
Infrequently	9	10	36%	40%
Not at all	3	2	12%	8%
Total	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that respondents often using mobile banking that is in PNB 44% uses regularly, 36% infrequently, 12% not at all and 8% all the time.
- ) From the above table it can be inferred that respondents often using mobile banking that is in UNB 40% uses infrequently, 36% regularly, 16% all the time and 8% not at all.

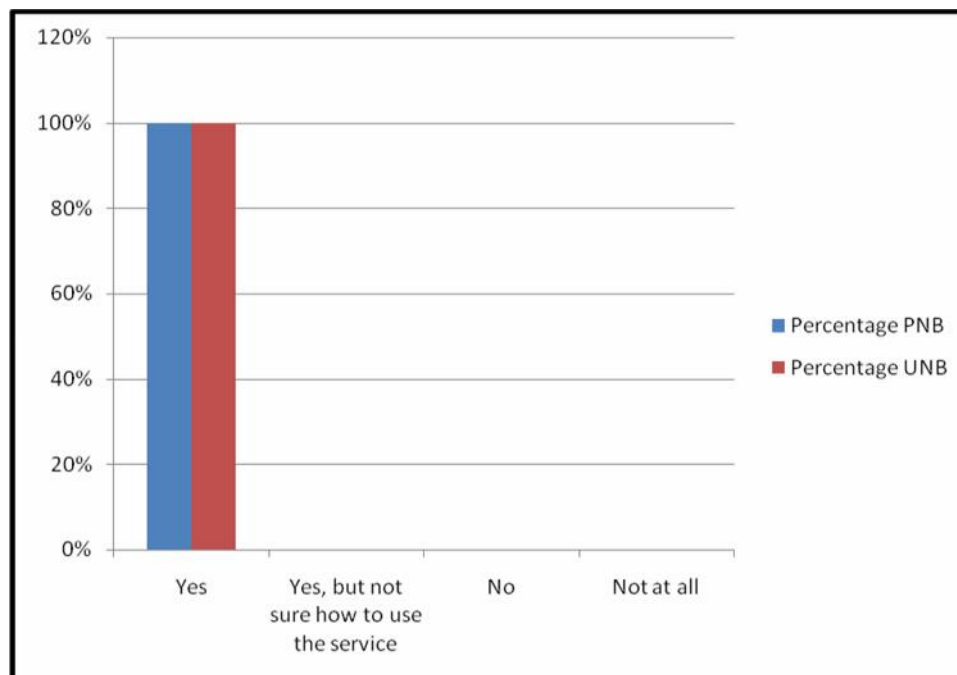


**Table.No.23: Awareness to the respondents about 24hr ATM services.**

24hr ATM services	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Yes	25	25	100%	100%
Yes, but not sure how to use the service	0	0	0%	0%
No	0	0	0%	0%
Not at all	0	0	0%	0%
Total	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that awareness about 24hr ATM to respondents that is in PNB 76% says YES, 12% not sure how to use, 8% says NO and 4% not at all.
- ) From the above table it can be inferred that awareness about 24hr ATM to respondents that is in UNB 80% says YES, 8% not sure how to use, and 12% says NO.



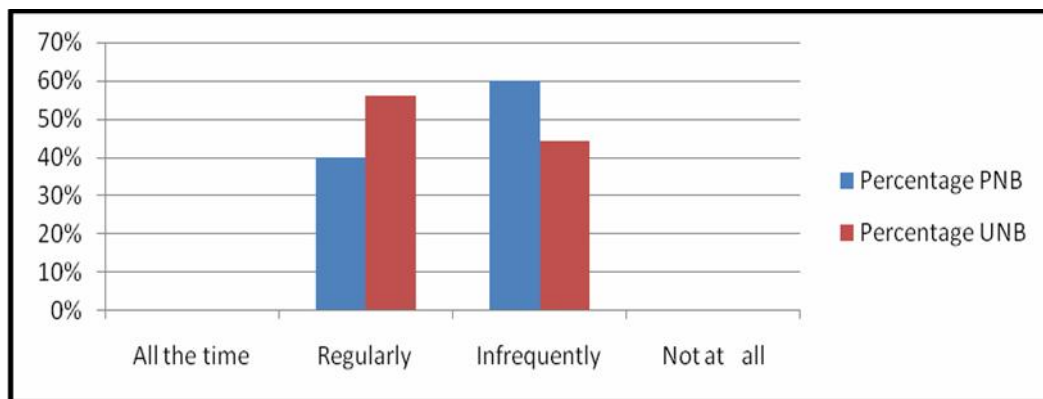


**Table.No.24: Respondents often logging to bank's website.**

Logging to banks website	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
All the time	0	0	0%	0%
Regularly	10	14	40%	56%
Infrequently	15	11	60%	44%
Not at all	0	0	0%	0%
Total	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that respondents often logging to banks website that is in PNB 60% uses infrequently and 40% uses regularly.
- ) From the above table it can be inferred that respondents often logging to banks website that is in UNB 56% uses regularly and 44% uses infrequently



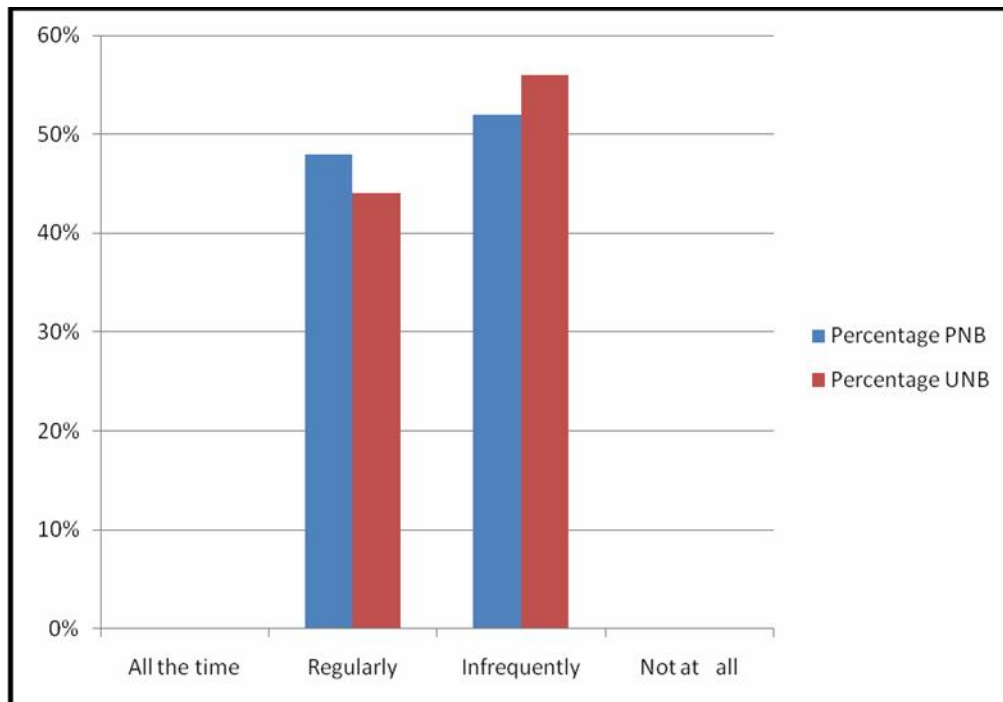
**Table.No.25: Facing difficulty in logging to bank's website by the respondents.**

Difficulty in logging	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
All the time	0	0	0%	0%
Regularly	12	11	48%	44%
Infrequently	13	14	52%	56%
Not at all	0	0	0%	0%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

) From the above table it can be inferred that respondents feeling difficult in logging to banks website that is in PNB 56% infrequently and 44% uses regularly.

) From the above table it can be inferred that respondents feeling difficult in logging to banks website that is in UNB 52% infrequently and 48% uses regularly.

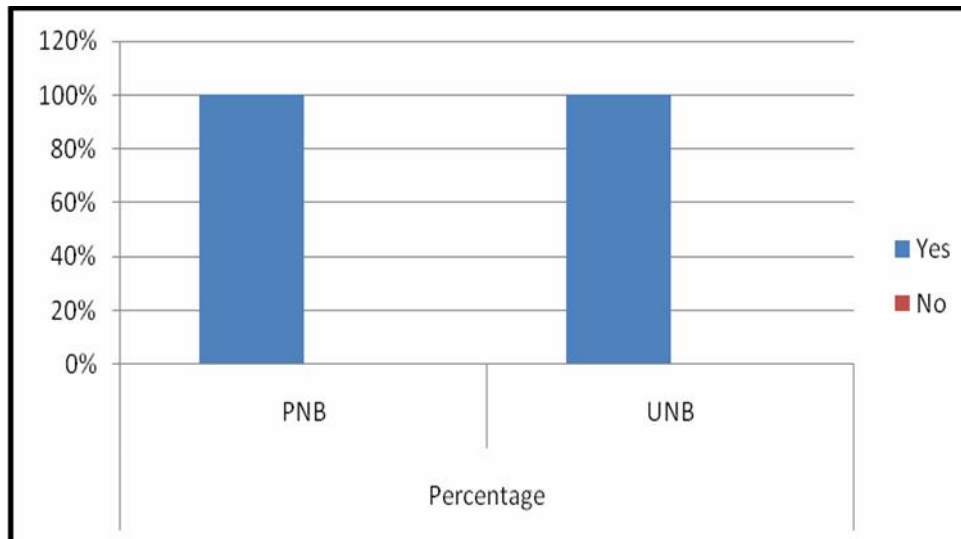


**Table.No.26: Information updated on the banks website is enough to the respondents.**

Information updated	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Yes	25	25	100%	100%
No	0	0	0%	0%
Total	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that information on website is enough to respondents that is in PNB 100% says YES.
- ) From the above table it can be inferred that information on website is enough to respondents that is in UNB 100% says YES.

