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**Summer Training Report**

**“Customer Satisfaction of Jammu and Kashmir Bank”**

(Shalamar Road, Jammu)

Submitted in partial fulfillment of the

Degree of

“Bachelor of Business Administration”

By

**Ms. MEHAK MAHAJAN**

BBA(2007-2010)

Roll No. 28

Under the guidance of

**PROF. SURESH SADOTRA**

**Department of Business Administration**

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# CERTIFICATE

This is to certify that MEHAK MAHAJAN D/O LATE SH. NARINDER KUMAR student of BBA, PART III, ROLL NO. 28 is a bonafide student of this institute. She has completed the project report on the topic “Customer Satisfaction at J & K Bank” under the supervision of Prof. Suresh Sadotra for the fulfillment of requirement for awarding the degree of Bachelor's of Business Administration by University of Jammu.



Prof. Suresh Sadotra    Prof. Bharti Slathia    Prof.(Dr.) Hemla Aggarwal

Project In Charge    H.O.D. B.B.A.    Principal

## DECLARATION

I hereby declare, that the Project Report on the Topic “CUSTOMER SATISFACTION” completed and submitted under the guidance and supervision of Prof. Suresh Sadotra, Project InCharge, is my original work. The preparation of the project report is based on my personal findings, several visits of the organization, and interaction with the officials/employees/customers and consultation with the eminent scholars and secondary sources.



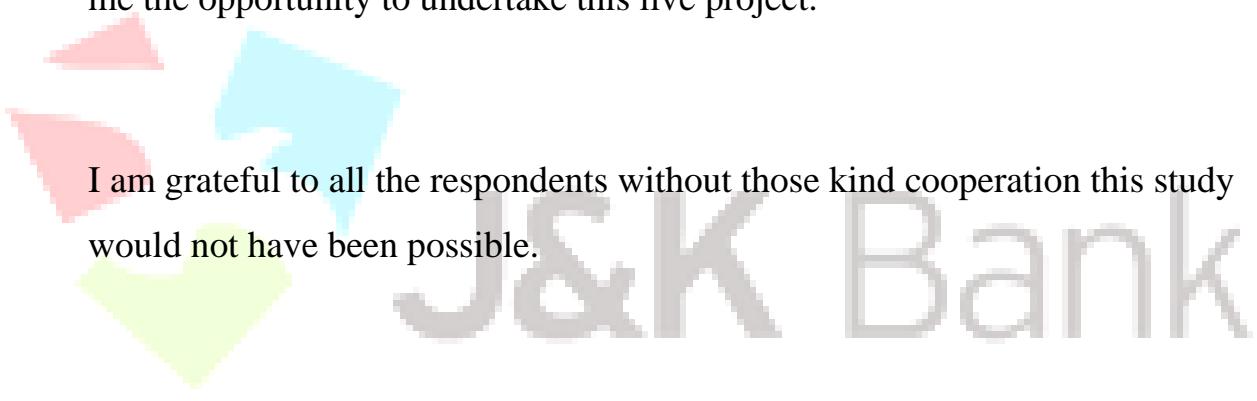
MEHAK MAHAJAN

## Acknowledgement

I express my deep sense of gratitude to my guide Prof. Suresh Sadotra

For his keen interest and valuable guidance during the course of this Project.  
His suggestions benefited me immensely.

I am deeply indebted to the J & K Bank manager and the staff for providing me the opportunity to undertake this live project.



I am grateful to all the respondents without those kind cooperation this study would not have been possible.

I am beholden to my family and my friends for their blessings necessary support and continuous encouragement.

(MEHAK MAHAJAN)

## PREFACE

The project work has been specially designed to meet the requirement of our academic syllabus of 2009-2010. It is an attempt to link the knowledge with real life situations. The project is based on customer satisfaction and the training has been done in Jammu and Kashmir Bank for 1 month.

Jammu and Kashmir Bank is a recognized bank and is an important factor of banking sector in the State. The project basically contains all the facilities given by the bank to its customers and what is the satisfaction level of the customers after using these facilities. Customer satisfaction is individual's perception of level of service rendered in reaction to his/her expectations.

Sampling plan procedure is used for data collection and the questionnaire is used for interviewing the respondents. Respondents are the different customers of Jammu and Kashmir Bank of Jammu. The data is collected and tabulated according to the respondent's response using percentages. It is analysed further with the help of bar diagrams and pie charts.

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# INTRODUCTION

(J & K BANK)



## HISTORY OF J & K BANK

The origin of Jammu and Kashmir Bank Limited, more commonly referred to as J&K Bank, can be traced back to the year 1938, when it was established as the first state-owned bank in India. The bank was incorporated on 1st October 1938 and it was in the following year (more precisely on 4th July 1939) that it commenced its business, in Kashmir (India). It was initially set up as a semi-State Bank, with its capital being contributed by State as well as the public under the control of State Government.

Jammu and Kashmir Bank had to face serious problems in 1947 i.e. at the time of independence. With the partition of Pakistan, two out of the total ten branches of the bank, namely the ones in Muzaffarabad and Mirpur, fell to the other side of the line of control (now Pak Occupied Kashmir), along with cash and other assets. At that point of time, in keeping with the extended Central laws of the state, J&K Bank was categorized as a Government Company, as per the provisions of Indian Companies Act 1956.

It was in the year 1971 that Jammu and Kashmir Bank was granted the status of a 'Scheduled Bank'. Five years later, it was declared as "A" Class Bank, by the Reserve Bank of India (RBI). As the years passed on, the bank started achieving more and more success. Today, it boasts of more than 500 branches across the country. It was only recently that Jammu and Kashmir Bank became a billion dollar company. Governed by the Companies Act and Banking Regulation Act of India, it is regulated by RBI and SEBI. It finds a listing on the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) as well.

## Jammu and Kashmir Bank (J & K Bank):

### Company Profile

Jammu and Kashmir Bank enjoys a very unique status in the Indian Banking Sector. That of being the only State Government owned commercial Bank in the country. The Bank with a National footprint of more than 577 branches is presently the fastest growing old generation private sector bank in the country. J & K Bank is one of the very few banks that combine the best of public ownership, stability and safety with the best of private functioning; growth and efficiency. Having an exclusive geographical area of operations and supported by a dedicated community, the Bank enjoys an almost monopolistic position in the State and a sizeable presence in the rest of the country.



All these aspects accord unparalleled financial and non-financial advantages to the Bank making it one of the best and most profitable old generation private sector Banks. Being the flagship institution of the State, the Bank aspires to lead by example by delivering outstanding performance in growth and profitability, catalyse growth in the State economy and create enabling conditions for the financial empowerment of the people of J & K.

J & K Bank is going from strength to strength as it witnesses tremendous revenue growth opportunities in all its business. The Bank has financial strength, powerful set of brands that people trust, proven products and services, an integrated

distribution network that delivers. This is a tremendous base on which to grow business profitability

In recognition of its excellent customer service, fair business practices, total operational efficiency, overall performance, etc., the Bank has been felicitated so many times during the last few years. J & K Bank sees itself as a Bank with a regional focus, a National reach and International Standards of operations.



# Jammu & Kashmir Bank Limited Key

## Data:

Ticker:	532209	Country:	INDIA
Exchanges:	BOM	Major Industry:	<u>Financial</u>
		Sub Industry:	Commercial Banks
2009 Sales	32,331,700,000	Employees:	7,558
	(Year Ending Jan 2010).		
Currency:	Indian Rupees	Market Cap:	27,428,740,372
Fiscal Yr Ends:	March	Shares Outstanding:	48,477,802
Share Type:	Ordinary	Closely Held Shares:	24,322,598

### Stock Data:

Current price(10/30/2009): 565.80

(figures in Indian rupess

# Jammu And Kashmir Bank Fact File

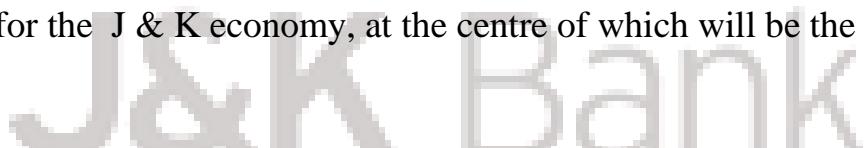
## **Mission:**

Our mission is two fold: To provide the people of J & K international quality financial service and solutions to be a super-specialist bank in the rest of the country. The two together will make us the most profitable Bank in our country.

## **Vission:**

“To catalyse economic transformation and capitalise on growth.”

Our vision is to engender and catalyse economic transformation of Jammu and Kashmir the most prosperous state in the country, by helping create a new financial architecture for the J & K economy, at the centre of which will be the J & K Bank.



## **Performance at a glance:**

\*The aggregate business of the bank crossed yet another psychological mark and stood at Rs. 53,934.51 crore at the end of the financial year 2008-2009. The total business of the bank increased by Rs. 6,458.64 crore from the previous year's figure of Rs. 47,475.87 crore, registering a growth of 13.60%.

\*The total deposits of the bank have grown by Rs. 4,410.84 crore from Rs. 28,593.26 crore as on 31<sup>st</sup> March, 2008 to Rs. 33,004.10 crore as on 31<sup>st</sup> March, 2009, registering growth of 15.43%. During the same period, CASA deposits of

the Bank have grown by more than 12% contrary to the declining trend in the industry.

\*The Bank continued its prudent approach in expanding quality credit assets in line with its policy on Credit Risk Management. The net advances of the Bank increased by Rs. 2,047.80 crore from Rs. 18,882.61 crore as on 31<sup>st</sup> March, 2008 to Rs. 20,930.41 crore on 31<sup>st</sup> March, 2009, registering growth of 10.84%.

During the year, focussed attention was given for accelerated lending under the agricultural sector which recorded a growth of 269%. The overall priority sector credit portfolio showed a growth of 40% during the same period.

\*The Bank, in line with its policy stance, has recorded higher credit growth in J & K state than in rest of India. However, due to tumultuous situation in the state for sometime as also the global economic turmoil, the overall credit growth has remained moderate. Moreover with a view to maintain immunity against the financial sector meltdown, the Bank has reduced its exposure to Financial Markets by 54% and to the Real Estate sector by about 32%.

\*The performance of the bank in recovery of NPAs during the year continued to be good. During the year, the Bank effected cash recovery, up-gradation of NPAs and technical write-off of Rs. 327.85 crore compared to Rs.244. 53 crore in the previous year.

\*Investment portfolio of the bank increased by 22.59% from Rs. 8,757.66 crore on 31<sup>st</sup> March, 2008 to Rs. 10,736. 33 crore as on 31<sup>st</sup> March, 2009. The investment book comprises of 71% SLR and 29% Non-SLR Investments.

## Insurance Business:

\*The Bank earned an income of Rs. 26.80 crore from the Insurance Business, registering a growth of 25.2% over the last year's income of Rs. 21.41 crore.

\*In Life Insurance, the Bank mobilized a business of Rs.101 . 10 crore, recording a growth of 28.33% over the last year's business of Rs. 78.78 crore.

In non-life business, the Bank mobilised a business of Rs. 40.53 crore as against Rs. 36.72 crore mobilised during the preceding year.

## Income Analysis:

\*Interest income of the bank recorded a growth of Rs. 553.89 crore from Rs. 2,434.23 crore in the year 2007-08 to Rs. 2,988.12 crore[+22.75%] in the year 2008-09, as against the interest expenses which grew by 22.42% from Rs. 1,623.79 crore during the year 2007-08 to Rs. 1,987.86 crore during the year 2008-09. The Net Interest Income recorded a growth of Rs. 189.82 crore[+23.42%] during the same period.

\*The Net Income from operations [Interest spread plus Non-Interest Income] increased to Rs. 1,245.31 crore in the financial year 2008-09 from Rs. 1,055.45 crore in the financial year 2007-08 recording a growth of 17.99%.

\*The Operating Expenses showed an increase of 16.66% during the financial year 2008-09 and stood at Rs. 470.86 crore as compared to Rs. 403.61 crore in 2007-08

\*The Cost to Income Ratio [Operating Expenses to Net Operating Income] improved marginally from 38.24% in the financial year 2007-08 to 37.81% in the financial year 2008-09.

### Gross Profit:

\*The Gross Profit for the financial year 2008-09 stood at Rs. 774.45 crore as compared to Rs. 651.84 crore in the financial year 2007-08 registering an increase of Rs. 122.61 crore [+18.81%].

\*The Asset Utilisation Ratio [percentage of Gross Profit to Average Working Funds] stood at Rs.2.27% in the financial year 2008-09 [previous year 2.23%].

### Provisions:

The Provision for Loan Losses, Provision on Standard Assets, Taxation and others aggregated to Rs. 364.62 crore in the financial year 2008-09 compared to Rs. 291.83 crore in the financial year 2007-08

### Net Profit and Dividend:

\*The Bank registered a Net Profit of Rs. 409.84 crore for the financial year 2008-09 compared to Rs. 360 crore in the financial year 2007-08 recording a growth of 14%.

\*The Board of Directors recommended dividend of 169% for the financial year 2008-09.

\*In the terms of extant guidelines, the Bank paid the dividend distribution tax for the financial year 2008-09. Accordingly the total outflow on account of Dividend for the year 2008-09 was Rs. 95.90 crore including the dividend distribution tax.

## Branch Network:

\*During the financial year 2008-09, 22 branches were added, thereby taking the number of branches to 530 as on 31<sup>st</sup> March, 2009, spread over 20 states and 1 union territory. The area-wise breakup of the branch network(excluding Extension counters) is as under:

<u>AREA</u>	<u>BRANCHES</u>
Metro	041
Urban	166
Semi-Urban	119
Rural	204

\*During the year, the Bank was entrusted with management of Bankers' Clearing House at Budgam and it stands established with seven members/sub members.

