

# CONTENTS

CHAPTER	TITLE	PAGE NO.
	Declaration	
	Certificate	
	Acknowledgement	
	List of tables and charts	
<b>I</b>	<b>INTRODUCTION</b>	<b>1-7</b>
	1.1 Introduction	
	1.2 Importance of the study	
	1.3 Objectives of the study	
	1.4 Hypothesis of the study	
	1.5 Research Methodology	
	1.6 Limitations of the study	
	1.7 Chapter scheme	
<b>II</b>	<b>PROFILE OF BANK OF INDIA</b>	<b>8-41</b>
	2.1 History and Growth of banking system in India.	
	2.2 History of Bank of India.	
	2.3 About Bank of India, Sangli Branch	
	2.4 Growth of Bank of India, Sangli Branch.	

<b>III</b>	<b>MARKETING OF BANK SERVICES</b>	<b>42-68</b>
	3.1 Business of Banking	
	3.2 Banking services	
	3.3 Customer satisfaction with bank	
	3.4 Bank Marketing	
	3.5 The Marketing Concept	
	3.6 Bank Marketing Strategy	
	3.7 Characteristics of Marketing Services	
	3.8 Need for Customer Retention	
	3.9 Service quality	
<b>IV</b>	<b>DATA PRESENTATION AND INTERPRETATION</b>	<b>69-105</b>
<b>V</b>	<b>FINDINGS AND CONCLUSION OF THE STUDY</b>	<b>106-110</b>
<b>VI</b>	<b>SUGGESTIONS</b>	<b>111-113</b>
	<b>APPENDIX</b>	<b>114-118</b>
	Questionnaire	
	<b>BIBLIOGRAPHY</b>	<b>119-120</b>