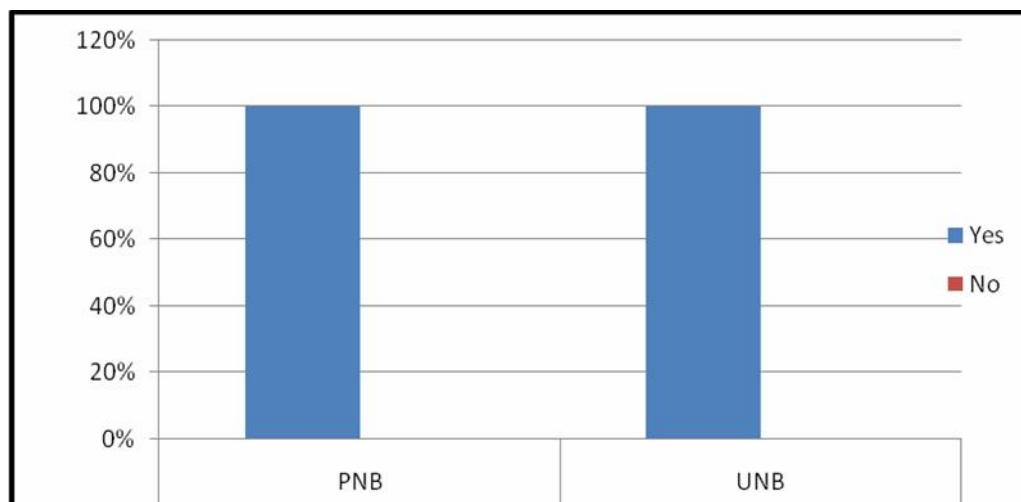


**Table.No.27: Respondents visiting banks though started using online banking.**

Visiting banks	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Yes	25	25	100%	100%
No	0	0	0%	0%
Total	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that respondents visiting bank branch though started using online services that is in PNB 100% says YES.
- ) From the above table it can be inferred that information on website is enough to respondents that is in UNB 100% says YES

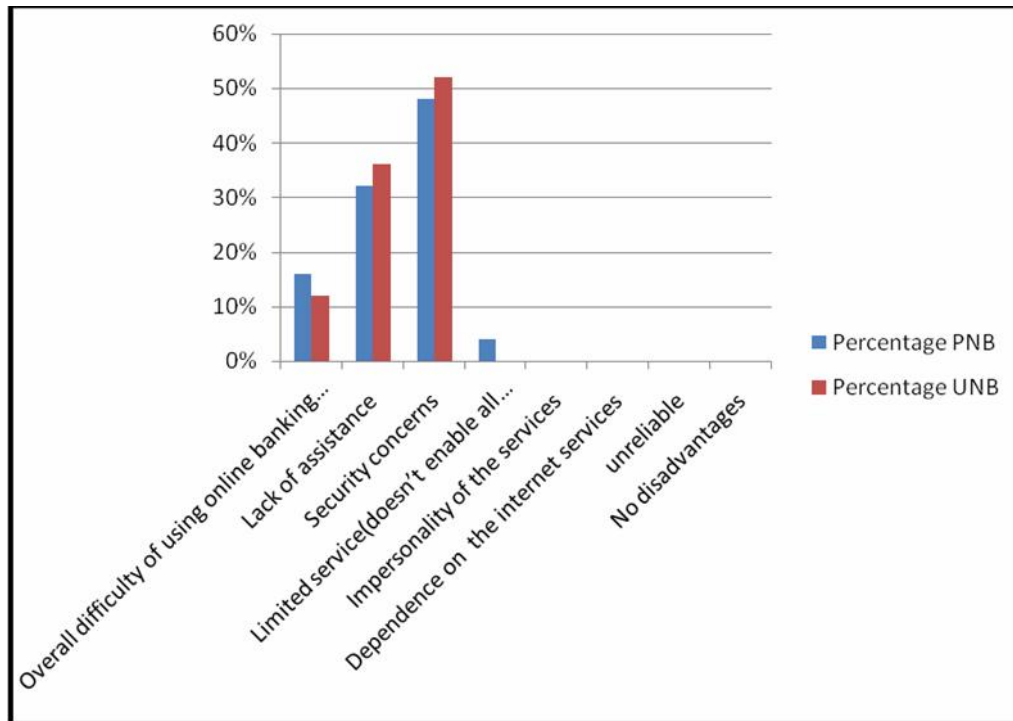


**Table.No.29: Respondents two main disadvantages of online banking.**

Disadvantages	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Overall difficulty of using online banking system	4	3	16%	12%
Lack of assistance	8	9	32%	36%
Security concerns	12	13	48%	52%
Limited service(doesn't enable all banking operations)	1	0	4%	0%
Impersonality of the services	0	0	0%	0%
Dependence on the internet services	0	0	0%	0%
unreliable	0	0	0%	0%
No disadvantages	0	0	0%	0%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that two main disadvantages of online banking to respondents and that is in PNB 48% are concerned with security, 32% lack of assistance, 16% overall difficulty of using and 4% limited service.
- ) From the above table it can be inferred that two main disadvantages of online banking to respondents and that is in UNB 52% are concerned with security, 36% lack of assistance and 12% overall difficulty of using.

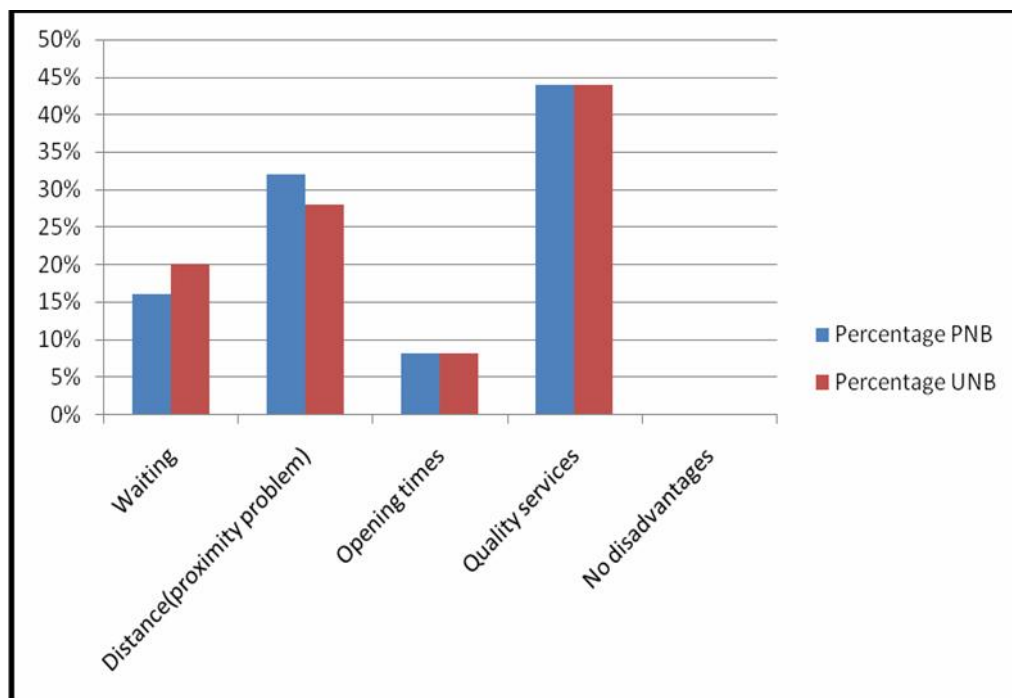


**Table.No.30: Respondents two main disadvantages of visiting the bank branch.**

Disadvantages	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Waiting	4	5	16%	20%
Distance(proximity problem)	8	7	32%	28%
Opening times	2	2	8%	8%
Quality services	11	11	44%	44%
No disadvantages	0	0	0%	0%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that two main disadvantages of visiting bank to respondents and that is in PNB 44% are concerned with quality of services, 32% for distance, 16% for waiting and 8% for opening times.
- ) From the above table it can be inferred that two main disadvantages of visiting bank to respondents and that is in UNB 44% are concerned with quality of services, 28% for distance, 20% for waiting and 8% for opening times.

