

"A Study on Bank marketing & Customer Satisfaction with special reference to The Shamrao Vitthal Co-operative Bank Ltd, Br.Sangli."

A DISSERTATION SUBMITTED

TO

SHIVAJI UNIVERSITY

For the Degree of

MASTER OF PHILOSOPHY

In

Commerce and Management

Under the Faculty of

Commerce and Management

BY

Mr. Vinayak. Gopal. Patil

UNDER THE GUIDENCE OF

Dr. V.B. Kodag.

M.Com, M.Phil, PhD

Through

The Principal.

Ganpatrao Arawade College of Commerce

Sangli.

April - 2011.

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This is to certify that the dissertation entitled "A Study on Bank marketing & Customer Satisfaction with special reference to The Shamrao Vitthal Co-operative Bank Ltd, Br.Sangli.", which is being submitted herewith for the award of Master of Philosophy in commerce and Management. I hereby declare that the dissertation entitled "A Study on Bank marketing & Customer Satisfaction with special reference to The Shamrao Vitthal Co-operative Bank Ltd, Br.Sangli." of Shivaji University, Kolhapur is the result of the original research work completed by Mr. Vinayak. Gopal. Patil under my supervision and guidance and to the best of my knowledge and belief the work embodied in this dissertation has not been formed earlier the basis for the award of any degree or similar title of this or any other University or Examining body.

Date : 27/07/2011

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Sangli.


Dr. V. B. Kodag
Prin. Dr. Vasant B. Kodag
M.Com., Mphil., Ph.D.
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His dissertation work original one. During the project he was found to be good, sincere and hardworking.

We wish him a bright success for future Endeavour.




BRANCH MANAGER
The Shamrao Vithal Co-op. Bank Ltd.
(Multi-State Scheduled Bank)
Br. SANGLI

SHRI. VINAYAK G. PATIL
SHIVAJI UNIVERSITY, KOLHAPUR