## IT Initiatives during 2008-09:

\*Conscious efforts have been made to leverage the Bank's existing IT infrastructure as also to develop new technological solutions with a prime objective of increasing customer convenience and providing multiple delivery channels for easy access to Banking services. Some of the major initiatives are highlighted below:

~53 branches have been computerized during the year taking a total count of computerized branches as on 31<sup>st</sup> March, 2009 to 510 out of a total branch count of 575 (including Extension Counters/Service Branches).

~103 branches have been migrated to Core Banking Platform during 2008-09 taking the total count of branches on CBS as on 31<sup>st</sup> March, 2009 to 330.

~35 new ATMs have been installed during the year taking the aggregate number of ATMs to 246 as at end of 2008-09.

~eBanking facility has been made available at all the 330 CBS branches of the Bank, with the number of eBanking users crossing 11500 mark.

~The Bank has integrated with more than 300 billers/online merchants like BSNL, Air Tel, LIC, Metlife, Tatasky, Make my Trip etc. for the purpose of providing online bill payment/shopping facility to its customers.

~The Bank has successfully migrated to 100% CTS clearing at NCR Delhi.

~All the CBS branches of the Bank have been enabled for RTGs and NEFT facility.

~Anywhere banking facility has now been made available at 456 branches as against 313 branches as at the end of previous year.

~An online MIS software application has been developed, which facilitates centralized regulatory reporting and also serves as a DSS tool.

## Advertising and Publicity:

During the year, concerted efforts were made for brand building and the Bank continued to communicate messages on its products, services, interest rates and performance to the customers, shareholders and the general public through advertisements and outdoor publicity units.

## Corporate Social Responsibility:

As in the previous years, the Bank took several measures during 2008-09, including but not limited to the following, to fulfil its social commitment.

\*Providing of computer systems for Orphanages, Sports Association for hearing impaired and those with speech disorders.

\*Launching Scholarship programme for meritorious students of Craft Development Institute.

\*Providing paddled tricycles for handicapped people.

\*Providing financial assistance for treatment of destitute patients.

\*Supporting NGOs engaged in welfare of poor.

## Lead Bank Responsibility:

The J&K Bank is the only Private Sector Bank in the country assigned with the responsibility of convening State Level Bankers' Committee meetings. The Bank continued to discharge its Lead Bank responsibility in 12 out of 22 districts of J&K State satisfactorily.

\*The J&K SLBC launched its website [www.jkslbc.com](http://www.jkslbc.com) with features of members log in.

\*Financial Literacy-cum-credit Counseling Centres were operationalized in Anantnag and Ganderbag districts.

\*During the FY 2008-09, the following meetings were conducted by the Bank:

- ~Three Quarterly State Level Bankers' Committee (SLBC) meetings;
- ~Three Special monthly SLBC meetings to review progress in implementation of the IBA package on MSMEs in the backdrop of the global meltdown;
- ~One meeting in the Sub-Committee of J&K SLBC for relaxation to Trade & Industry in the J&K State;
- ~One meeting of the Sub-Group of J&K SLBC for Rationalization of ticket-size in Priority Sector Lending;
- ~Three Steering Committee meetings and one meeting of all member Banks of SLBC to review the position and ensure successful implementation of the Agriculture Debt Waiver/Debt Relief Scheme-2008 in J&K State;
- ~The district level and block level meetings such as DCC/DLRC/BLBC and Standing Committee meetings were held at schedule in all the lead districts of the State.

## Corporate Governance:

- \*The corporate governance framework of the Bank spans multi-dimensional parameters, including but not limited to;
- ~Ethical business practices
- ~Ownership of corporate actions
- ~Independence of Board and Auditors
- ~Treating business partners fairly
- ~Putting stakeholders interests first and foremost
- ~Transparency and propriety.

## Board of Directors:

\*Mr.B.B. Vyas, IAS, Government Nominee Director, was recalled by the State Government in pursuance to the Government Order dated 31<sup>st</sup> March, 2009 and in his place, Mr. Sudhanshu Pandey was appointed as the Director on the Board of the Bank.

\*Directors place on record their deep appreciation for the valuable services rendered by Mr. B.B. Vyas, IAS, during his tenure as Director of the Bank.

\*With a view to Broad-base the Board, eminent personalities- Dr. Narendra Jadhav, Mr. Maya Shanker Verma and Mr. G.P. Gupta were appointed as additional Directors of the Bank. The Bank has gained immensely from their incisive observations, guidance, wide ranging expertise and practical acumen.

\*Mr. G.M. Dug appointed as Director in casual vacancy caused due to the the resignation of Mr. Umar Khurshid Tramboo, shall cease to be Director at the ensuing general meeting.

### Name of the Board of Directors:

Haseeb A. Drabu	Chairman & CEO
M. S. Verma	Director
G. P. Gupta	Director
Sudhanshu Pandey, IAS	Director
Narendra Jadhav	Director
A.K. Mehta	Executive Director
Abdul Majid Mir	Executive Director
B.L. Dogra	Director
G. M. Dug	Director

### Directors' Responsibility Statements:

The Directors confirm that in the preparation of the Annual Accounts for the year ended 31<sup>st</sup> March, 2009:

\*The applicable accounting standards have been followed along with proper explanations relating to material departures, if any;

\*The accounting policies framed in accordance with the guidelines of the Reserve Bank of India, were consistently applied;

\*Reasonable and prudent judgements and estimates were made so as to give a true and fair view of the state of affairs of the Bank at the end of the financial year and of the profit of the Bank for the year ended on 31<sup>st</sup> March, 2009;

\*Proper and sufficient care was taken for the maintenance of adequate accounting records in accordance with the provisions of applicable laws governing Banks in India and the accounts have been prepared on a going concern basis.

### Particulars of employees:

Particulars of employees as per Section 217(2A) of the Companies Act, 1956, read with the companies(particulars of employees) rules, 1975, for the year ended 31<sup>st</sup> March, 2009, are as under:

\*Employment throughout the financial year and in receipt of remuneration aggregating Rs. 24,00,000/- or more per annum

Name and Age(years)	Haseeb A. Drabu (47)
Designation Nature of Duties	Chairman & CEO
Remuneration	Rs. 37,48,000
Qualification	M & D.Phil Economics
Experience(years)	17 years
Date of Employment	09-06-2005

Last employment	Economic Advisor, Government of J&k Bank
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(Remuneration includes Basic Salary, DA and contribution to provident fund)

\*Employment for part of the financial year and in receipt of remuneration aggregating Rs. 2,00,000/- or more per month

-nil-



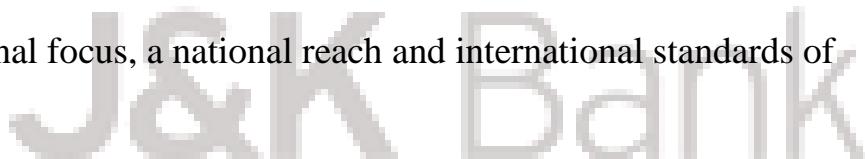


# SWOT ANALYSIS

## J&K Bank

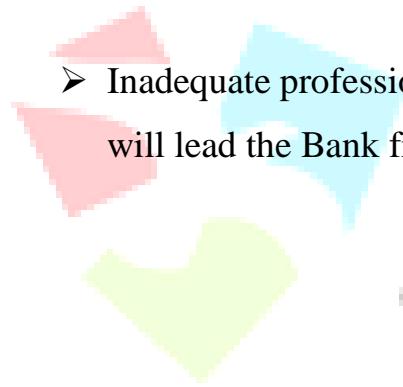
## Strengths of J & K Bank:

- Monopoly Bank with 70 % plus market share & functions as a universal Bank in J & K state.
- Financial strength, powerful set of brands, that people trust, proven products and services.
- Effective and integrated distribution network.
- Fastest growing old generation private sector bank.
- Bank with a regional focus, a national reach and international standards of operations.
- Rated “P1+” by Standard and Poor Crisil connoting highest degree of safety.
- Only private sector Bank with majority of ownership vested with the Government of Jammu & Kashmir.
- 53.17 shares are held by Govt. and is sole banker to the State Government.



## Weaknesses of J & K Bank:

- Technological advancements.
- Biased selection of employees.
- Due to lack of competition, interest rates are high.
- Supervision is weak, which causes delay in work.
- Inadequate professional staff/ Shortage of skillful labour/ manpower that will lead the Bank from success to failure.



J&K Bank

## Opportunities of J & K Bank:

- Technological advances.
- Tremendous growth opportunities in all its business.
- New distribution channels.
- Retaining market leadership.
- Recruit professionay guided students.
- Expand the research and development department, because the focus of these departments is to introduce and innovate new products, etc. and this will lead to growth of the Bank.
- In the age of globalization for achieving growth, the competent/ skillful/ English speaking employees are one of the requirements of the Bank.

## Threats to the J & K Bank:

- Strong and stiff competition in near future.
- Entry of nationalized Banks in Jammu and Kashmir State.
- Technological advances.
- Illegal activities in internal and external environment, i.e., bribe, or any other benefit from people.



J&K Bank



## Board of Directors

### 1) Haseeb A. Drabu: Chairman & Chief Executive



A professional economist by training, Dr. Drabu has been on the Board of Directors of the Bank since 11<sup>th</sup> July, 2003. His past stints includes those with the Planning Commission, the Economic Advisory Council of the Prime Minister and the Tenth Finance Commission. He was the National Editor of the financial daily Business Standard and was appointed as a member of the High Powered Committee on Economic Reforms for Jammu & Kashmir. He also worked as a consultant to the Asian Development Bank. He has been a member of Prime Minister's Task Force on J&K, CII's Banking Panel, member of the Management Committee of the Indian Bank's Association, Member of the High Level Technical Committee on Minorities and Advisory Committee of the National Disaster Management Authority, among others.

2) **M. S. Verma**



A career banker with over 45 years of experience in the Indian Financial Sector, Maya Shanker Verma is the former Chairman of State Bank of India. He has also been the honorary advisor to the Reserve Bank of India and the non-executive Chairman of IDBI Bank. In March 2000, Mr. Verma was appointed by the Government of India as Chairman of Telecom Regulatory Authority of India. He is a director on the number of reputed companies that include PTC India Ltd., Visa Steel Ltd., Shriram Transport Finance Complany Ltd. And the Asian Heart Institute & Research Centre.

### 3) G. P. Gupta



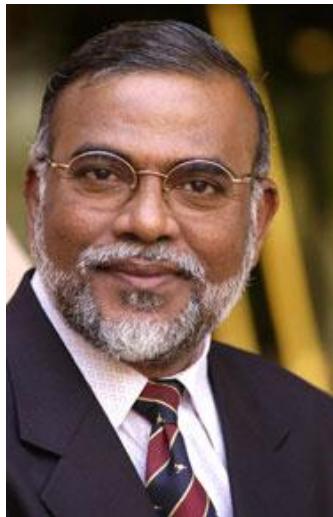
Mr. Gupta is the Ex- Chairman and Managing Director of IDBI and has the distinction of serving as the Chairman of Premier Institutions such as UTI, SIDBI, and the National Stock Exchange of India Ltd. He has been a Member of LIC and GIC, as well as the Director on the Board of various companies such as the Exim Bank of India, Infrastructure Development Finance Company Ltd., Indian Airlines Ltd., Discount & Finance House of India Ltd. And the Securities Trading Corporation of India Ltd. He is an ex Council Member, Indian Institute of Bankers and President, Entrepreneurship Development Institute of India, Ahmedabad. His numerous other directorships include those in Swaraj Engines Ltd., SIDBI Venture Capital Ltd., PTC India Ltd., Su-Raj Diamonds & Jewellery Ltd. And Idea Cellular Ltd.

#### 4) Sudhanshu Pandey, IAS



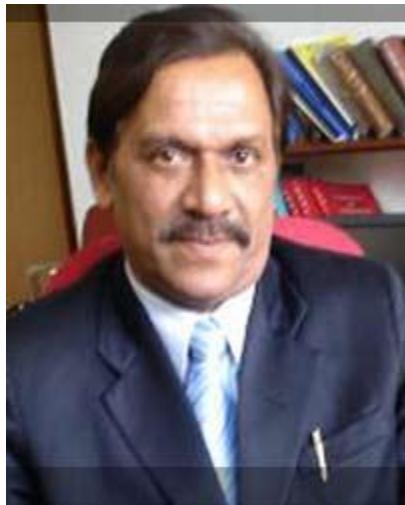
Mr. Pandey, a member of the IAS, is Commissioner/Secretary to Government, Finance Department, J & K. He has served as Managing Director, SIDCO, Director to PS to MoS, Ministry of Commerce and Industry, GOI, Director & PS to MoS, Ministry of External Affairs, GoI, Counsellor and Director, Tagore Centre for Information, Education, Commerce and Culture, Embassy of India, Berlin and Divisional Commissioner, Jammu. Mr. Pandey is the recipient of Governor's Medal(1997), and also the State Government Medal(2008), in recognition of his exemplary services for the State of J&K. He holds directorships in various other companies such as JKPCC, JK Cements, Jammu and Kashmir Industries, JK Handloom Development Corporation, JKTDC, J&K-SIDCO, J&K SICOP, J&K Handicrafts and J&K State Cable Corporation Ltd.