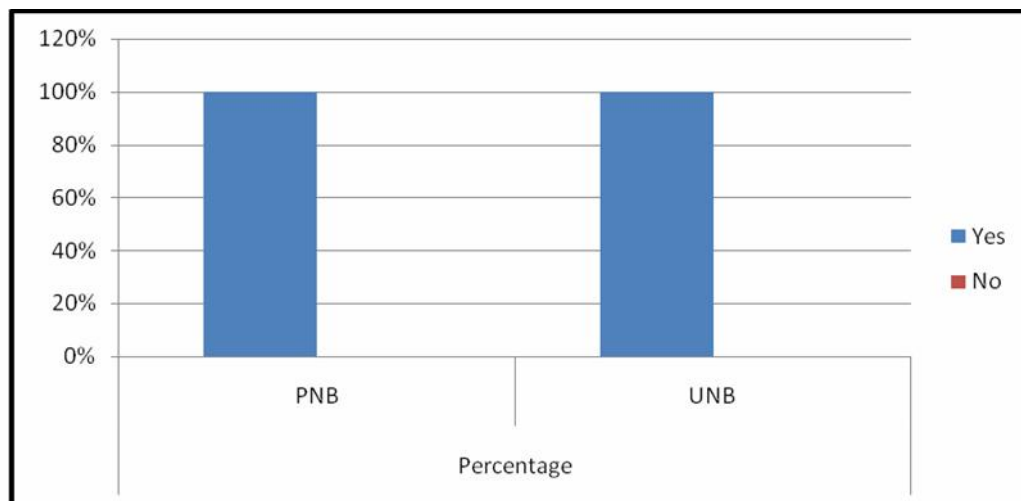


**Table.No.31: Services being offered to respondents are adequate.**

Adequate services	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Yes	25	25	100%	100%
No	0	0	0%	0%
Total	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that services are adequate to the respondents and that is in PNB 100% says YES.
- ) From the above table it can be inferred that services are adequate to the respondents and that is in PNB 100% says YES.





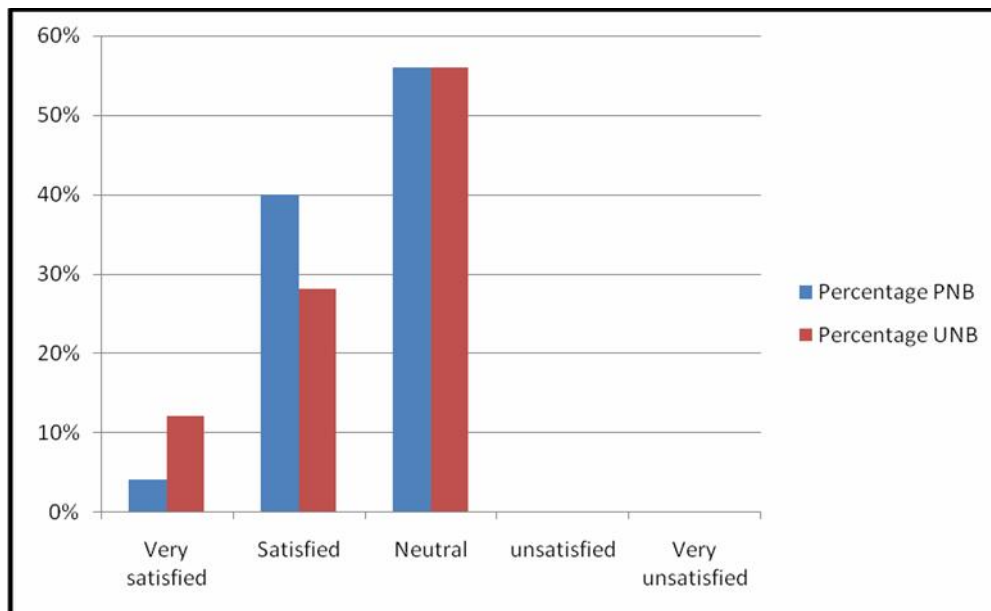
**Table.No.32: Respondents satisfied with the online services offered.**

Satisfied for the service	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Very satisfied	1	3	4%	12%
Satisfied	10	7	40%	28%
Neutral	14	14	56%	56%
unsatisfied	0	0	0%	0%
Very unsatisfied	0	0	0%	0%
Total	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

) From the above table it can be inferred that services are satisfied to the respondents and that is in PNB 56% are neutral, 40% are satisfied and 4% are very much satisfied.

) From the above table it can be inferred that services are satisfied to the respondents and that is in PNB 56% are neutral, 28% are satisfied and 12% are very much satisfied.

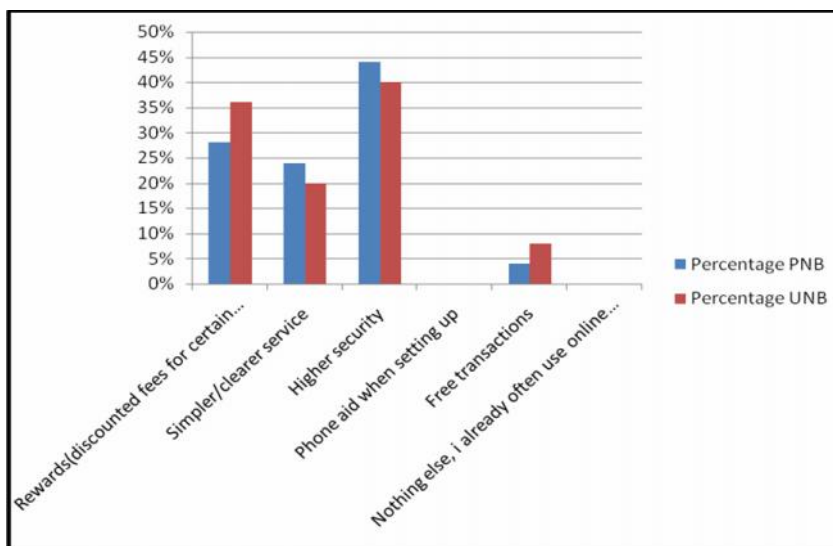


**Table.No.33: Respondents are encouraged to use online banking services.**

Encourage to use the services	No. of respondents		Percentage	
	PNB	UNB	PNB	UNB
Rewards(discounted fees for certain services)	7	9	28%	36%
Simpler/clearer service	6	5	24%	20%
Higher security	11	10	44%	40%
Phone aid when setting up	0	0	0%	0%
Free transactions	1	2	4%	8%
Nothing else, i already often use online banking services	0	0	0%	0%
<b>Total</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that respondents are encouraged to use online services that is in PNB 44% use because of higher security, 28% for rewards, 24% for simpler service and 4% for free transactions.
- ) From the above table it can be inferred that respondents are encouraged to use online services that is in PNB 40% use because of higher security, 36% for rewards, 20% for simpler service and 8% for free transactions.



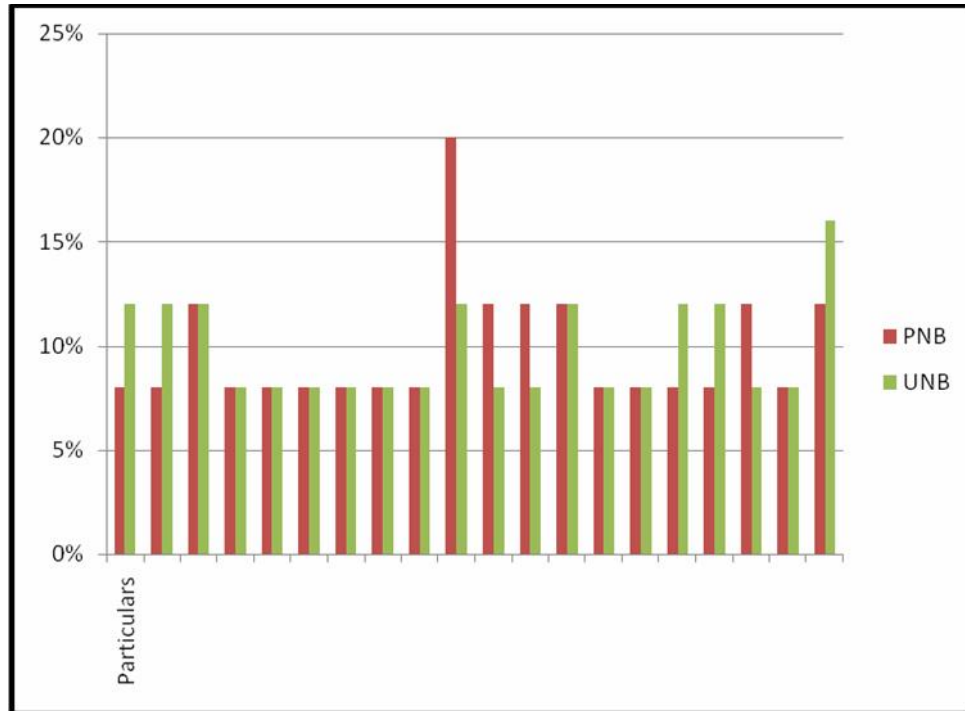
**Table.No.34: Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

) From the above table it can be inferred that rating the banks website by the respondents that is in PNB 20% says pages at my banks website don't freeze after i enter my order information, 12% says bank Website enables me to complete a transaction quickly, 12% my banks website delivers services that are promised, 12% my banks website promptly informs about important situations, 12% my bank protects information about my web shopping behaviour, 12% my banks website provides a telephone number to reach the bank, 12% my banks website offers the ability to speak to a live person if there is a problem 8% my banks website makes it easy to find what I need, 8% my banks website makes it easy to get anywhere on the site, 8% Information at my banks website is well organised, 8% says my banks website loads its pages fast, 8% my banks website is simple to use, 8% my banks website enables me to get on to it quickly, 8% my banks website is always available for business, 8% my banks website doesn't crash, 8% my banks website protects information about my credit card, 8% my banks website tells me what to do if my transaction is not processed, 8% my banks website takes care of problems promptly, 8% my bank compensates me when my transactions are not completed in time and 8% my banks website has customer service representatives available online.

