CHAPTER 3

Overview of Research Methodology
a) Universe:
Total number of branches of ICICI bank at India level – 2883
Total number of branches of ICICI bank at Maharashtra level – 156
Total number of branches of ICICI bank at Mumbai level – 54

Sample:
Number of branches taken out of total number of branches in Mumbai – 5
Number of Employee interviewed – 99

b) Research Design:
The research is explorative in nature. Hardly any research studies have been undertaken on Mergers and Acquisitions and therefore attempts have been made to probe into these issues.

c) Methods of Data Collection:
Survey method is used for conducting the Research. Data for the purpose of present study is collected from primary as well as secondary sources.

- Primary data – The primary data is collected through questionnaires.
- Secondary data – The secondary data is collected through books, magazines, internet, etc.

d) Data Analysis:
The primary as well as secondary data has been analyzed by using statistical techniques.

e) Time Frame:
The present study is based on the data pertaining to last 5 years i.e. from the year 2006-2012.