## 5) Narendra Jadhav



Dr. Jadhav's multi-faceted career spans academics, economics, policy making and writing. He is a member of the Planning Commission, Government of India, and before this, was Vice Chancellor of the University of Pune. He has served in the Reserve Bank of India for more than 30 years. He was the Principal Advisor and Chief Economist with the Reserve Bank and played an important role in macroeconomic policy making in India. He has served as Advisor to Executive Director for India at the International Monetary Fund(IMF); Senior Economic Advisor to various Governments including that of Ethiopia. He was involved in the reconstruction of the economy of Afghanistan as Chief Economic Counsellor. A prolific writer, he has authored 11 books chiefly on economic and social issues and has won numerous awards for his contribution to society.

6) **A. K. Mehta**



Mr. Mehta has a longstanding association with the Bank, dating back to 1972 and has served it in various executive capacities as part of the Bank's Corporate Management Team. He has also been the Chairman of Jammu Rural Bank- a rural Bank sponsored by the J&K Bank. He has been instrumental in the tie-ups with MetLife International and with Bajaj Alliance General Insurance Co. Ltd. For distribution of Non-Life and Life Insurance Products. His other areas of specialisation include Finance and Financial Services, Planning and Development, Accounts and Estates.

## 7) Abdul Majid Mir



Mr. Abdul Majid Mir has more than 36 years of experience in Banking.

He has held various important and senior positions at J&K Bank, as part of its Corporate Management Team. He has extensive knowledge and experience and knowledge in the fields of Finance, Credit, Trade Finance, Foreign Exchange, Treasury, Corporate and Retail Banking, Deposits and Liability Management. He is also a Director in JKB Financial Services Ltd.

8) **B. L. Dogra**



A Fellow Member of the Institute of Chartered Accountants of India, Mr. Dogra is the founder of M/S Dogra Associates, a firm of Chartered Accountants. Mr. Dogra has also served on the Board of Directors of Punjab National Bank and has been the Chairman of J&K Chapter of Northern India Regional Council of the Institute of Chartered Accountants of India. He has also been associated with social and sports associations of the State. He has a rich and varied experience in the field of Banking and Insurance, which has facilitated healthy rejuvenation of the Bank's business.

## 9) G. M. Dug

A renowned figure in the hospitality industry in Jammu and Kashmir, Mr. G. M. Dug has played an active role in the affairs of Kashmir Hotel and Restaurant Association (KHARA) of which he has acted as Secretary General and President. He has also held prestigious positions with the Kashmir Chamber of Commerce and Industry (KCC&I) and has been its President on two occasions. He has been a member on the Board of several State Government Undertakings. He is also a Director of the J&K Tourism Development Corporation.



## Executive Committee

1) Haseeb A. Drabu	Chairman & CEO
2) A. K. Mehta	Executive Director & COO
3) Abdul Majid Mir	Executive Director & CFO
4) Ajit Singh	Sr. President
5) Tafazal Hussain	President
6) Sahibzada Gh Mohi-ud-din	President
7) Kuldeep Kumar Sharma	President
8) Parvez Ahmed	President and Secretary
9) Ghulam Ahmad Regoo	President
10) Abdul Rashid	President

## Vice-Presidents

- 1) Suman Durswal
- 2) Shamsher Singh Nathyal
- 3) Madan Lal Gupta
- 4) Nazir Ahmed Parimoo
- 5) Mohammad Amin Narchoor
- 6) Raja Abdul Latif
- 7) Mohammad Afzal Khan
- 8) Bashir Ahmed Lone
- 9) Om Prakash Sharma
- 10) Fazal-e Mehboob Gani
- 11) Javeed Mustafa Rafiqi
- 12) Vagish Chander
- 13) Shafat Ahmad Banday
- 14) Meera Jamwal
- 15) Roop Krishan Shah
- 16) Surjeet Singh Sehgal
- 17) Abdul Rouf Bhat
- 18) Abdul Rashid

- 19) Mohammad Syed Wani
- 20) Surender Krishan Bhat
- 21) Nayeem-Ullah
- 22) Khursheed Ahmad Pandit
- 23) Syed Abdul Hamid
- 24) Mohammad Altaf Bhat
- 25) Mohammad Sidiq Wani
- 26) Pushap Kumar Tickoo
- 27) Rajesh Kumar Chibber
- 28) Mohammad Amin Mir

The logo for J&K Bank features the letters 'J&K' in a large, bold, black font, with a ampersand symbol between the 'J' and 'K'. To the right of the ampersand, the word 'Bank' is written in a smaller, black, sans-serif font. The entire logo is set against a white background with a subtle watermark effect. The watermark consists of three overlapping, semi-transparent shapes: a red triangle at the top left, a blue triangle at the top right, and a green triangle at the bottom left, all pointing towards the center of the logo.

## Corporate Information

### Board of Directors:

Haseeb A. Drabu	Chairman
M. S. Verma	Director
G. P. Gupta	Director
Sudhanshu Pandey, IAS	Director
Narendra Jadhav	Director
A. K. Mehta	Executive Director
Abdul Majid Mir	Executive Director
B. L. Dogra	Director
G. M. Dug	Director

### President & Secretary:

Parvez Ahmed

### Auditors:

Gupta Gupta & Associates

Chartered Accountants

Verma Associates

Chartered Accountants

Baweja & Kaul  
Chartered Accountants

**Registered Office:**

Corporate Headquarters  
M. A. Road, Srinagar- 190 001

**Registrar & Share Transfer Agents:**

Karvy Computershare Private Limited  
Unit J&K Bank Limited  
Plot no. 17-24, Vittalrao Nagar, Madhapur  
Hyderabad- 500 081  
Tel. (040) 23420838, Fax (040) 23420814

J&K Bank



# DEPOSIT SCHEMES

## J&K Bank

# TYPES OF DEPOSIT SCHEMES

## OFFERED BY J & K BANK

### 1. Savings Bank Deposits

- Savings Bank Deposit Scheme
- SB- Ujala No frills Account

### 2. Term Deposits

- Millenium Deposits Scheme
- Flexi Deposits Scheme
- Fixed Deposits Scheme
- Child Care Scheme
- Cash Certificates
- Super Earner Deposit Scheme
- Recurring Deposits Scheme
- Recurring Plus Account
- Smart Saver Scheme
- Depositors Pension Scheme

The logo for J&K Bank, featuring the letters 'J&K' in a stylized, bold font, with 'Bank' in a smaller, regular font to its right. The logo is overlaid on a background of three overlapping shapes: a pink triangle at the top left, a blue triangle at the top right, and a green irregular shape at the bottom left.

### 3. Value Added Scheme

- Tax Saver Term Deposit Scheme
- Mehendi Deposit Scheme
- Daily Deposit Saving Scheme

### 4. Gift Cheque Scheme

### 5. Current Accounts

- Platinum Account
- Gold Account
- Premium Plus Account
- Premium Account
- Basic Account

J&K Bank



LOANS  
J&K Bank

# **TYPES OF LOANS OFFERRED BY**

## **J&K BANK**

### **1. Housing Loan Scheme**

### **2. Educational Finance**

- Educational Loan Scheme
- Term Loan for B.ed/ M.ed Courses
- Budshah Primary Education Finance

### **3. Automobile Finance**

- Car Loan Scheme
- Car Loan for used cars
- Commercial Vehicle Finance
- Commercial Vehicle Finance (Used Cars)
- School Bus Finance
- Passenger Bus/ Mini Bus Finance (For Doda, Bhaderwah & Kishtwar)
- Old Passenger Buses/ Mini Buses Finance (For Doda, Bhaderwah & Kishtwar only)
- Two-wheeler Finance

## 4. Other Finances

- Consumer Loan
- SAHOLIAT/ SARAL Finance
- Personal Loan to Pensioners
- Mortgage Loan for Trade & Service Sector
- Loan against mortgage of Immovable property
- Fair Price Shop Scheme
- Travel and Tourist Taxi operators

## 5. Specialised Finance

- Help Tourism (for Kashmir Valley only)
- All purpose Agriterm Loan
- Fruit Advances Scheme (Apple)
- Zafran Finance
- Roshni Financing Scheme
- Craft Development Finance
- Dastkar Finance
- Giri Finance Scheme
- Khatamband Craftsmen Finance
- Commercial Premises Finance
- Laptop/ PC Finance
- Establishment of Mini SheepFarms in Private Sector
- Contractor Finance



1

# OTHER SERVICES OFFERRED BY

## THE BANK

### 1. Support Services

- Anywhere Banking
- Interner Banking
- SMS Banking
- ATM Banking
- Debit & Credit Cards
- Merchant Aquiring

### 2. Depository Services

- Dematerialization
- Stock Broking through INVESTMART an initiative of ILFS
- Depository Participant of NSDL and CDSL
- Market transaction
- Off- market transactions
- Rematerialisation (REMAT)

### 3. Third Party Services

- Mutual Funds
- Insurance Services

- Remittance Services

## 4. Cash Management Service

- Real Time Gross Settlement (RTGS)
- National Electronic Fund Transfer (NEFT)

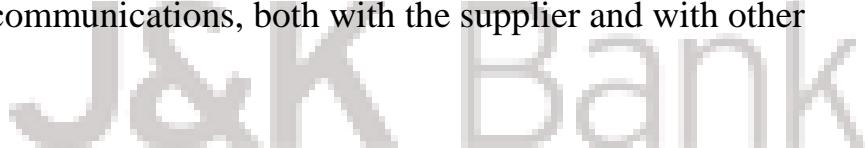




## Customer

A Customer refers to individuals or households that purchase goods and services generated within the economy. The word historically derives from “custom”, meaning “habit”; a customer was someone who frequented a particular shop, who made it a habit to purchase goods there, and with whom the shopkeeper had to maintain a relationship to keep his or her “custom”, meaning expected purchases in the future.

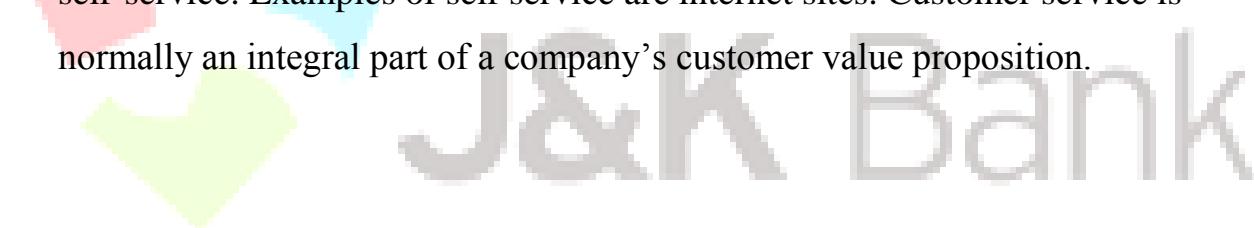
Customer needs may be defined as the goods or services a customer requires to achieve specific goals. Different needs are of varying importance to the customer. Customer expectations are influenced by cultural values, advertising, marketing, and other communications, both with the supplier and with other sources.



Both customer needs and expectations may be determined through interviews, surveys, conversations, data mining or other methods of collecting information. Customers at times do not have a clear understanding of their needs. Assisting in determining needs can be a valuable service to the customer. In the process, expectations may be set or adjusted to correspond to known product capabilities or service.

# Customer Service

Customer service is the provision of service to customers before, during and after a purchase. According to Turban et al, “Customer service is a series of activities designed to enhance the level of customer satisfaction- that is, the feeling that a product or service has met the customer expectation”. Its importance varies by products, industry and customer. As an example, an expert customer might require less pre-purchase service (i.e., advice) than a novice. In many cases, customer service is more important if the purchase relates to a “service” as opposed to a “product”. Customer service may be provided by a person (e.g., sales and service representative), or by automated means called self-service. Examples of self service are internet sites. Customer service is normally an integral part of a company’s customer value proposition.



## Contents:

Implementation of customer service

Competitive advantage

Applied psychology in customer service

Role of technology

Accountability

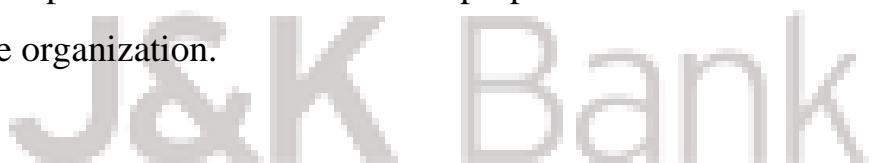
Customer Perception

Instant feedback

## Implementation of customer service:

Customer service may be employed to generate such competitive advantage as a particular service proposition can be harder to copy for competitors.

The implementation of a particular customer service proposition must consider several elements of the organization.



## Competitive advantage:

A company may attempt to differentiate itself from its competition through the provision of better customer service. The consistent delivery of superior service requires the careful design and execution of a whole system of activities that includes people, technology, and processes; although, the rewards will include improved revenue from customers that are impressed with the service provided.

The relation should not be only a buyer-seller relation, but beyond. Some companies do better than expected. In the 1980s, a customer called L. L. Bean was surprised that he was greeted by name. The representative explained that AT&T provided Caller-Id service to all companies with toll-free lines (ten

years before any phone company offered Caller Id to retail customers), and that Bean's computer had brought up the customer's record on her computer screen. She knew where he lived and what he had recently bought. If he wanted something new, she even knew the size and color to suggest. They also remembered the credit card number that had been used, although they could not be certain it was still valid. In 2009, few companies can do as well. They commonly treat each caller as a total stranger, even if the person has been a customer for years, asking the same identification questions.