) From the above table it can be inferred that rating the banks website by the respondents that is in UNB 12% says pages at my banks website don't freeze after i enter my order information, 12% says bank Website enables me to complete a transaction quickly, 8% my banks website delivers services that are promised, 12% my banks website promptly informs about important situations, 12% my bank protects information about my web shopping behaviour, 12% my banks website provides a telephone number to reach the bank, 12% my banks website offers the ability to speak to a live person if there is a problem, 12% my banks website makes it easy to find what I need, 12% my banks website makes it easy to get anywhere on the site, 8% Information at my banks website is well organised, 8% says my banks website loads its pages fast, 8% my banks website is simple to use, 8% my banks website enables me to get on to it quickly, 8% my banks website is always available

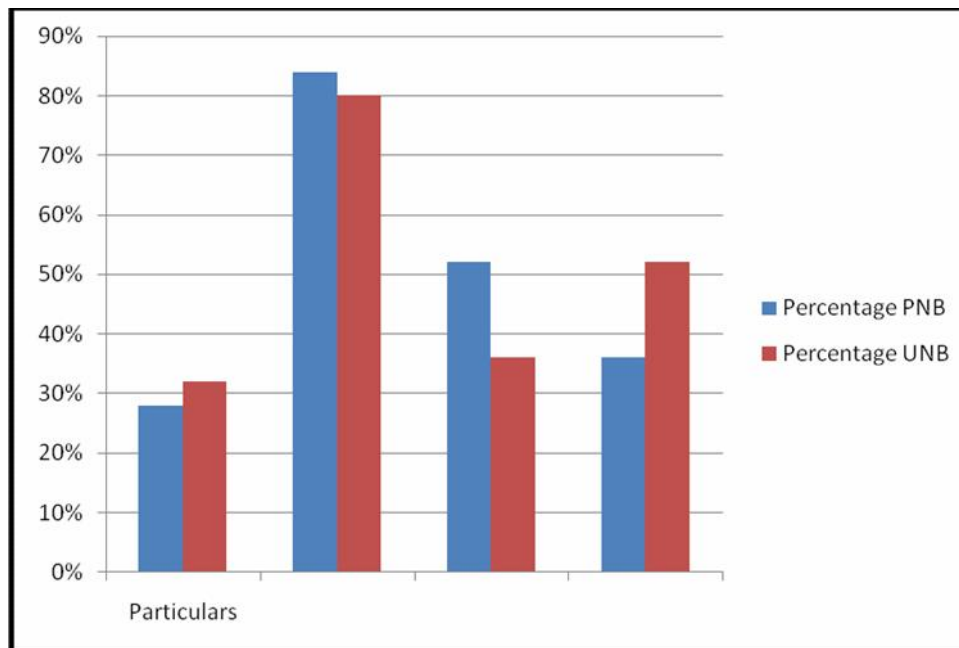


for business, 8% my banks website doesn't crash, 8% my banks website protects information about my credit card, 8% my banks website tells me what to do if my transaction is not processed, 12% my banks website takes care of problems promptly, 12% my bank compensates me when my transactions are not completed in time and 8% my banks website has customer service representatives available online.



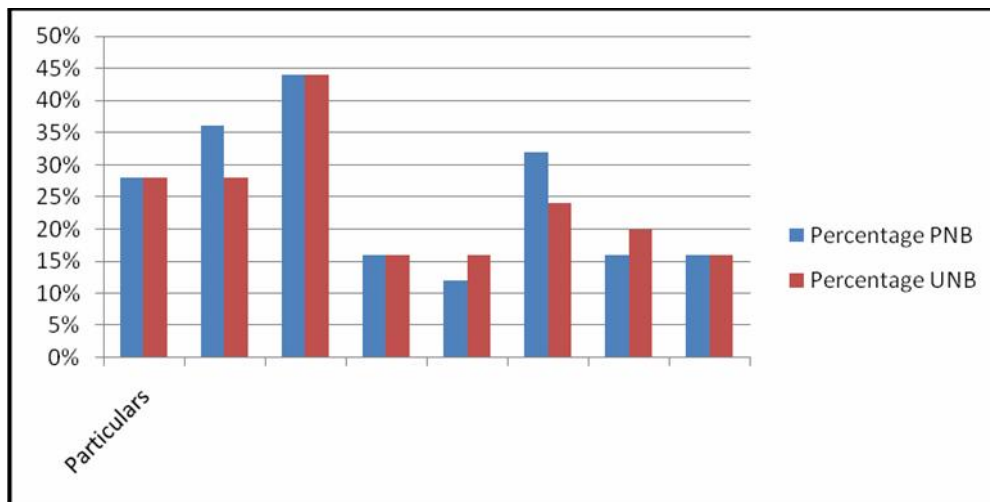
**Table.No.35: Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that respondents are asked to rate the online aspects that is in PNB 84% the overall convenience of using my banks website, 52% the extent to which my banks website gives me a feeling of being in control, 36% The overall value you get from your banks website for your money and effort, 28% the prices of the products and services available at my banks website.
- ) From the above table it can be inferred that respondents are asked to rate the online aspects that is in UNB 80% the overall convenience of using my banks website, 52% The overall value you get from your banks website for your money and effort, 36% the extent to which my banks website gives me a feeling of being in control, 32% the prices of the products and services available at my banks website



**Table.No.36: Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

- ) From the above table it can be inferred that respondents are asked to rate the online aspects that is in PNB 44% my online bank would provide me with good service, 36% are trusting the information presented on my banks website, 32% satisfied with the offers of my bank, 28% trust my banks website, 16% satisfied with the delivery of the overall service of my bank, 16% satisfied with the offline services of my bank, 16% satisfied with the online services of my bank and 12% satisfied with my bank.
- ) From the above table it can be inferred that respondents are asked to rate the online aspects that is in PNB 44% my online bank would provide me with good service, 28% are trusting the information presented on my banks website, 28% satisfied with the offers of my bank, 24% trust my banks website, 20% satisfied with the delivery of the overall service of my bank, 16% satisfied with the offline services of my bank, 16% satisfied with the online services of my bank and 16% satisfied with my bank.



**Table.No.37:****Table Title: Rate the following aspects of E-banking.**

	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Percentage	
	PNB	UNB	PNB	UNB	PNB	PNB	UNB	UNB	PNB	UNB	PNB	UNB
My preference for my banks e- banking would not willingly change	0	0	0	0	5	6	3	5	0	0	32%	44%
It would be difficult to change my beliefs about my banks e- banking	0	0	0	0	4	3	6	2	0	0	40%	20%
Even if close friends recommended another e- banking, I would not change my preference for my banks e- banking	0	0	0	0	8	9	8	10	0	0	64%	76%



