
APPENDIX

**“A STUDY OF BANKING SERVICES & CUSTOMER SATISFACTION
WITH SPECIAL REFERENCE TO BANK OF INDIA, SANGLI
BRANCH”**

QUESTIONNAIRE FOR BANK CUSTOMERS

(I) Personal information of Respondent:

- a) Name: _____
- b) Age: < 20 20-30 30-40 40-50 > 50
- c) Gender: Male Female
- d) Education: S S C H S C Graduation
 Post Graduation Doctorate
- e) Occupation: Salaried Business firm Professionals
 Student Pensioner Housewives
- f) Annual Income: < 50,000 50,000-1,00,000 1,00,000-2,00,000
 2,00,000-3,00,000 Above 3,00,000

(ii) General question for bank customer:

1) What is the main reason for opening the account in this bank?

- Near to house Convenient Personal contact
 Easy availability of loan any other

2) What is your perception of behavior of bank staff?

- Polite Indifferent but helpful Rudely

3) Do bank transaction start at the time mentioned (i.e. opening time).

- Never Sometime Always Often

4) Are you satisfied with the working hour of banks?

- Yes No

11) Do you feel bank is working as per the rules, Guidelines of Head office?
 Yes No

12) Your suggestions are appreciated for up gradation of banking services.
 Yes No

13) What you think bank authorities are working giving top priority to Customer satisfaction?
 Yes No

14) You feel pride in being a customer of this bank.
 Yes No

15) Bank is giving best banking services to the customer.
 Strongly Agree Agree Uncertain
 Disagree Strongly Disagree

16) Do you feel happy after a visit to your bank?
 Yes No Neutral

17) Would you like to change your banker?
 Yes No

(iii) Question for saving account holders:

1) Why did you open a bank account?

Salary through bank Loan purpose
 Encouragement by staff Safety

2) How much time for carrying out transaction by bank?

i) Cash deposit: 5-15 min. 15-30 min.
 30-60 > 60 min.

ii) Cash withdrawal: 5-15 min. 15-30 min.
 30-60 min. > 60 min.

3) Do you have ATM card of the bank.
 Yes No

4) Which factor influencing the ATM customer-Rank the following points?

a)	Round the clock facility (24 hrs)	
b)	Prestige	
c)	Convenience	
d)	Nearness	