Repeatedly, and remembering nothing. A person will be haphazardly switched from one employee to another and will be obliged each time to prove their identity and tell their story. In some cases, a company will have two interfaces: during "normal business hours" in the vendor's time zone, the caller will reach the Customer Service Department, which can take new orders, trace recent orders, and solve problems; a person calling outside those hours will instead reach a fulfillment house, often in another state or country, and able to take only new orders. In most cases, fulfillment centres don't even have catalogs for the many companies they represent. If a problem arises, the answer is "Call between 8 a.m. and 5 p.m. Monday through Friday, Eastern Standard Time".

## Applied Psychology in customer-service:

There are different levels of knowing your customers , often customer service relies on demographics or customer data collection. Yet, customer and customer dynamics as a group are affected through modalities of experience. Hence it is

important to know your customers and to the culture you want to create. This is where psychology enters into the realm of customer service. According to Arthur F Carmazzi, founder of Directive Communication psychology, how a person possesses information will have a bearing on how he reacts in a given situation. Carmazzi says that there are four brain colours namely, green, red, blue and purple. Knowing the brain colour of a person will help you understand his/her expectations of service and deliver accordingly. For instance, a red brain customer in a bank will value order and a systematic approach to enlisting him in a wealth management program. According to Aziah Abu Bakar, formerly with RHB Bank and now a Directive Communication practitioner, tending to the customer your approach would be to present the details of a programme in a logical way complete with an analysis of his return on investment. On the other hand, if your customer were a green brain would prefer a speedier bottom line approach and one liner alternatives to his investments as a way of being approached. Hence knowing the psychology of a person's brain color helps you to understand your customers better to successfully meet their expectations. Regal Gifts Corporation has been exercising a new level of customer's service since its return in 2006. Undoubtedly, this has aided in its continued growing successes. Building relationships with its representative through social networks like Facebook and Youtube and its email management and customer care call centres are just a few of the reasons that Regals new customer service policies are leading then towards a profitable future.

## Role of technology:

Technology has made available a wide range of customer service tools. They range from support websites and the ability to have live chats with technical staff to databases tracking individual customers' preferences, pattern of buying, payment methods, etc. and tailoring products and service responses based on this advanced data. Specialist software that is designed for the tracking of service levels and for helping recognize areas for improvement are often integrated into other enterprise operational software tools such as ERP software. Many companies have started to use new channels to capture customer feedback. With record number of people now communicating through mobile phone and sending texts, many argue that the next wave of customer feedback will primarily be captured through channels familiar to most customers, such as mobile, email and SMS. This will enable companies to track the opinions of their customers much more easily and gain valuable insight into how to improve service quality and enhance the customer experience.

## Accountability:

Customers tend to be more forgiving of organizations who acknowledge and apologize for their mistakes rather than denying them. Taking responsibility for mistakes and correcting them is considered an important aspect of good customer service. When a Customer experiences poor service and is ignored, the customer is less likely to return to that company again. Stonewalling is unforgivable but unfortunately common.

## Customer Perception:

In the United States, Customer Service provided over the telephone varies widely in quality and particularly in the wait times experienced by customers. The extremely wait long time experienced when attempting to reach large companies is a common experience shared by many Americans, and often the subject of jokes and frustration. For example, the calm, cool analysis of customer service provided in the article would be scoffed at by many who have actually attempted to obtain such service.

## Instant Feedback:

Recently, many organizations have implemented feedback loops that allow them to capture feedback at the point of experience. For example, one of the UK's leading coach companies invites passengers to send text messages whilst riding the bus. This has been shown useful as it allows companies to improve their customer service before the customer defects, thus making it far more likely that the customer will return next time.

## Customer Satisfaction

Organizations are increasingly interested in retaining existing customers while targeting non- customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the market place.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have other products against which the customer can compare the organization's products.

Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed. Work done by Berry, Brodeur between 1990 and 1998 defined ten 'Quality Values' which influence satisfaction behavior, further expanded by Berry in 2002 and known as the ten domains of satisfaction. These ten domains of satisfaction include: Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front line Service Behaviors, Commitment to the customer and Innovation. These factors are emphasized for continuous improvement and

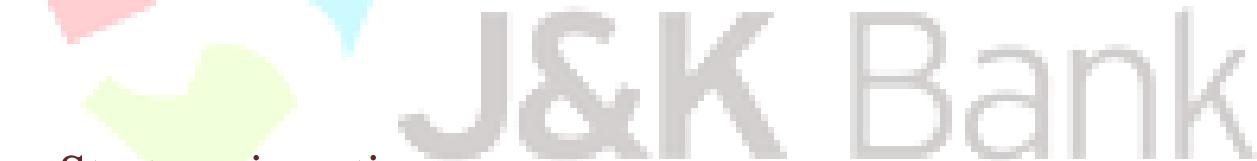
organizational change measurement and are most often utilized to develop the architecture for satisfaction measurement as an integrated model. Work done by Parasuraman, Zeithaml and Berry between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature. Work done by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation. According to Garbrand, "Customer Satisfaction equals perception of performance divided by expectation of performance".

The usual measures of customer satisfaction include a survey with a set of statements using a Likert Technique or Scale. The customer is asked to evaluate each statement and in term of their perception and expectation of the performance of the organization being measured.

## Customer Service by J&K Bank

### Connecting consciously:

Being cognizant of customer aspirations, the Bank has become a service provider that is knowledgeable, yet warm and approachable. It seeks to meet the highest standards of customer orientation by encouraging polite, respectful behavior with the customers, and providing quick, responsible and helpful service. An invigorated service credo “I am listening” is championed which aims to sensitize the employees to take customer service to the pinnacle where the customer is empowered- to voice dissent, to ask, to suggest, to opine, to request –and assured to be listened to with humility.



### Strategy in action:

Some of the steps taken to engage more effectively with the customers include:

- a) ISO 9001-2008 certification of business units;
- b) Facilitation of cross – LoC trade;
- c) Corporate agency arrangement with ECGC to facilitate Exporters/Importers;
- d) Devising processes that enable faster processing:
  - E- NoC for faster credit approval

- Enabling RTGS/NEFT across all business units to facilitate quick, easy and economical remittances
- E- tax payment facility
- On- line utility bill collection/ payment gateway
- Cash Management Service for Corporates.





## OBJECTIVE OF THE STUDY

J&K Bank

Following are the objectives of the study:

1. To Know the most effective way of Banking.
2. To know the reasons fo preferring J & K Bank over other Banks.
3. Analyse the strong and weak points of J & K Bank.
4. Assess the measures in context to the customer satisfaction by J & K Bank.
5. To give suggestions, if any, for further improvement.





## RESEARCH DESIGN

The modes of study were to introduce oneself as a BBA student of SPMR College of Commerce, conducting survey with the help of a structured questionnaire for consumer satisfaction.

Marketing research is a systematic and objective study for analysis of information relevant to the identification and solution of any problem in the field of marketing.



## SOURCES OF DATA COLLECTION

- Primary Data
- Secondary Data

### **Primary Data Collection:**

Questionnaire is used to collect primary data through field work, It was collected by different customers coming to the J&K Bank in Jammu city (J&K). It is developed personally and gives latest information.

### **Secondary Data Collection:**

It is collected from the internal records of the company. It is also collected by discussing with officials of marketing department and through the websites of the company.

## TOOLS FOR DATA COLLECTION

- Survey
- Field work
- Sampling plan
- Sampling method

### **Survey method:**

The most widely used technique of gathering primary data is the survey method.

The selected sources are interviewed personally at their places of work using questionnaire. It is a more flexible form of investigation involving face to face communication. This information is qualitative, quantitative and accurate.

### **Field work:**

It is an important method of data collection. The questionnaire is used for interviewing the respondents. Additional questions can be asked to secure more information.

### **Sampling plan:**

Sampling is a procedure of using small number of units of a given population for drawing conclusion for the whole population. A sample is a subset or some part of population. It is less time consuming and less expensive to collect data from a portion of population.

The sampling unit consisted of customers of Jammu and Kashmir Bank.

The sampling size is limited to 50.

## Sampling method:

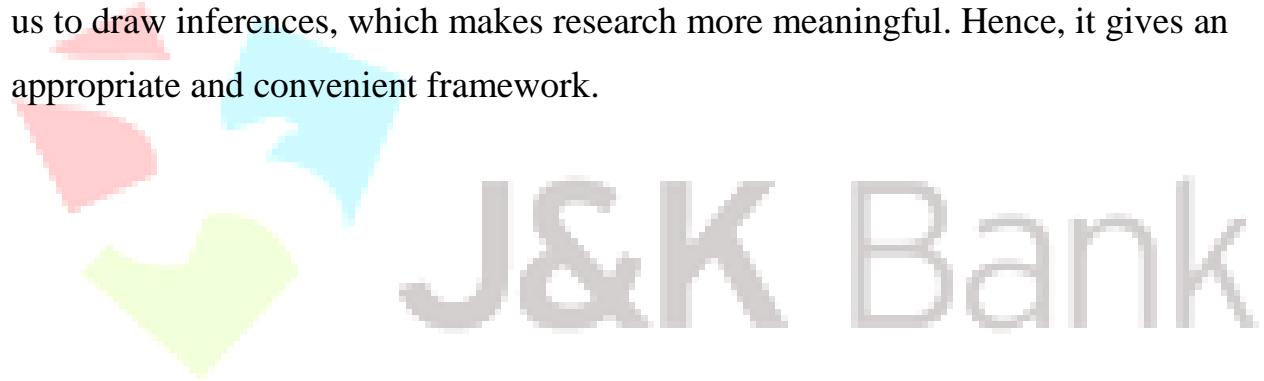
The two methods are probability and non-probability sampling techniques. The study required probability method since the sample is chosen as random tool, which is one of the most popular method of sampling.



## PLAN OF ANALYSIS

Once the data is collected by field work, it is subjected to analysis. The data collected is tabulated according to respondents response using percentages, aggregates which are essential for the study and which help in proper analysis of data. Tabulation makes the data compact and manageable. It is a process of summarization.

Analysis of data is a link between data collection and data interpretation. It helps us to draw inferences, which makes research more meaningful. Hence, it gives an appropriate and convenient framework.