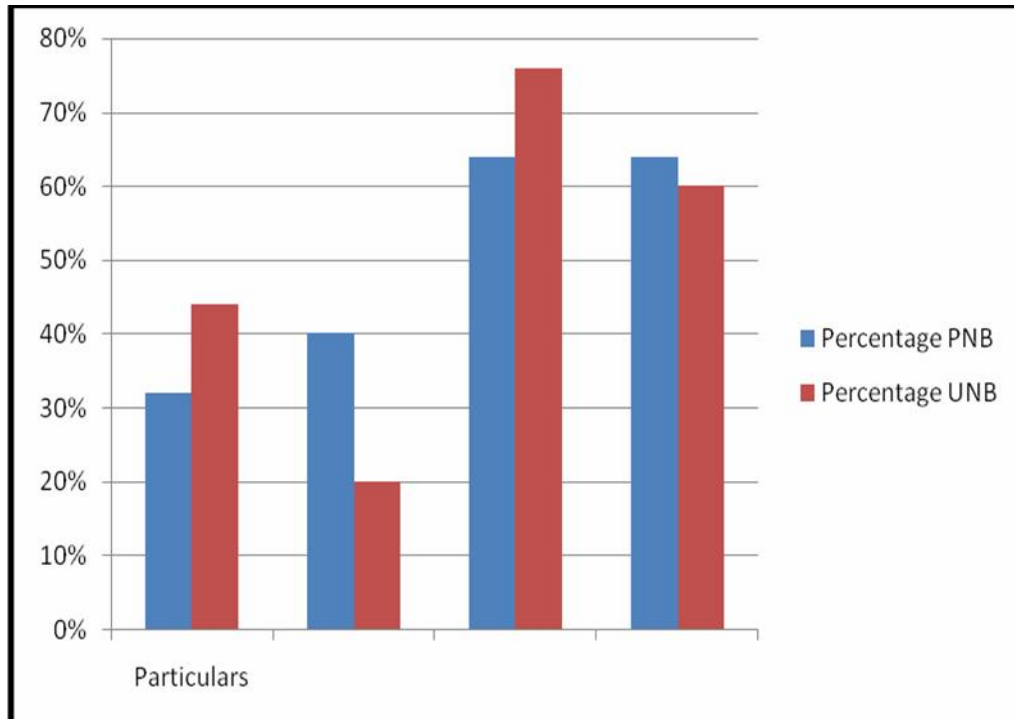
To change my preference from my banks e-banking would require major rethinking	0	0	0	0	8	7	8	8	0	0	64%	60%
<b>Total</b>	0	0	0	0	25	25	25	25	0	0	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

) From the above table it can be inferred that respondents are asked to rate the banks online aspects that is in PNB 64% Even if close friends recommended another e- banking, I would not change my preference for my banks e-banking, 64% To change my preference from my banks e- banking would require major rethinking, 40%It would be difficult to change my beliefs about my banks e-banking and 32%My preference for my banks e- banking would not willingly change.

) From the above table it can be inferred that respondents are asked to rate the banks online aspects that is in UNB 76% Even if close friends recommended another e- banking, I would not change my preference for my banks e-banking, 60% To change my preference from my banks e- banking would require major rethinking,44%My preference for my banks e- banking would not willingly change and 20%It would be difficult to change my beliefs about my banks e-banking.

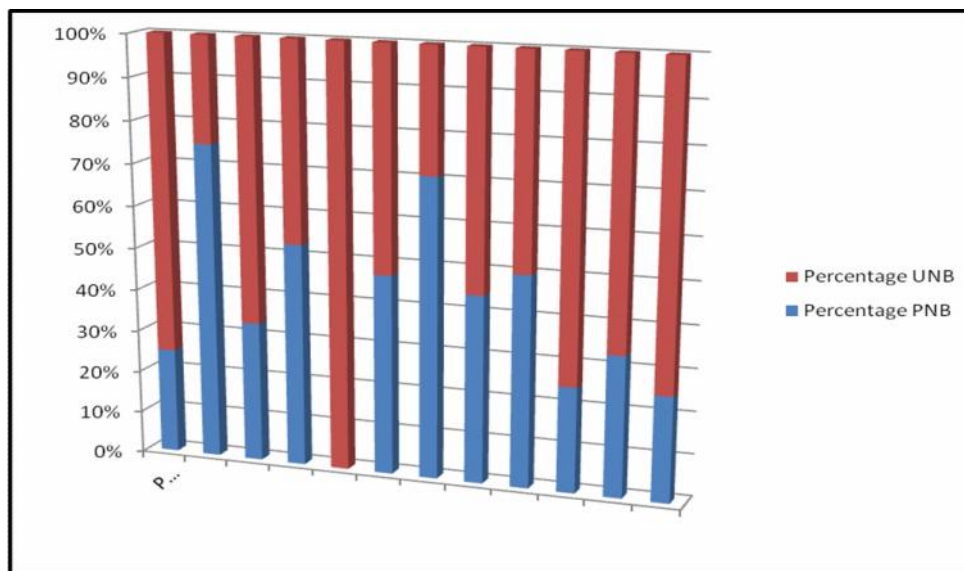




**Table.No.38: Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

) From the above table it can be inferred that respondents are asked to rate about the bank and its online aspects that is in PNB 68% encourage friends and relatives to do business with my bank, 36% they recommend bank to someone who seeks my advice, 16% considers this bank to be my first choice when buying banking services, 12% I dislike my banks offerings, 8% will do more business with my bank in the next few years, 8% make an effort to use my bank for all my banking needs, 4% I have a negative attitude to my current bank, 4% I like the features of my banks services and offers,4% I would recommend my bank to others and 4% I do not encourage friends to do business with my bank.

) From the above table it can be inferred that respondents are asked to rate about the bank and its online aspects that is in UNB 28% encourage friends and relatives to do business with my bank, 32% they recommend bank to someone who seeks my advice, 20% considers this bank to be my first choice when buying banking services, 4% dislike my banks offerings, 8% will do more business with my bank in the next few years, 24% make an effort to use my bank for all my banking needs, 12% I have a negative attitude to my current bank, 8% I like the features of my banks services and offers,8% I would recommend my bank to others and 12% I do not encourage friends to do business with my bank.



**Table.No.39: Table Title: Rate the following aspects of E-banking.**

	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Percentage	
	PNB	UNB	PNB	UNB	PNB	UNB	PNB	UNB	PNB	UNB	PNB	UNB
I often try new brands before my friends and neighbours do	0	0	0	0	1	3	2	2	0	0	12%	20%
I like to try new and different things	0	0	0	0	4	4	3	6	0	0	28%	40%
When I see a new brand on the shelf buy it just to see what its like	0	0	0	0	8	5	8	5	0	0	64%	40%
I worry about making mistakes when using electronic banking	0	0	0	0	5	4	4	3	0	0	36%	28%

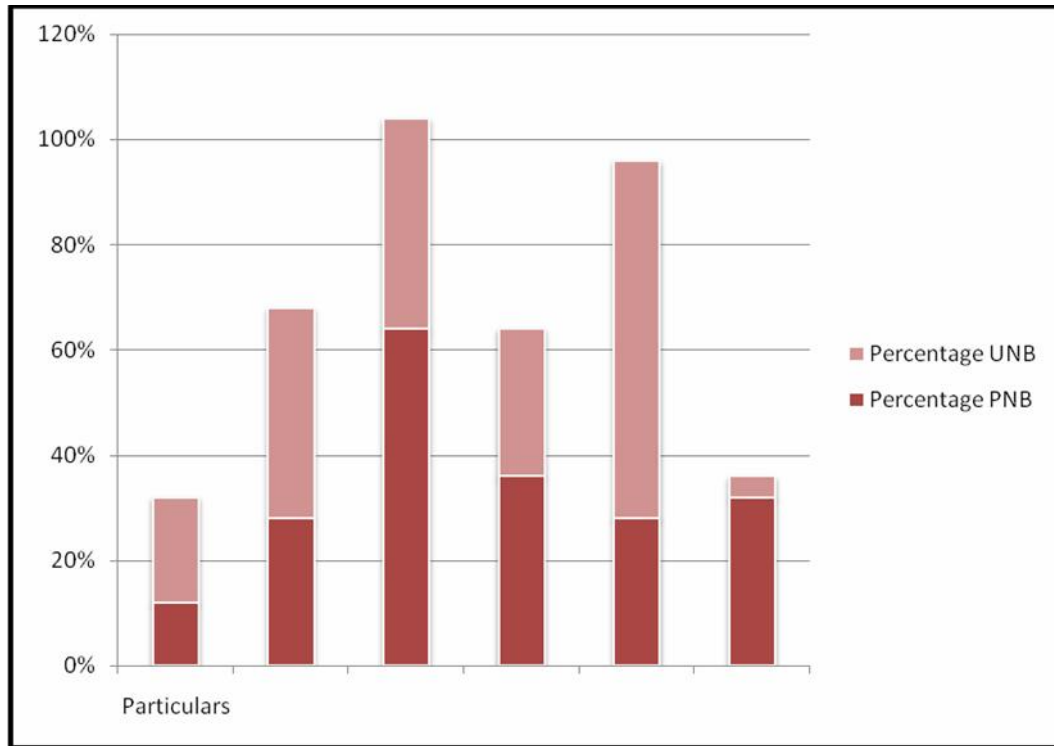


<b>It takes me a long time to complete bank transactions When using electronic banking</b>	0	0	0	0	4	8	3	9	0	0	28%	68%
<b>I feel frustrated when I use electronic banking</b>	0	0	0	0	3	1	5	0	0	0	32%	4%
<b>Total</b>	0	0	0	0	25	25	25	25	0	0	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

) From the above table it can be inferred that respondents are asked to rate about the bank and its online aspects that is in PNB 64% says sees a new brand on the shelf buy it just to see what it’s like, 36%worried about making mistakes when using electronic banking, 32% I feel frustrated when I use electronic banking, 28% It takes me a long time to complete bank transactions When using electronic banking, 28% I like to try new and different things and 12% I often try new brands before my friends and neighbours do.

