Table of Contents:

Acknowledgement i  
Preface iii  
List of Tables v  
List of Figures vii  

Chapter 1: Introduction 1-28  
1.1 Development of Marketing 1  
1.1.1 Evolution 1  
1.1.2 Marketing Mix Elements and Latest Development 2  
1.2 Services Marketing 3  
1.2.1 Growth and Contribution of Services 4  
1.2.2 Reasons for Growth of Service Sector 6  
1.2.3 Services Marketing 7  
1.2.4 Marketing Mix Elements in Services 8  
1.3 Bank Marketing 9  
1.3.1 Beginning of Banking 9  
1.3.2 Development of Banking 10  
1.3.3 Banking in the Economy 12  
1.3.4 Bank Marketing 13  
1.3.5 Marketing Mix in Banks 15  
1.3.6 Technology in Banking 23  
1.3.6 Customer Service in Banking 24  

Chapter 2: Services in Developing Countries: an Overview 29-42  
2.1 Level of Development of Marketing Concept 29  
2.2 Service Sector in Developing Countries 30  
2.3 Banking in Ethiopia 32  
2.4 Banking in India 37  

Chapter 3: Literature Review and Research Methodology 43-76  
3.1 Literature review 43  
3.2 Research Gap 61
3.3. Need for the Study
3.4. Problem Statement
3.5. Objectives of the study
3.6. Scope of the Study
3.7. Research Methodology
  3.7.1. Nature of Research
  3.7.2 Sample design
  3.7.3. Data Collection Method
  3.7.4. Presentation and Analysis
3.8. Limitations of the study

Chapter 4: Sample Banks of Ethiopia 77-113
  4.1. Commercial Bank of Ethiopia 77
    4.1.1 Profile of Commercial Bank of Ethiopia 77
    4.1.2. Marketing Mix Elements 81
  4.2. Dashen Bank 94
    4.2.1 Profile of Dashen Bank 94
    4.2.2. Marketing Mix Elements 96

Chapter 5: Sample Banks of India 114-161
  5.1. State Bank of India 114
    5.1.1. Profile of State Bank of India 114
    5.1.2. Marketing Mix Elements 117
  5.2. ICICI Bank 133
    4.2.1. Profile of ICICI Bank 133
    4.2.2. Marketing Mix Elements 136

Chapter 6: Analysis and Interpretation 162-254
  6.1. Individual Bank Analysis 163
    6.1.1. Commercial Bank of Ethiopia (CBE) 163
    6.1.2. Dashen Bank 179
    6.1.3. State Bank of India 190
    6.1.4. ICICI Bank 203
  6.2. Inter Country Comparision 220
6.2.1. Commercial Bank of Ethiopia and State Bank of India 220
6.2.2. Dashen Bank and ICICI Bank 229
6.2.3. CBE and ICICI Bank 238
6.2.4. Dashen Bank and State Bank of India 246

Chapter 7: Findings and Recommendations 255-265
7.1. Conclusion and Findings 255
   7.1.1. Findings from Ethiopian Banks 255
   7.1.2. Findings from Indian Banks 257
7.2. Recommendations and Suggestions 259
   7.2.1. Recommendations and Suggestions for Ethiopian banks 259
   7.2.2. Recommendations and Suggestions for Indian Banks 263
7.3. Direction for Future Research 264

Bibliography 266-281
Appendixes 282-289