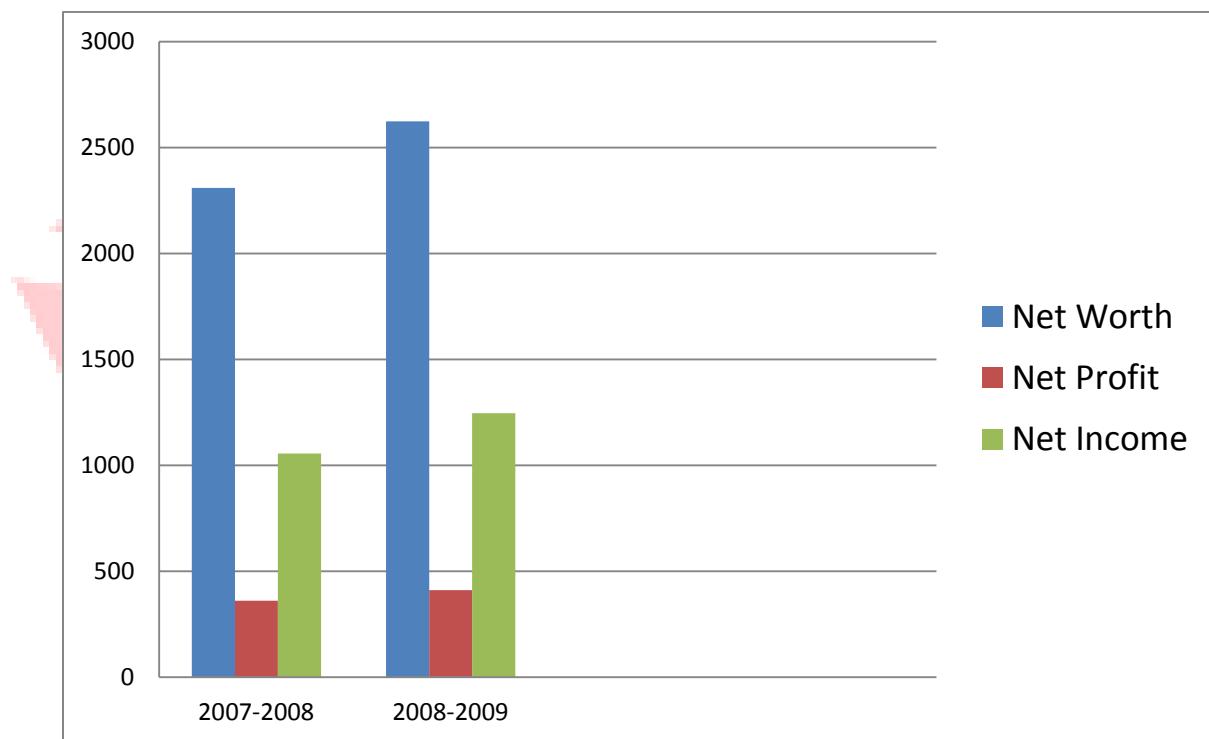
J&K Bank



# DATA INTERPRETATION

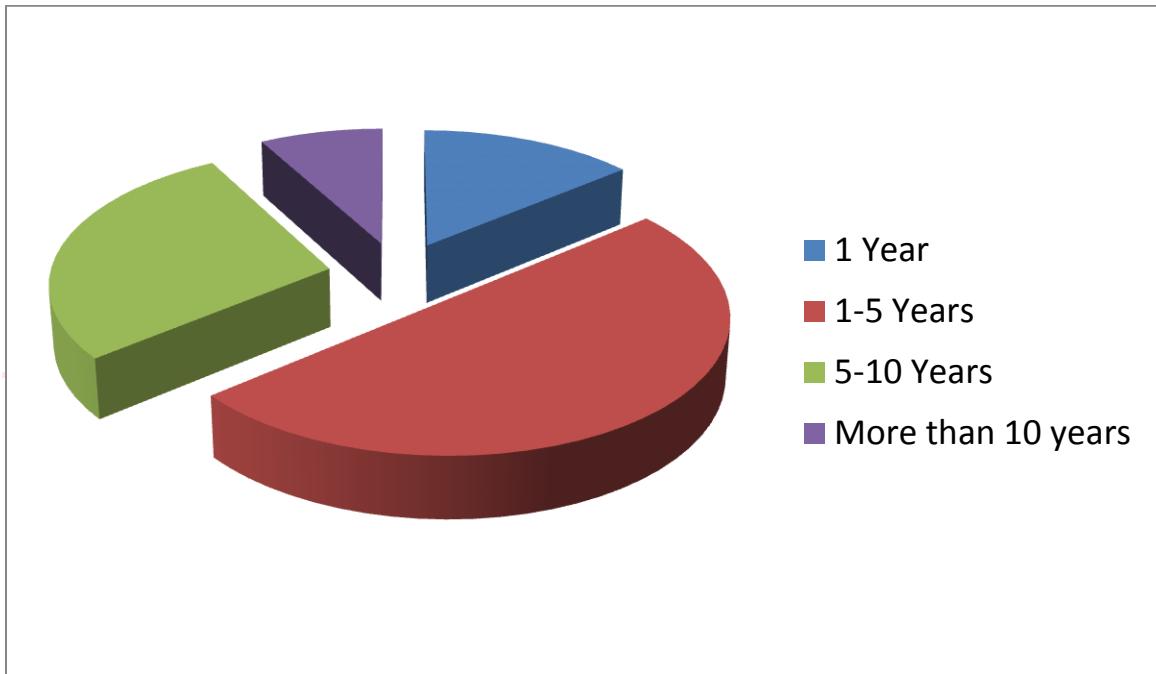
## J&K Bank

# THE BUSINESS FIGURES OF JAMMU AND KASHMIR BANK TWO YEARS 2007-2008 AND 2008-2009



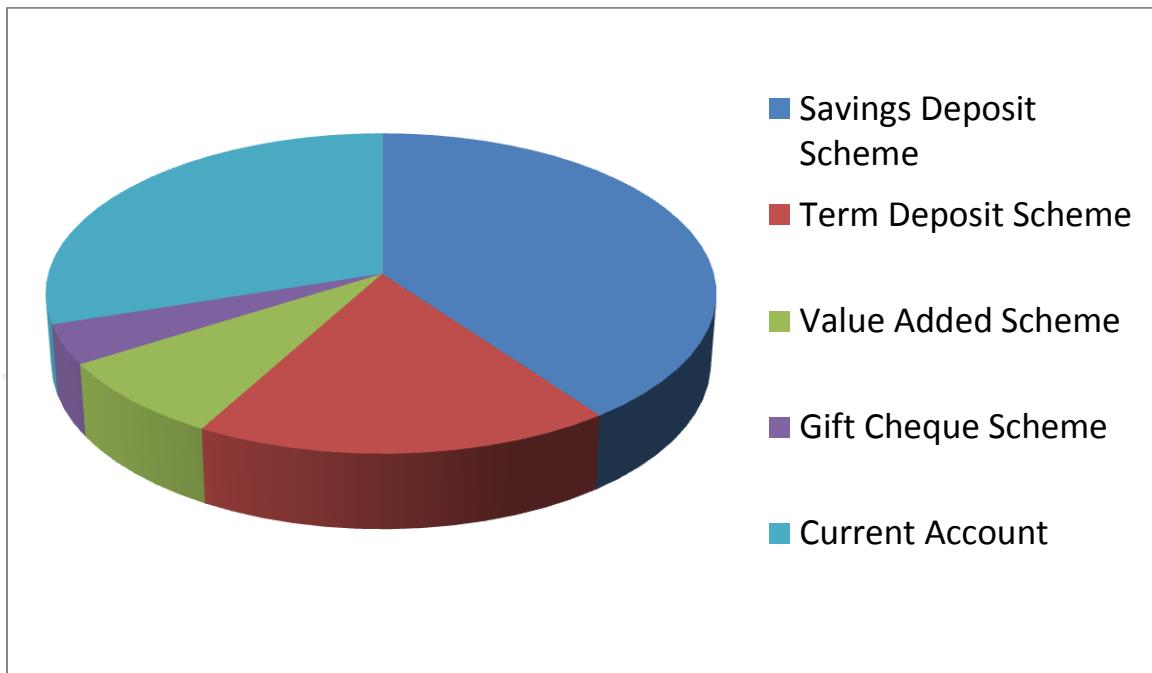
The interpretation which can be made from the graph is that the Net Worth, Net Profit and Net Income has increased from year 2007-2008 to 2009-2009. It means the business of the Bank is increasing at a high pace.

## TIME CUSTOMER HAS BEEN WITH THE J & K BANK



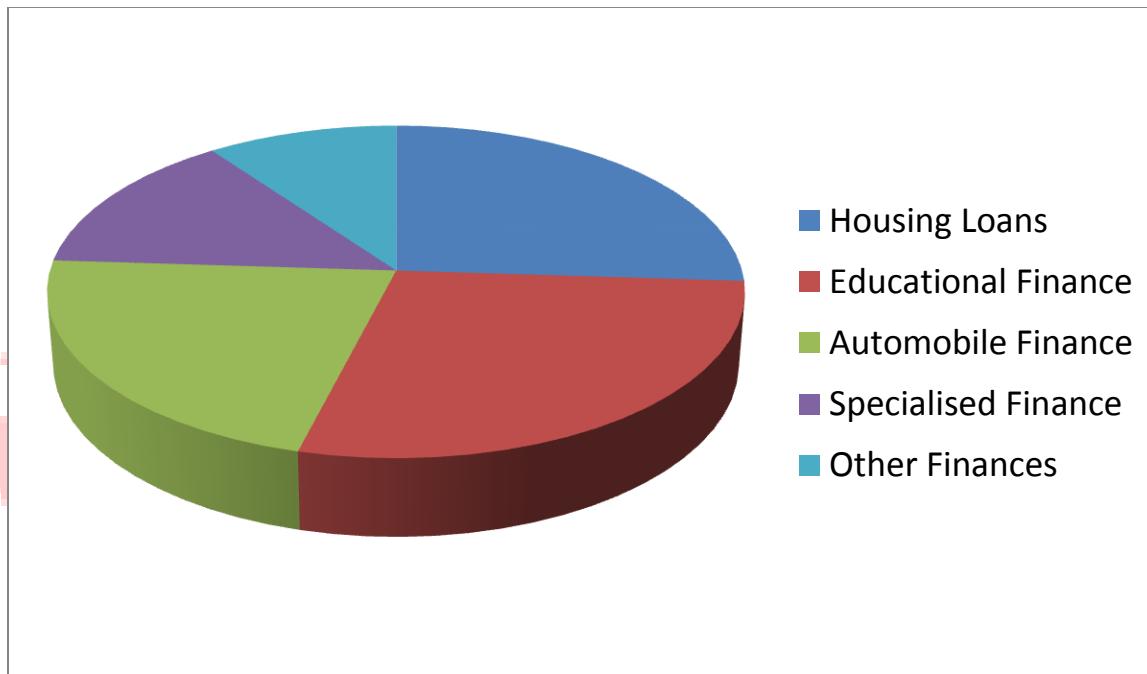
The interpretation which can be made from the graph is that 14 % have been using the services of the Bank from 1 year, 50% from 1-5 years, 28% from 5-10 years, 8% from more than 10 years.

## TYPES OF DEPOSIT SCHEMES AVAILED BY CUSTOMERS



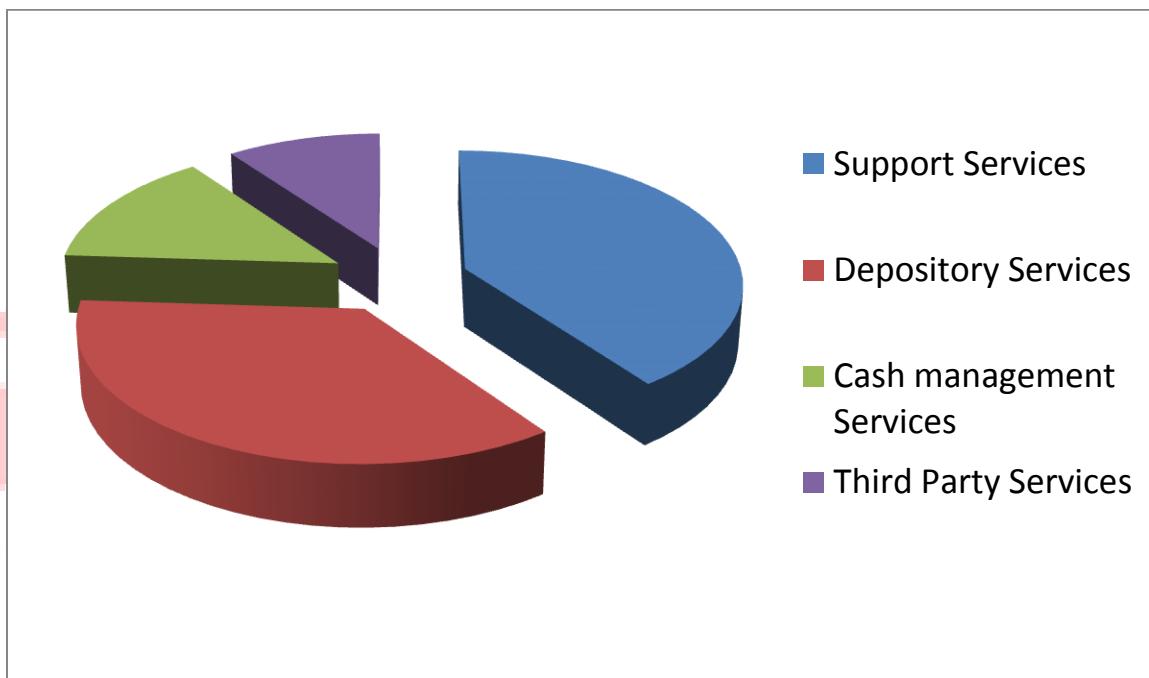
The chart infers that most of the people i.e., 20 out of every 50 which is around 40% prefer saving bank account followed by the current account which is preferred by the public. Even the term deposit scheme is preferred by a lot of people approximately 18%. Value added scheme and gift cheque scheme are with a low figure of 8% and 4% respectively.

## TYPES OF LOAN FACILITIES AVAILED BY CUSTOMERS



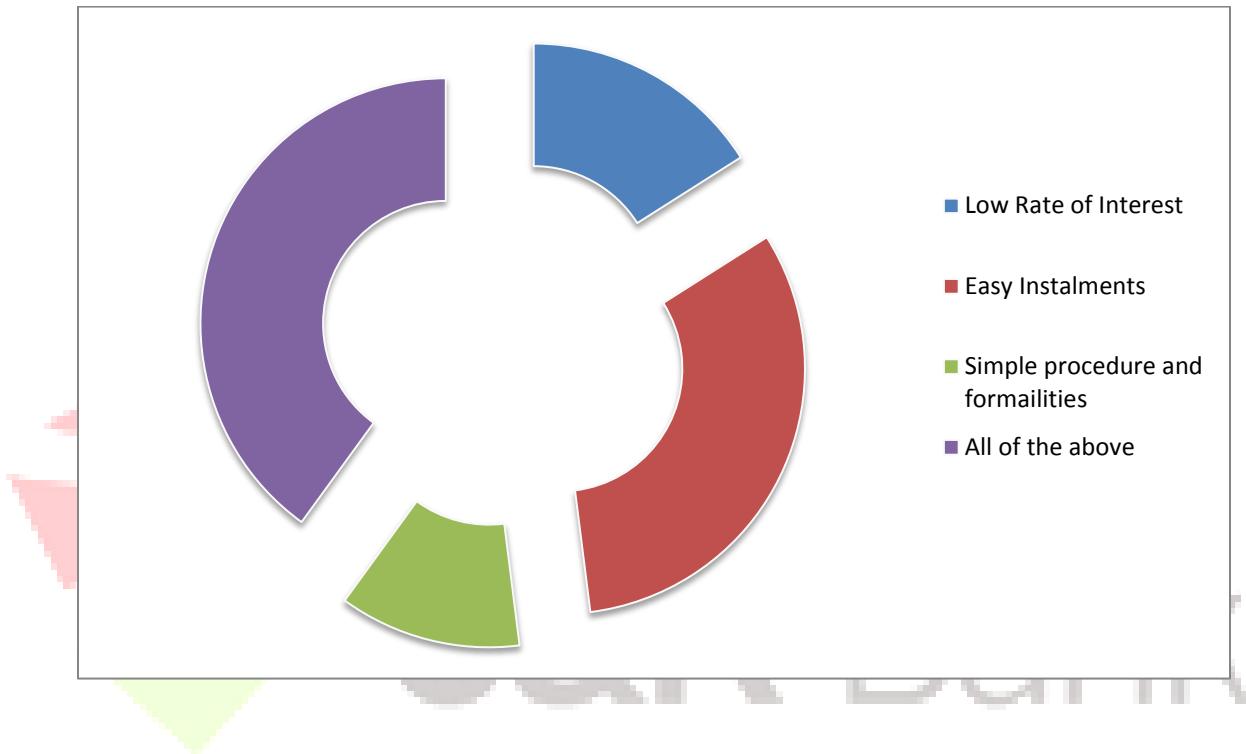
The chart infers that the loan facilities mostly availed by common public are educational finance and housing loans with figures of 28% and 26% respectively, followed by automobile finance which is also used by a lot of people approximately 22%. Other finances and specialized finances are taken by very less people, 10% and 14% respectively