) From the above table it can be inferred that respondents are asked to rate about the bank and its online aspects that is in UNB 68% It takes me a long time to complete bank transactions When using electronic banking, 40% says sees a new brand on the shelf buy it just to see what it’s like, 40% I like to try new and different things, 28%worried about making mistakes when using electronic banking, 20% often try new brands before my friends and neighbours do and 4% feeling frustrated when I use electronic banking.



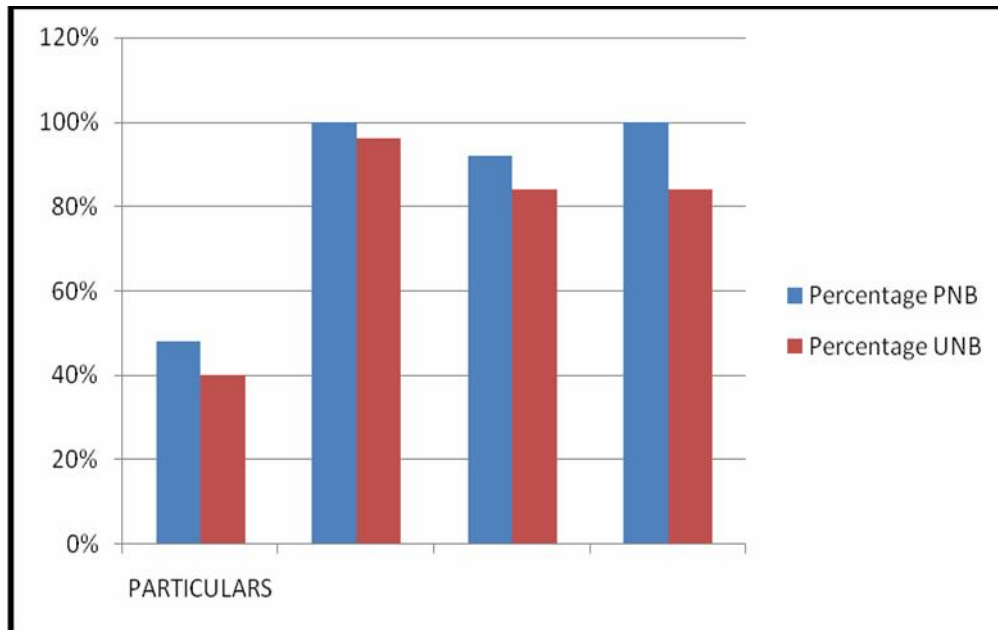
**Table.No.40: Respondents indicating how much e- banking is important.**

	1		2		3		4		5		Percentage	
	PNB	UNB	PNB	UNB	PNB	UNB	PNB	UNB	PNB	UNB	PNB	UNB
Your use or electronic banking	1	3	3	2	4	1	5	4	0	0	48%	40%
Your involvement with electronic banking	9	10	10	3	6	8	0	3	0	0	100%	96%
You are an electronic banking expert	8	10	1	10	5	4	9	0	0	0	92%	84%
Your interest in electronic banking, relative to other people	5	1	1	4	10	6	9	10	0	0	100%	84%
Total	25	25	25	25	25	25	25	25	25	25	100%	100%

**Interpretation of Punjab National Bank (PNB) and Union Bank (UNB):-**

) From the above table it can be inferred that respondents are asked to indicate how much online banking is important to them and that is in PNB 100% involvement with electronic banking, 100% interest in electronic banking relative to other people, 92% are an electronic banking expert, 48% use or electronic banking.

) From the above table it can be inferred that respondents are asked to indicate how much online banking is important to them and that is in UNB 96% involvement with electronic banking, 84% interest in electronic banking relative to other people, 84% are an electronic banking expert, 40% use or electronic banking.



**FINDINGS**

**SPECIFIC FINDINGS:-**

1. Awareness of online banking in PNB has been increased to 44% are enough, 32% are well informed and 24% are nothing at all.

Awareness in UNB is 60% are enough, 20% are well informed and 20% are nothing at all.

2. Knowledge regarding online banking in PNB is 100% are YES.

Knowledge regarding online banking in UNB is 92% are YES and 8% NO.

3. Types of accounts they are holding with CCB that is in PNB 52% are on shore/local a/c, 44% are both and 4% off shore a/c.

Types of accounts they are holding with CCB that is in UNB 84% are on shore/local a/c, 12% are both and 4% off shore a/c.

4. Importance of online banking in daily activities that is in PNB 64% prefers important, 24% prefers very important and 12% not important.

Importance of online banking in daily activities that is in UNB 48% prefers important, 40% prefers very important and 12% not important.

5. Respondents choosing online banking that is in PNB 44% are convenient, 44% saves time, 4% 24hrs access, 4% brand name and 4% excellent services.

Respondents choosing online banking that is in UNB 40% are convenient, 44% saves time, 4% brand name and 8% excellent services.

6. Trusting of online banking operations that is in PNB 60% trusts somewhat, 28% trust completely, 8% don't trust and 4% are dubious.

Trusting of online banking operations that is in UNB 56% trusts somewhat, 36% trust completely, 8% don't trust and 4% are dubious.

7. Trusting of online banking security that is in PNB 68% trusts somewhat, 20% trust completely, 8% don't trust and 4% are dubious.





Trusting of online banking security that is in UNB 68% trusts somewhat, 44% trust completely, 8% don't trust.

8. Importance of human contact with respondents for banking relations that is in PNB 88% trusts somewhat, 12% trust completely and 40% are dubious.

Importance of human contact with respondents for banking relations that is in UNB 60% trusts somewhat, 40% trust completely and 40% are dubious

9. Respondents using this service often that is in PNB 36% never uses, 28% uses weekly, 28% monthly and 8% daily.

Respondents using this service often that is in UNB 38% uses monthly, 32% uses weekly, 28% never uses and 4% daily.

10. Respondents using regularly online features that is in PNB 80% uses to pay bills, 20% uses to make an a/c inquiry.

Respondents using regularly online features that are in UNB 100% uses to pay bills.

11. Respondents thinking online features are user friendly that is in PNB 48% uses to internet banking, 32% uses to ATM services and 20% telephone banking.

Respondents thinking online features are user friendly that is in UNB 48% uses to internet banking, 32% uses to ATM services and 28% telephone banking

12. Respondents thinking online services are convenient that is in PNB 80% says YES and 20% are not sure.

Respondents thinking online services are convenient that is in UBI 72% says YES and 28% are not sure

13. Rating the online services by the respondents that is in PNB 76% uses for balance inquiry, 64% for bill payments, 56% for wire transfers, 52% for e-alerts, 8% for check mage and 8% for retrieving bank statement.

From the above table it can be inferred by rating the online services by the respondents that is in UNB 88% uses for balance inquiry, 60% for bill payments, 60% for e-alerts, 44% wire transfers, 4% for check mage and 12% for retrieving bank statement.



14. Types of banking used by the respondents that is in PNB 84% uses personal banking, 12% uses business transactions and 4% uses both.

Types of banking used by the respondents that is in UNB 88% uses personal banking, 8% uses business transactions and 4% uses both.

15. Regularly using this online banking by the respondents that is in PNB 32% uses for inter a/c funds transfer, 28% for bill payment from savings, 20% for transaction history, 12% for stop and hold inquiries on savings and 8% for balance on savings/term deposits/loans.

Regularly using this online banking by the respondents that is in UNB 36% uses for inter a/c funds transfer, 24% for bill payment from savings, 16% for transaction history, 20% for stop and hold inquiries on savings and 8% for balance on savings/term deposits/loans

16. Awareness about telephone/ mobile banking to the respondents that is in PNB 92% says YES, 8% says NO.

Awareness about telephone/ mobile banking to the respondents that is in UNB 96% says YES, 4% says NO.

17. Respondents using mobile banking feature that is in PNB 84% for balance inquiry, 16% for e-mail and text alerts and 4% for utility bill payment.

Respondent using mobile banking features that is in UNB 72% for balance inquiry, 24% for e-mail and text alerts and 4% for utility bill payment

18. A respondent often using mobile banking that is in PNB 44% uses regularly, 36% infrequently, 12% not at all and 8% all the time.

A Respondent often using mobile banking that is in UNB 40% uses infrequently, 36% regularly, 16% all the time and 8% not at all.

19. Awareness about 24hr ATM to respondents that is in PNB 76% says YES, 12% not sure how to use, 8% says NO and 4% not at all.

Awareness about 24hr ATM to respondents that is in UNB 80% says YES, 8% not sure how to use, and 12% says NO.

20. Respondents often logging to banks website that is in PNB 60% uses infrequently and 40% uses regularly.

Respondents often logging to banks website that is in UNB 56% uses regularly and 44% uses infrequently

21. Respondents feeling difficult in logging to banks website that is in PNB 56% infrequently and 44% uses regularly.

Respondents feeling difficult in logging to banks website that is in UNB 52% infrequently and 48% uses regularly.

