

APPENDICES

**“A Study of Bank Marketing Strategies of
some selected banks in India”**

**Questionnaire - I
(Executives at Head Office)**

STRATEGY FORMULATION :

1. Is your business mission and philosophy defined? Yes No
If yes, please state.

2. It has now accepted that all banks, at apex level, must have an elaborate planning set-up with marketing experts. How far is it true in case of your bank?
 Very true Not true
 Somewhat true No opinion
3. What is the extent of strategic marketing planning practised by your bank?
 Management does little or no formal marketing planning.
 Management develops an annual marketing planning.
 Management develops a perspective planning for long-term with detailed annual plans.
4. Which of the following basis do you adopt to formulate bank's marketing strategy?
 First develop a marketing strategy and then decide the target market segment to be served.
 Develop a customer segment first and then devise a marketing strategy for that segment.
 Develop a customer profile and then formulate marketing strategy.
 Any other
5. What, in your opinion, is the marketing strategy formulation approach adopted by the bank?
 Strategy is formulated at the top level and then communicated down... i.e. Top-down approach.
 Strategy is formulated at the bottom level of the banks marketing hierarchy and then communicated upwards for sanction i.e. Bottom-up approach.
 No formal strategy is observed. The marketing planning department takes action on the basis of the prevailing market conditions.
6. Does your bank has a written marketing strategy, properly communicated and made known to all? Yes No
7. What type of marketing approach does your bank follow towards market selection?
 Undifferentiated market approach.
 Differentiated marketing approach.
 Niche marketing (concentrated) approach.

IMPLEMENTATION AND EVALUATION :

8. How is marketing strategy implemented in your bank?
- Strategy is broken into modules and communicated down the line for action to be decided that level.
- Both the decision on strategy and course of action is decided at top level.
- Strategy implementation course is decided at regional or divisional level and communicated upwards leaving some variations to branch authority.
9. In your opinion do you think that the present implementation process is appropriate?
- Yes No
10. Does your bank have an appropriate marketing strategy evaluation mechanism?
- Yes No
- a) How far the present evaluation system is useful and effective?
- Very useful Not much useful.
- Somewhat useful Not useful
- b) If it is less useful, what measures do you recommend?
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MARKETING PERCEPTION :

11. What is the present status of your bank's marketing strategies? Please rank the strategies as per the extent of practice.
- Extensification strategy to tap market opportunities lie in gaining new clients.
- Maintenance strategy..... to protect existing customers and maintain the present market share.
- Intensification strategy for the more intensive development of the existing customers.
- Rationalisation strategy..... to focus on cost reduction either by deleting certain services or by closing bank branches that are 'too expensive'.
12. It is believed that the following realities must exist in the bank if it is to be perceived as a market-oriented bank. Please give your opinion in 5-point scale.
- (1) Strongly agree (2) Agree (3) Disagree (4) Strongly disagree (5) Undecided

Opinion	1	2	3	4	5
a) Top executives in the organisation must understand and believe in the marketing concept.					
b) The marketing concept must be looked upon as an organisation-wide philosophy.					
c) The entire banks orientation must be towards markets rather than products.					
d) The expert and professionalised training must be essential to infuse the marketing culture and to bring the attitudinal change in the staff.					

13. How do you rank the elements in the marketing-mix by the degree of importance when you considers it as a marketing strategy success. Please rank in the order of merit.

- | | | | |
|---------------------------|-----|---------------------|-----|
| ● Product/Service Schemes | [] | ● Promotion | [] |
| ● Place/Distribution | [] | ● People | [] |
| ● Price | [] | ● Procedure/Systems | [] |

MARKETING PLANNING :

14. Do you have sufficient expertise and strength to plan and execute strategic marketing planning at macro and micro level? [] Yes [] No

15. For marketing planning. It should based on up-to-date market Information System. Does your bank have such MIS in working?

MARKETING TRAINING:

16. Do you have professionally trained personnel experts for conducting effective and proper training programmes? [] Yes [] No

17. Does your bank evaluate the effectiveness of marketing training method adopted in your bank? [] Yes [] No

If yes, what is the mechanism?

18. Has your bank created required research set-up and equipped with expert research team to conduct market research? [] Yes [] No

If no, what are the reasons?

19. All India survey conducted by NIBM indicated that, promotion of services has not been done properly. What kind of promotional strategy do you think is fit for effective promotion of banking services among Indian households?

PRICING POLICY :

20. How strongly do you agree or disagree with the statement that in case of price strategy bank should enjoy more discretion and autonomy?

21. During the last two years RBI has to some extent de-regulated interest rate regime. How far Indian banks would get benefit of the liberalised interest rates?

SEGMENTATION :

22. Does your bank follow segmented approach to the market to match the banking products with every possible segment? Yes No
If no, what are the bottlenecks in go in for segmented market approach?

If yes, which segments are poorly covered or even neglected by the banks?

23. What would be the internal marketing strategy you consider necessary to bring complete attitudinal change among the staff?

24. In a competitive environment, customers today have tremendous alternatives to make the best choice from. How do you position yourself in the market more effectively in such competitive conditions?

SERVICE DELIVERY AND AUTOMATION :

25. How do you agree or disagree that the organisational structure of the banks should be re-engineered to facilitate speedy decisions and convenient service delivery?

Strongly agree Disagree Undecided
 Agree Strongly disagree.

26. It is observed that, the rate of computerisation has remained far behind than what it was planned. What are the reasons about that?

27. It is suggested that surplus staff resulting from computerisation/automation can be deployed for marketing of services. How far do you support this? Has your bank followed this policy?

28. In the light of Financial Reforms, what are the challenges and problems faced by you in the marketing of banking services?

29. Which marketing strategies and actions that you think to be necessary in response to these trends and developments?