## TYPES OF OTHER SERVICES AVAILED BY CUSTOMERS



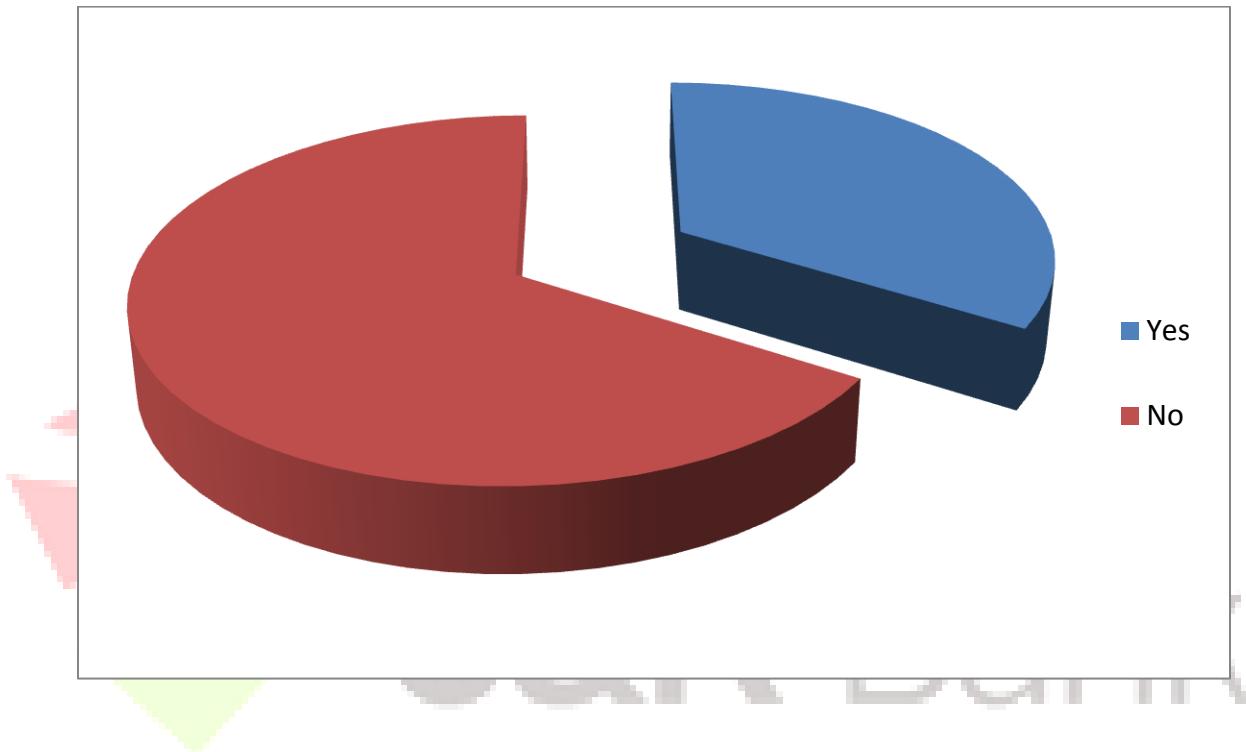
The interpretation made from the chart is that Support services and the Depository Services are the mostly used facilities by the customers approximately 40% and 36% respectively. Less than that is used cash management services which is 14%. Third party services are at a low figure of 10%.

## REASONS FOR CHOOSING J & K BANK



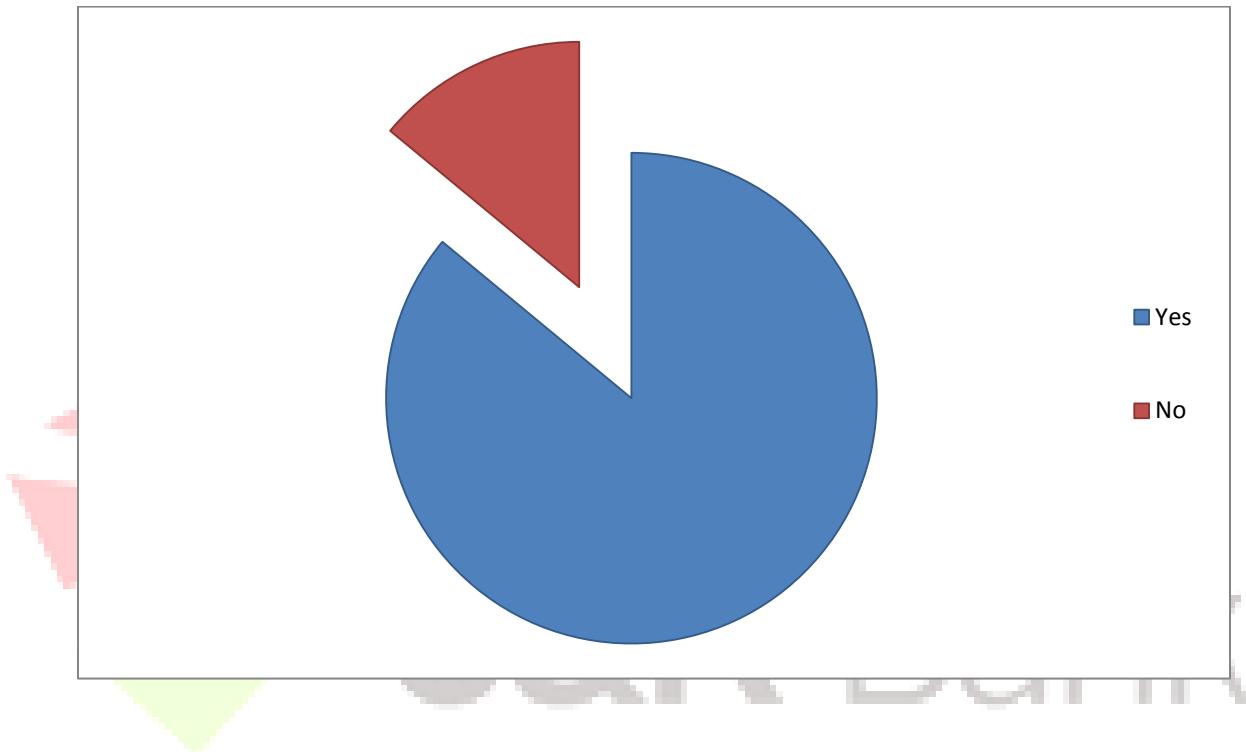
The chart infers that 16% people choose J & K Bank because of low rate of interest, 32% choose because of easy instalments, 12% choose because of simple procedures, and 40% choose because of all of the above given reasons

## PREFERENCE J & K BANK OVER OTHER BANKS



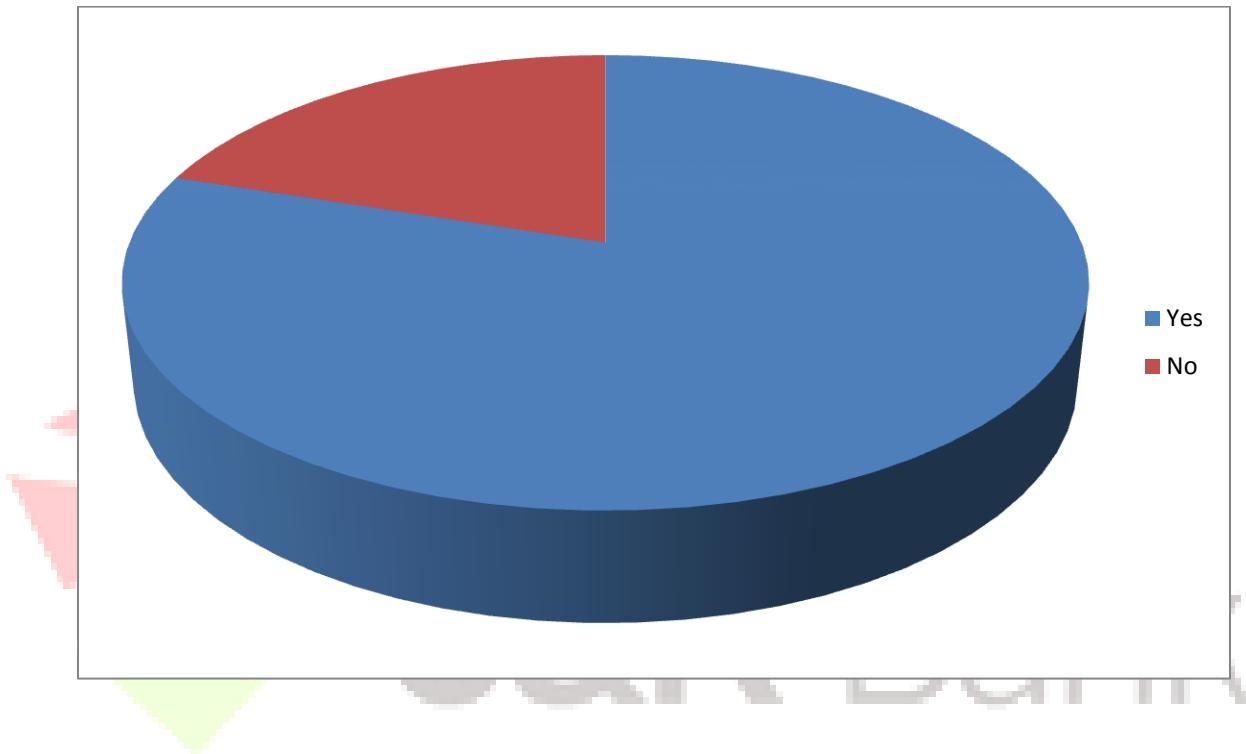
The chart interprets that 68% people prefer J & K over other Banks and 32% people do not prefer J & K Bank over other Banks.

## SATISFACTORY SERVICES RENDERED



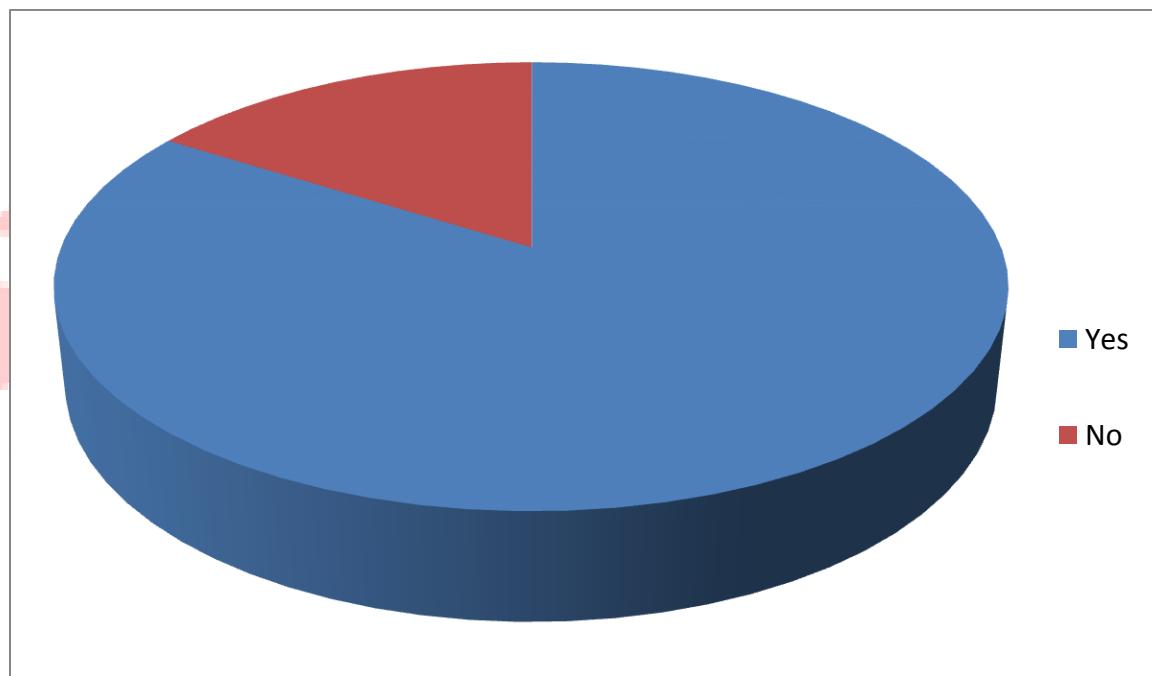
The chart infers that 86% people are satisfied with the services rendered by the Bank, while 14% people are still not satisfied