22. Information on website is enough to respondents that is in PNB 100% says YES.

Information on website is enough to respondents that is in UNB 100% says YES.

23. Respondents visiting bank branch though started using online services that is in PNB 100% says YES.

Respondents visiting bank branch though started using online services that is in UNB 100% says YES

24. Two main disadvantages of online banking to respondents and that is in PNB 48% are concerned with security, 32% lack of assistance, 16% overall difficulty of using and 4% limited service.

Two main disadvantages of online banking to respondents and that is in UNB 52% are concerned with security, 36% lack of assistance and 12% overall difficulty of using.

25. Two main disadvantages of visiting bank to respondents and that is in UNB 44% are concerned with quality of services, 32% for distance, 16% for waiting and 8% for opening times.

Two main disadvantages of visiting bank to respondents and that is in UNB 44% are concerned with quality of services, 28% for distance, 20% for waiting and 8% for opening times

26. Services are adequate to the respondents and that is in PNB 100% says YES.

Services are adequate to the respondents and that is in UNB 100% says YES.

27. Services are satisfied to the respondents and that is in PNB 56% are neutral, 40% are satisfied and 4% are very much satisfied.

Services are satisfied to the respondents and that is in UNB 56% are neutral, 28% are satisfied and 12% are very much satisfied.



28. Respondents are encouraged to use online services that is in PNB 44% uses because of higher security, 28% for rewards, 24% for simpler service and 4% for free transactions.

Respondents are encouraged to use online services that is in UNB 40% uses because of higher security, 36% for rewards, 20% for simpler service and 8% for free transactions.

29. Rating the banks website by the respondents that is in PNB 20% says pages at my banks website don't freeze after i enter my order information

Rating the banks website by the respondents that is in UNB 12% says pages at my banks website don't freeze after i enter my order information

30. Respondents are asked to rate the online aspects that is in PNB 84% the overall convenience of using my banks website, 52% the extent to which my banks website gives me a feeling of being in control, 36% The overall value you get from your banks website for your money and effort, 28% the prices of the products and services available at my banks website.

Respondents are asked to rate the online aspects that is in UNB 80% the overall convenience of using my banks website, 52% The overall value you get from your banks website for your money and effort, 36% the extent to which my banks website gives me a feeling of being in control, 32% the prices of the products and services available at my banks website

31. Respondents are asked to rate the online aspects that is in PNB 44% my online bank would provide me with good service, 36% are trusting the information presented on my banks website, 32% satisfied with the offers of my bank, 28% trust my banks website, 16% satisfied with the delivery of the overall service of my bank, 16% satisfied with the offline services of my bank, 16% satisfied with the online services of my bank and 12% satisfied with my bank.

Respondents are asked to rate the online aspects that is in UNB 44% my online bank would provide me with good service, 28% are trusting the information presented on my banks website, 28% satisfied with the offers of my bank, 24% trust my banks website, 20% satisfied with the delivery of the overall service of my bank, 16% satisfied with the offline services of my bank, 16% satisfied with the online services of my bank and 16% satisfied with my bank.



32. Respondents are asked to rate the banks online aspects that is in PNB 64% Even if close friends recommended another e- banking, I would not change my preference for my banks e- banking, 64% To change my preference from my banks e-banking would require major rethinking, 40%It would be difficult to change my beliefs about my banks e-banking and 32%My preference for my banks e-banking would not willingly change.

Respondents are asked to rate the banks online aspects that is in UNB 76% Even if close friends recommended another e- banking, I would not change my preference for my banks e- banking, 60% To change my preference from my banks e- banking would require major rethinking, 44%My preference for my banks e- banking would not willingly change and 20%It would be difficult to change my beliefs about my banks e-banking.

33. Respondents are asked to rate about the bank and their online aspect that is in PNB 68% encourages friends and relatives to do business with my bank, 36% they recommend bank to someone who seeks my advice.

Respondents are asked to rate about the bank and its online aspects that is in UNB 28% encourage friends and relatives to do business with my bank, 32% they recommend bank to someone who seeks my advice

34. Respondents are asked to rate about the bank and its online aspects that is in PNB 64% says sees a new brand on the shelf buy it just to see what it's like, 36%worried about making mistakes when using electronic banking, 32% I feel frustrated when I use electronic banking, 28% It takes me a long time to complete bank transactions When using electronic banking, 28% I like to try new and different things and 12% I often try new brands before my friends and neighbours do.

Respondents are asked to rate about the bank and its online aspects that is in UNB 68% It takes me a long time to complete bank transactions When using electronic banking, 40% says sees a new brand on the shelf buy it just to see what it's like, 40% I like to try new and different things, 28%worried about making mistakes when using electronic banking, 20% often try new brands before my friends and neighbours do and 4% feeling frustrated when I use electronic banking.



35. Respondents are asked to indicate how much online banking is important to them and that is in PNB 100% involvement with electronic banking, 100% interest in electronic banking relative to other people, 92% are an electronic banking expert, 48% use or electronic banking.

Respondents are asked to indicate how much online banking is important to them and that is in UNB 96% involvement with electronic banking, 84% interest in electronic banking relative to other people, 84% are an electronic banking expert, 40% use or electronic banking.

### **GENERAL FINDINGS:-**

1. 40% of the respondents of PNB are the age group between 30-40 years, 40% are 50 and above years and 20% are 40-50years,  
40% of the respondents of UNB are the age group between 30-40 years, 40% are 40-50 years, 20% are 50 and above years.
2. 36% of the respondents of PNB are Male and Female are 28%.  
64% of the respondents of UBI are Male and Female are 36%.
3. PNB 68% are graduates, 20% are post graduates, 8% are up to PUC and 4% are diploma.  
UNB 68% are graduates, 20% are post graduates, 8% are up to PUC and 4% are diploma.
4. PNB 40% are employees, 36% are professionals, 20% are other, and 4% are home- makers.  
UNB 48% are employees, 32% are professionals, 8% are other, and 12% are home- makers.

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**CHAPTER 8****SUGGESTIONS**

The following suggestions are recommended for **enhancing e-banking / internet banking services of banks to the customers.**

- **Awareness among rural people:** - Banks should take necessary steps to create awareness among rural people about the advantages of e-banking / internet banking services available in the banks. 44% of them are known about e-banking.
- **Online Enquiry and Online Payment much easier to the customers:-**The e-banking / internet banking system should be enhanced to make the online Enquiry and online payment much easier to the customers.
- **Do not trust the internet channel presuming it as complicated:** - Most of the customers have not availed of the e-banking / internet banking services because they do not trust the internet channel presuming it as complicated. So banks may set up a team of personnel to train the customers to get acquainted with internet channel. 60% of them are trusting this service.
- **These illusions should be removed from the minds of the customers:-**The bank customers have perceived the risk of getting wrong information from e-banking / internet banking services. These illusions should be removed from the minds of the customers by bank people as these factors are the barriers for most of the customers for not adopting these services.
- **Services are difficult and complicated:** - Though e-banking / internet banking is convenient and easy to use, customers are afraid of adopting these services because they think that using these “services are difficult and complicated”. So, services should be given by banks through online services in which can be converted into advantage.
- **E-inclusion in all the branches:-**To achieve this sound financial and banking service is essential and therefore Indian bankers should take resolutions to implement the policy of “e-inclusion” in all the branches, which enable its customers to enhance the knowledge of e-banking and avail all form of banking services.
- **E-banking /internet banking is safe and secure:-**It will include the maximum number of people under the shelter of financial inclusion for this purpose; it is the



duty of the bankers to inculcate the feeling of that e-banking /internet banking is safe and secure. This can be possible only when a banker take steps to have a separate on-line centre in their premises with enough number of computers and uninterrupted internet facility.

- **Visiting the bank branch:-** The opening times should be convenient to the customers in order to visit the banks for the proper communication. So this has to be improved.44% are visiting the bank branch even though using online services.



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**CHAPTER 9**

**CONCLUSION**

From the survey, it is confirmed that people know about online banking. People don't use online banking because of unknown procedure. The knowledge regarding how to do the online banking and basic computer operating knowledge is necessary but some people don't know about **internet banking**. So some people go with transaction of traditional way. It may be in future it is possible that no transaction will be done through traditional banking system. E-banking enables better business **Anywhere, Anytime**. It represents tremendous opportunity in India.

People have become more conscious in order to increase their knowledge about the online banking service. Most of them are aware of **ONLINE BANKING**. It has established itself and captured a major portion of the market, however to retain this and to capture the remaining market, the banks have to take some measures. They should have an eye on the competitors' move and also customer needs. No doubt customers of **Punjab National Bank and Union Banks** are **Loyal** and some of the Pros side of the banks can be seen by this survey.

- ) 64% customers prefer online banking is important.
- ) 80% customers are aware of the 24hr ATM services.
- ) 96% customers are involved in E-banking.

It has become highly competitive and further the bank should introduce of services to attract **new customers and further to satisfy and retain old customers**. This shows that the bank is **very effective** in giving better online banking services to its customers.



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- **Leon G. Schiffman and Leslie Lazar Kanuk :-**Consumer Behaviour, Refer Page number 122,147,148 and 17.
- About Indian Banking System - Volume-III, Page No.125 to 135, Mathur B.L.
- Marketing Research - Volume I, Page No.50 to 70, Kumar A.
- Marketing Research Techniques - Singh R.
- Modern Research Methodology - Sharma N.K.
- On net banking, Page No.280 to 310, Shah M.R.
- On customer service in Indian Banking - Mathur B.L.
- E-commerce and E-business, Khorana N.
- Statistics for management - Richard I. Levin, David S. Rubin

### **WEBSITES:-**

- [www.unionbank.com](http://www.unionbank.com)
- [www.google.com](http://www.google.com)
- [www.wikipedia.com](http://www.wikipedia.com)
- [www.punjabnationalbank.com](http://www.punjabnationalbank.com)



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## QUESTIONNAIRE

1. **Age:**
  - a) 18-25                      b) 26-40
  - c) 41-60                      d) Above 61
2. **Gender:**  
Female                      Male
3. Nationality:
4. Education:
  - a) Up to SSLC/PUC                      b) Diploma
  - c) Graduation                      d) Post graduation
5. Occupation:
  - a) Student                      b) Businessmen
  - c) Employee                      d) Retired
6. What do you know about Online Banking?:
  - a) Well Informed/Much:                      b) Enough/Little:
  - c) Nothing at all:
7. Does your bank educate you about E-banking services offered?  
Yes:                      No:
8. What type of account(s) do you have with CCB?:
  - a) ON Shore/Local Account:                      b) Off Shore Account:
  - c) Both:
9. How important would Online Banking be in your daily banking activities?:
  - a. Significant:                      b) Infrequent:
  - c. Not at all:
10. What were your reasons for choosing our online banking service?
  - a) Convenience                      b) To save time
  - c) 24 hrs access to accounts                      d) I have traditional account with same bank
  - e) Brand name of the bank                      f) Excellent service offered by the bank
  - g) Any Other reason, specify:
11. Do you trust banks that only operate online?
  - a) Completely                      b) Somewhat
  - c) Dubious                      d) Not at all



12. Do you trust the security of online banking services?

- a) Completely
- b) Somewhat
- c) Dubious
- d) Not at all

13. Do you think that human contact is important for banking relation?

- a) Completely
- b) Somewhat
- c) Unsure
- d) Not at all

14. How frequently do you use the following services per month?

	I never use this service	Less than 1 time	1 to 3 times	3 to 8 times	8 to 12 times	Over 12 times
Visiting the bank branch						
Telephone banking						
Online banking						

15. How often do you use our online services?

- a) Daily
- b) Weekly
- c) Monthly
- d) Never

16. Why have you never used online banking services?

- a. Do not have Internet at home
- b. Don't trust internet services when it comes to managing my money
- c. Online services don't enable me to do what I want to do
- d. I prefer to have personal human relation
- e. Find the process to difficult
- f. Other, please specify:

17. Which online features do you use regularly? Please select all that apply.

- a) Pay bills
- b) Make an account inquiry
- c) Transfer funds between accounts
- d) Wire Transfers
- e) Process payroll
- f) Order check books
- g) Other





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23. Of our Internet Banking features which would you use most? Make as many selections as you wish:
- a) Inter Account Funds Transfer:
  - b) Bill Payments from Savings:
  - c) Balance on Savings/Term Deposits/Loans:
  - d) Stop and Hold Inquiries on Savings:
  - e) Transaction History:
24. Are you aware of our Telephone/Mobile Banking Services?  
Yes:            Yes, but not sure how to use the service: No:
25. Which of the following mobile banking features would you use?
- a) Balance inquiry                      b) Utility bill payment
  - c) Email and text alerts                d) Order check books
  - e) Internal account transfer
26. How often have you used our Telephone/Mobile Banking service?
- a) All the time:                            b) Regularly:
  - c) Infrequently:                         d) Not at all:
27. Do you know of our online 24hr ATM Services?  
Yes:                      Yes, but not sure how to use the service:  
No:                        Not at all:
28. How often do you log on to our website?
- a) All the Time:                            b) Regularly:
  - c) Infrequently:                         d) Not at all:
29. Have you had difficulty logging onto the bank's website?
- a) All the time:                            b) Regularly:
  - c) Infrequently:                         d) Not at all:
30. Is the information on the website updated often enough?  
Yes:                        No:
31. Do you still visit our branches since you started using our online banking?  
Yes                        No
32. If you answered NO, what improvements would you suggest we make?  
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33. What are for you the 2 main disadvantages of online banking?
- a. Overall difficulty of using online banking system
  - b. Lack of assistance



- c. Security concerns
  - d. Limited service (doesn't enable all banking operations)
  - e. Impersonality of the service
  - f. Dependence on internet service
  - g. Unreliable
  - h. No Disadvantages
34. What are for you the main 2 disadvantages of visiting a bank branch?
- a) Waiting                      b) Distance (proximity problem)
  - c) Opening times              d) Quality of services
  - e) No Disadvantages
35. Are the services being offered adequate?:
- Yes:                      No:
36. Overall, how satisfied are you with our online banking service?
- a) Very Satisfied              b) Satisfied
  - c) Neutral                      d) Unsatisfied
  - e) Very Unsatisfied
37. What would encourage you to use more the online banking services?
- a) Rewards (discounted fees for certain services)
  - b) Simpler/clearer service
  - c) Higher security
  - d) Phone aid when setting up
  - e) Free transactions
  - f) Nothing else, I already often use online banking services

38. Please rate the following statements:

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
My bank's website makes it easy to find what I need					
My bank's website makes it easy to get anywhere on the site					
My bank's website enables me to complete a transaction quickly					



Information at my bank's Web site is well organized					
My bank's Web site loads its pages fast					
My bank's Web site is simple to use					
My bank's Web site enables me to get on to it quickly					
My bank's Web site is always available for business					
My bank's Web site does not crash					
Pages at my bank's Web site do not freeze after I enter my order information					
My bank's Web site delivers services when promised					
My bank's Web site promptly informs about important situations (payments...)					
My bank protects information about my Web-shopping behaviour					
My bank protects information about my Web-shopping behaviour					
My bank's Web site protects information about my credit card					
My bank's Web site tells me what to do if my transaction is not processed					





My bank's Web site takes care of problems promptly					
My bank compensates me when my transactions are not completed in time					
My bank's Web site provides a telephone number to reach the bank					
My bank's Web site has customer service representatives available online					
My bank's Web site offers the ability to speak to a live person if there is a problem					

**39. Please rate the following aspects of your e-banking:**

	<b>Extremely poor</b>	<b>Poor</b>	<b>Bad</b>	<b>Below average</b>	<b>Average</b>	<b>Good</b>
The prices of the products and services available at my bank's Web site (how economical the site is)						
The overall convenience of using my bank's Web site						
The extent to which my bank's Web site gives you a feeling of being in control						
The overall value you get from my bank's Web site for your money and effort						



40. Please rate the following statements

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
I can trust my bank's Web site					
I trust the information presented on my bank's Web site					
I feel my online bank would provide me with good service					
I am satisfied with the delivery of the overall service of my bank					
I am satisfied with my bank					
I am satisfied with the full offer of my bank					
I am satisfied with the offline service of my bank					
I am satisfied with the online service of my bank					

41. Please rate the following statements:

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>
My preference for my bank's e-banking would not willingly change				
It would be difficult to change my beliefs about my bank's e				



Even if close friends recommended another e-banking, I would not change my preference for my bank's e-banking				
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42. Please rate the following statements:

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Agree</b>	<b>Strongly agree</b>
I have a negative attitude to my current bank				
I dislike my bank's offerings				
I like the features of my bank's services and offers				
I like the performance and services of my bank				
I say positive things about my bank to other people				
I recommend my bank to someone who seeks my advice				
I encourage friends and relatives to do business with my bank				
I consider this bank to be my first choice when buying banking services				
I will do more business with my bank in the next few years				
I make an effort to use my bank for all my banking needs				
I would recommend my bank to others				
I do not encourage friends to do business with my bank				



43. Please rate the following statements:

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
I often try new brands before my friends and neighbours do					
I like to try new and different things					
When I see a new brand on the shelf I often buy it just to see what it's like					
I worry about making mistakes when using electronic banking					
It takes me a long time to complete bank transactions when using electronic banking					
I feel frustrated when I use electronic banking					

44. Please indicate how much important (1= not much; 5=very much):

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>
You use electronic banking You are involved with electronic banking				
You are a electronic banking expert				
You are interested in electronic banking, relative to other people				

45. What other improvements would you like us to make?

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