## SATISFACTORY INFRASTRUCTURE



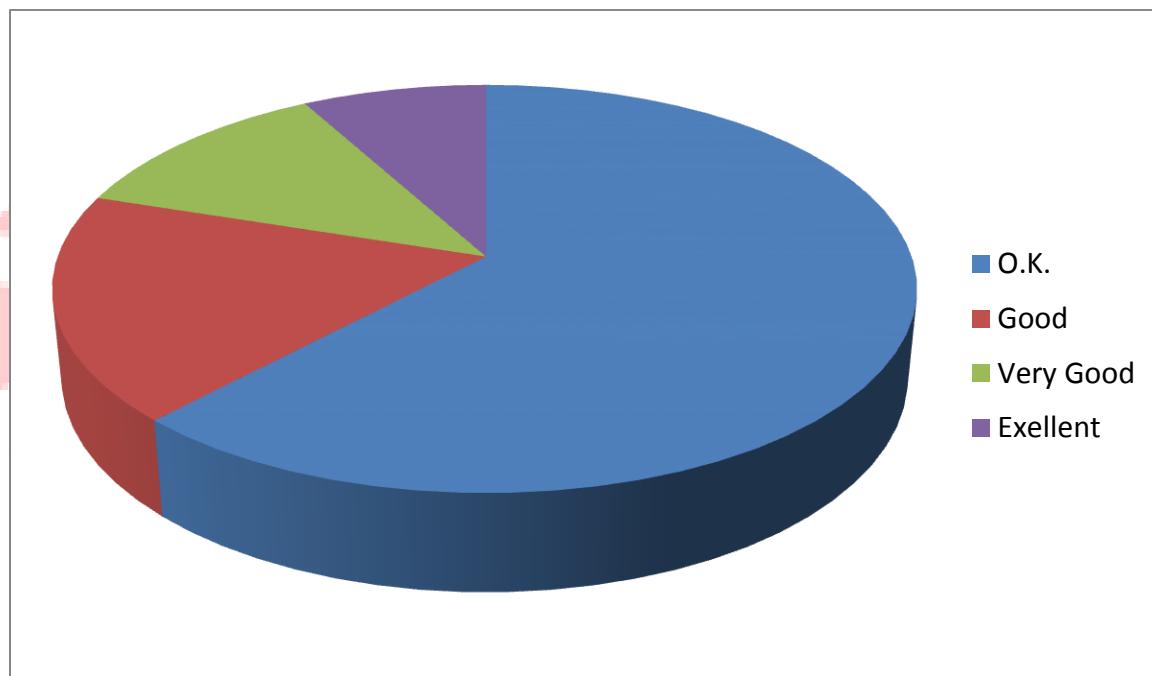
The interpretation which can be made from the chart is that 80% people are satisfied with the infrastructure of the bank, while 20% people are not satisfied.

## ADOPTION OF NEW TECHNOLOGIES FOR IMPROVEMENT IN CUSTOMER SATISFACTION



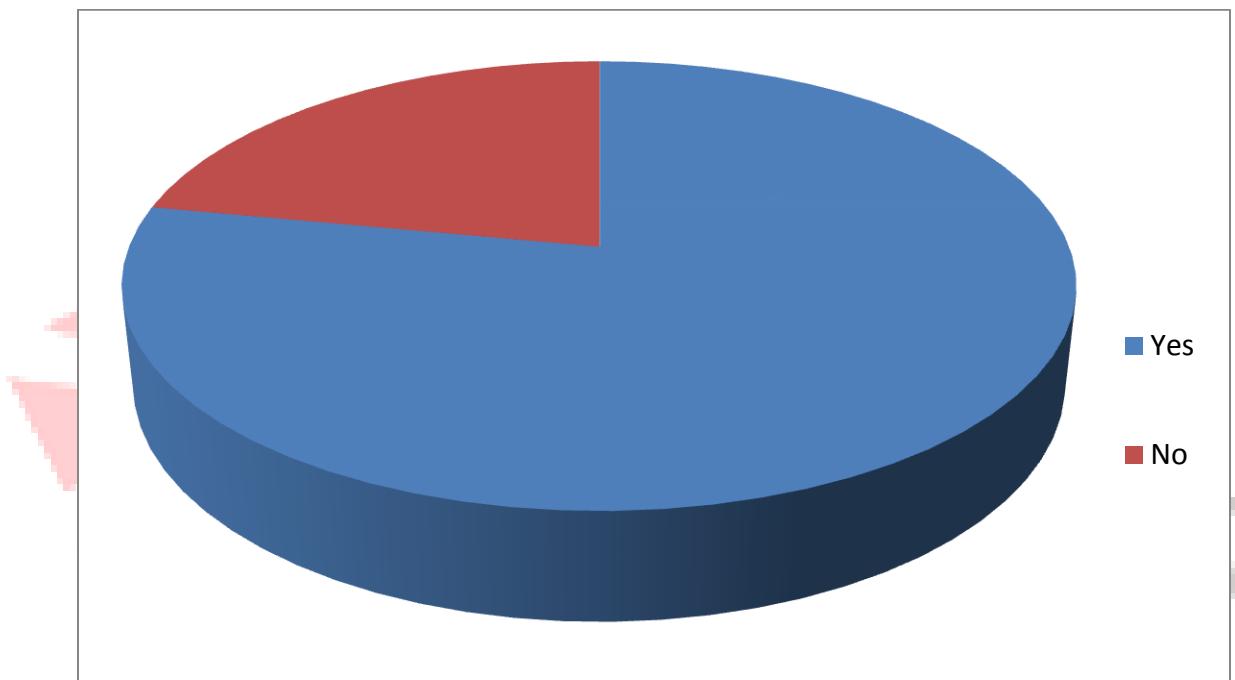
The chart infers that 84% people think that bank should adopt new technologies for customer satisfaction, while 16% are completely satisfied with the existing technology

## BEHAVIOUR OF STAFF/ REDRESSAL OF COMPLAINTS



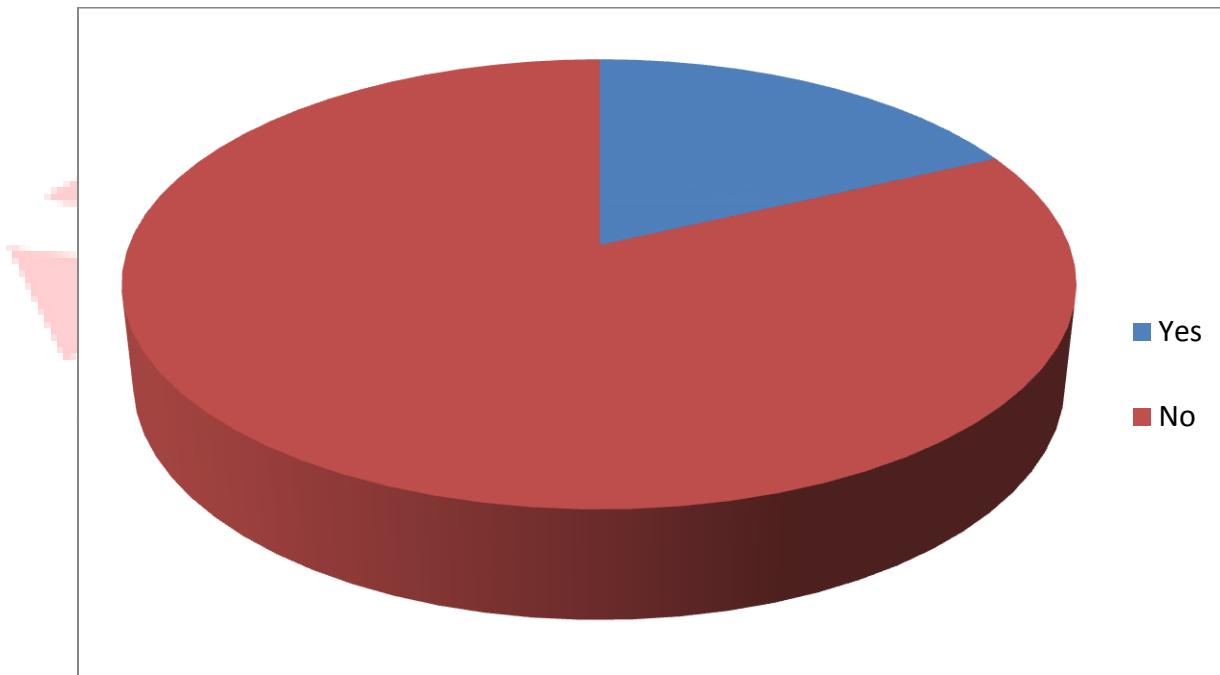
The chart infers that the staff behaves o.k. with 62% of people, good with 18% of people, very good with 12% of people % excellent with 18% of people.

## PROVIDING THE REQUIRED INFORMATION ON TIME



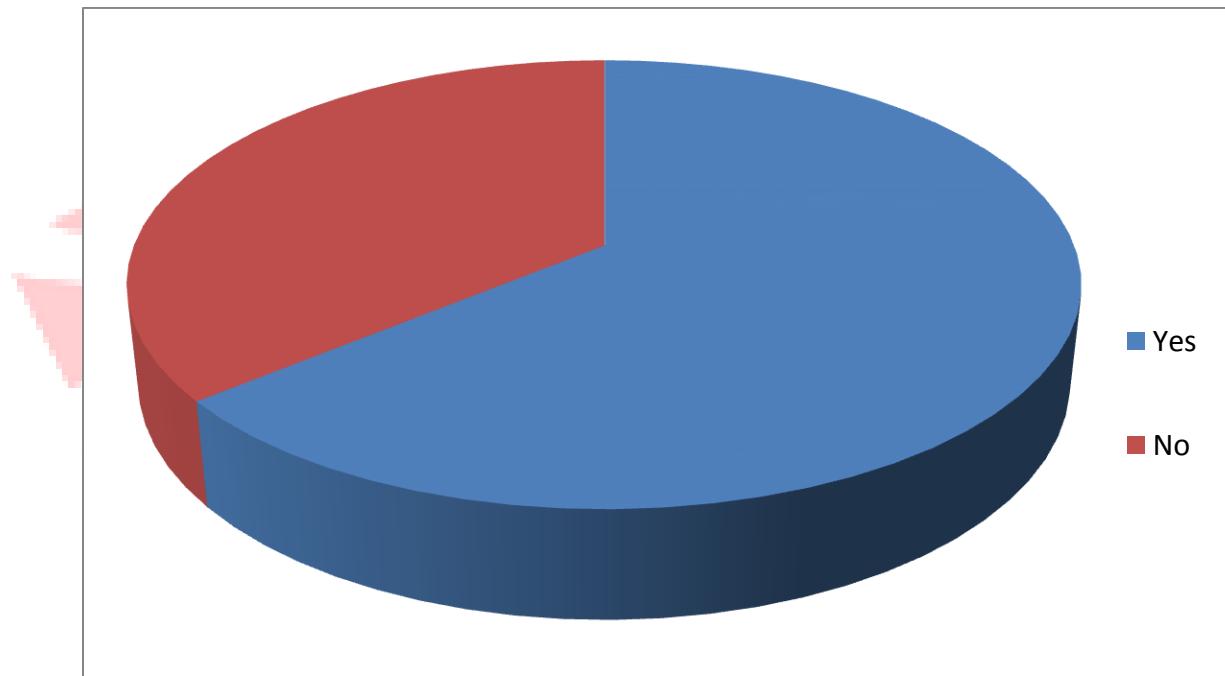
The chart shows that most of the people i.e., 78% get the needed information on time but there are still 22% people who think that they can be served in a better manner.

## CHARGES TAKEN FOR SERVICES PROVIDED ARE CHEAPER THAN OTHER BANKS



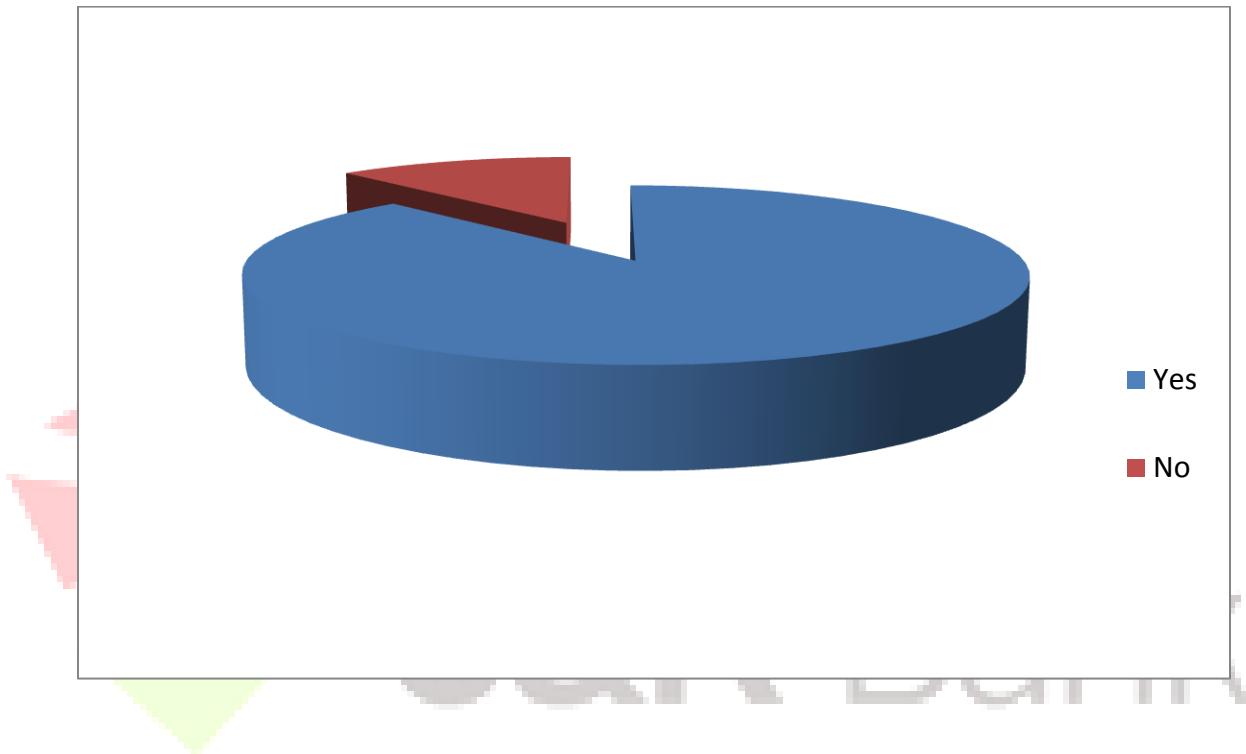
The inference we get from this chart is that approximately 82% of public thinks that the charges taken for services provided may be equal to other banks but not less, whereas 18% of public are in favor of less charges.

## SATISFACTORY RATE OF INTEREST ON DEPOSITS



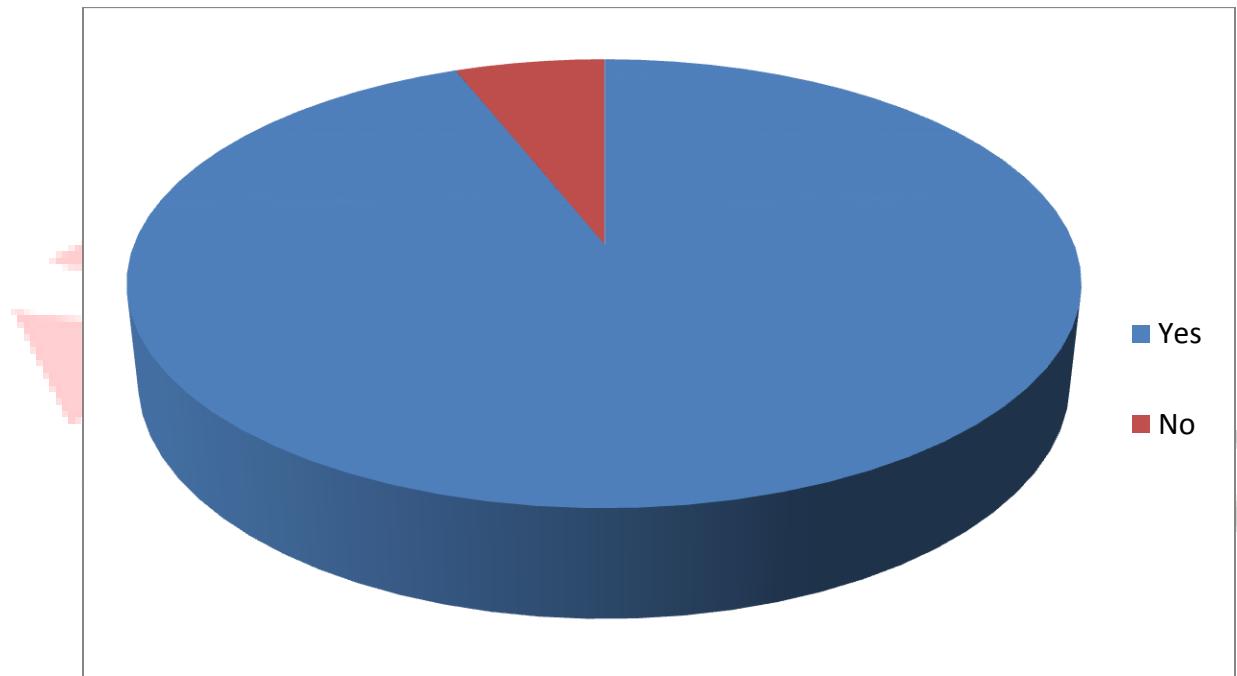
This chart infers that 64% people are satisfied with what they are getting. At the same time, there are 36% people who think that it would be better if the rates of interest are increased.

## BANK ENCOMPASSES ANY PLUS POINT



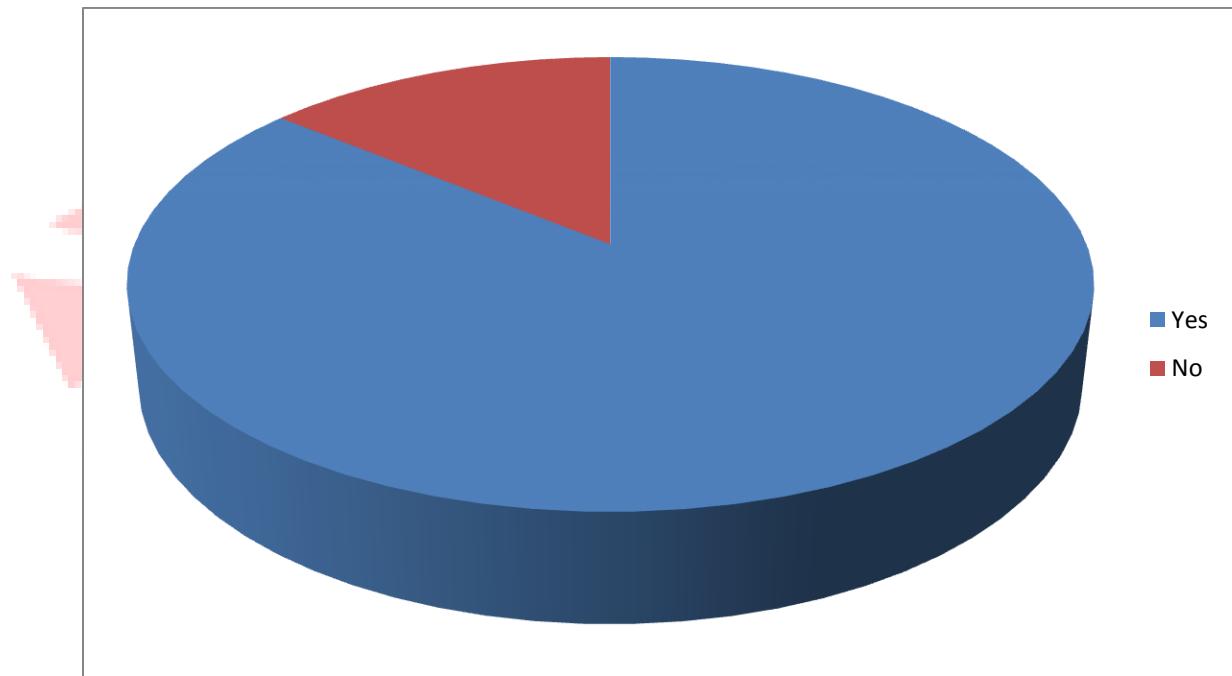
The chart above infers that 88% people think that J &K Bank encompasses some plus points, whereas 12% do not find any plus point in the Bank.

## FORMALITIES REQUIRED FOR OPENING NEW ACCOUNT ARE RELEVANT AND GENUINE

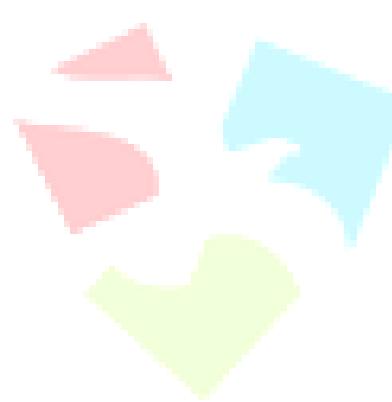


The interpretation we get from this chart is that except the 6% people who think that the formalities for opening a new account are merely formalities only. All other 94% people think it's useful.

## PROPER AND TIMELY INFORMATION IS GIVEN ABOUT CHANGES IN RATE OF INTEREST



The inference which we get from this chart is that 86% of people get proper and timely information about changes in rate of interest on time, whereas there are still 14% people who do not get timely information.



# FINDINGS

## J&K Bank

Following are the findings of the survey:

- The business of the Bank has grown over the two years.
- According to the survey, Value added Scheme and Gift Cheque Scheme are being used by a very less part of the society.
- The data interprets that more than half of the people think that redressal of complaints is just ok.
- The chart says that people think the charges taken by the bank for the services provided are not less than the other banks, i.e., may be they are equal but not cheaper.
- Around 70% people prefer J & K Bank over other Banks.
- The Bank has many plus points.



## RECOMMENDATIONS

J&K Bank

As per the survey revealed, the various recommendations which would help the bank to improve the quality of its service provided to its customers are as follows:

- The bank should try to make people aware of the Value added and Gift cheque schemes by the help of the media according to the targeted customers so that more and more people take interest in these type of schemes and the same should be done for Cash management services and Third Party services. Even Specialised finances and other finances should be promoted by decreasing rates of interest.

- In order to maintain the goodwill of the firm and improve it further, the customers should be given an improved quality service by serving their problems as soon as possible.

In order to attract new lot of customers and make the existing ones happy the bank should provide some discounts to their customers.

- The rates of interest can also be increased.
- Infrastructure should be improved
- New technology should be adopted.
- Proper timely information about changes in rates of interest should be given to the customer.



# LIMITATIONS OF THE JSK STUDY Bank

## Following are the limitations of the study:

- Some customers gave a very unclear picture.
- The sample size surveyed was 50 respondents which may not be fully representative of the universe. A large sample size could not be taken due to time and cost constraints.
- We had limited time for conducting this survey report.
- It is my first attempt to undertake such a study, thus the inexperience is also an obstacle to accomplish the project in a proper way.
- It was also difficult to get proper information from the people because they were indulging in some other activities.
- The people who have filled the questionnaire might not have provided the right information.



## CONCLUSION

J&H Bank

Jammu and Kashmir Bank was incorporated on 1st October, 1938 and business commenced from 4th July, 1939. It was the first state owned bank in the country. It carries out banking businesses of the Central Government. It offers world class banking facilities to the customer through availability, multi-channel banking and cost efficiency through optimal use of electronic channels, wider market reach and opportunities for cross-selling. The Jammu and Kashmir Bank has more than 500 branches across the country and has recently become a billion dollar company. It even offers RTGS and NEFT payment services to its customers. The Bank has been playing an important role in the promotion of tourism and it is in this view the bank sets up registration offices for tourists for the Shree Amarnathji Yatra at its branches across the country. The Bank has shown increase in Net Income and Net Profit. The Bank is doing well in Savings Deposit Scheme, Current Account, Housing Loans, Educational Finance, Automobile Finance, Support Services and Depository Services. But for the areas in which the Bank is not performing well like Value Added Schemes, Gift Cheque Schemes, Specialised Finances, Other Finances, Cash Management Services and Third Party Services; internet multimedia should be used in context to this modern world to concentrate on its media. Behavior of the staff is good but can still be improved to touch excellence. Proper and timely information about changes in the rate of interest and other important information is provided to most of the customers on time. Even for opening a new account, all relevant information is asked for. The rates of interest are satisfactory but still they would always be better if increased. Same is the case is infrastructure. It is good, but can always be improved upon. The data collection, the analysis done, the findings, and the suggestions arrived are on the basis of purely scientific techniques.



## • BOOKS REFERED TO:

- a. Marketing Management  
By Philip Kotler
- b. Consumer Behaviour  
By Leon. G. Schiffman & Leslie Lazar
- c. Marketing Research  
By D. D. Sharma

## • WEBSITES REFERED

- a. [www.google.com](http://www.google.com)
- b. [www.wikipedia.com](http://www.wikipedia.com)
- c. [www.yahoosearch.com](http://www.yahoosearch.com)



DATED : .....

AREA OF COVERAGE: .....

Name: .....

Age: ..... Sex: M [ ] F [ ]

Marital Status: Married [ ] Unmarried [ ]

1. How long have you been banking with the J & K Bank?

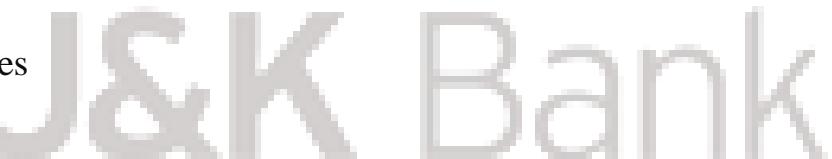
- 1 year  1-5 years
- 5-10 years  More than 10 years

2. Type of Deposit facility availed:

- Savings Bank Deposits
- Term Bank Deposit
- Value Added Schemes
- Gift Cheque Scheme
- Current Accounts

3. Type of Loan facility availed:

- Home Finance
- Educational Finance
- Automobile Finance
- Other finances
- Specialises Finance



4. Type of Other Services availed:

- Support Services
- Depository Services
- Third Party Services
- Cash Management Services

5. Reasons for choosing J & K Bank:

- Low rate of interest  Easy instalments
- Simple procedure and formalities  All of the above

6. Are you satisfied with the service rendered?

- Yes  No

7. Do you prefer J & K Bank over other Banks?

- Yes  No

8. Is the Infrastructure satisfactory?

- Yes  No

9. Should Bank adopt new technologies for improvement in customer satisfaction?

- Yes  No

10. Are the officers in bank redressing the complaints properly?

Yes  No

11. Are you provided with the required information on time, eg. a/c statement, passbook, etc. ?

Yes  No

12. Are the charges taken by the Bank for services provided cheaper than other banks?

Yes  No

13. Are the rates of interest on various deposits satisfactory?

Yes  No

14. Does J & K Bank encompass any plus point?

Yes  No

15. Are the formalities required for opening new account relevant and genuine?

Yes  No

16. Is timely information given about changes in Rate of interest?

Yes  No

17. Is the bank granting the loan expeditiously?

Yes       No

18. How is the basic behavior of staff of bank?

O.K.       Good  
 Very Good       Excellent

19. Any

suggestions .....

