Appendices II
Survey instrument for Bank Employees

Questionnaire

Dear Respondent,

I am Bijal N. Mehta, research scholar, working in AES Post Graduate Institute of Business Management – Ahmedabad. As part of my dissertation in the Doctoral Programme in Management from Sardar Patel University, I seek your kind help. For the purpose of my research I am conducting a study on Bancassurance as a distribution channel for marketing of insurance products. I would appreciate your kind efforts to fill in the following questionnaire for this research. I assure you that the information provided by you would be kept confidential and would be used purely for academic purposes.

1. What are the types of products / services that your bank is involved in
(pls. Tick √)
☐ Current Acct / Savings Acct ☐ Secured Loans
☐ Unsecured Loans ☐ Demat ☐ NRI Services
☐ Third Party products ________________________________
☐ Any other (pl. specify) ________________________________

2. Which products / services are you responsible for? (pls. Tick √)
☐ Current Acct / Savings Acct ☐ Secured Loans
☐ Unsecured Loans ☐ Demat ☐ NRI Services
☐ Third Party products ________________________________
☐ Any other (pl. specify) ________________________________

3. Is insurance marketing a part of your portfolio? (pls. Tick √)
☐ Yes ☐ No

4. If yes, which type of insurance are you involved with?
☐ Life assurance ☐ Non-life insurance ☐ Both

5. Which life assurance company is your bank selling policies for? (pls. specify)
- Life Assurance company ________________________________

6. Are you involved with Bancassurance?
☐ Yes ☐ No
7. What is the tie up which you have with your partner insurer (please specify the logic/trajectory behind the same decision.)

- Corporate Agency
- Referral Tie-up
- Group/Employee benefits
- Micro insurance distribution
- Others (pls. specify)

8. Which are the policies sold for the above life assurance company by your bank? (pls. specify)

1. 
2. 
3. 
4. 
5. 

9. From question No.7 please rank the most preferred life assurance policy by customers to the least preferred policy. (1 being most preferred and 5 being the least preferred)

<table>
<thead>
<tr>
<th>Preference Level</th>
<th>Policy Name</th>
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<tbody>
<tr>
<td>1. Most preferred</td>
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<tr>
<td>2.</td>
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<tr>
<td>3.</td>
<td></td>
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<tr>
<td>4.</td>
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<td>5. Least Preferred</td>
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</table>

10. Please rate the below criteria on a scale of 1 to 5 for consideration of a life assurance company for partnership (1 being the most important and 5 being the least important)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Commission requirement on products</td>
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<td>Brand synergy with the company</td>
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<td>Needs and requirements of bank customers</td>
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<tr>
<td>Reputation of the bank in the market</td>
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<td>International market presence of the bank</td>
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<tr>
<td>Reach of the insurance company across the country</td>
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<tr>
<td>Any other (Pls. specify)</td>
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<td>Any other (Pls. specify)</td>
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</table>

11. What are the reasons behind choosing the particular insurance company for the tie-up? (pls. tick all that apply)

1. Brand name of the bank
2. common customer base
3. mutual interests of both the companies
4. wide market coverage of the bank
5. increased reputation due to the tie-up with the bank
6. Mutual contacts in higher authorities
7. Others (pls. specify)
8. Others (pls. specify)

12. What according to you are the strengths of this tie up between your bank and the life assurance company? (pls. tick all that apply)

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<tbody>
<tr>
<td>1.</td>
<td>Common culture</td>
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<td>2.</td>
<td>common styles of work</td>
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<td>3.</td>
<td>mutual interest</td>
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<td>4.</td>
<td>wider reach due to the tie-up</td>
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<td>5.</td>
<td>similar codes of conduct</td>
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<td>6.</td>
<td>improved reputation of both brands in the market after the tie-up</td>
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<td>7.</td>
<td>Others (pls. specify)</td>
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<td>8.</td>
<td>Others (pls. specify)</td>
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13. Following statements concern the relationship dimension between the bank and Life Assurance Company. Please indicate on a 7-point scale for each statement to what extent you agree or disagree in relation to your particular bank and insurance company tie-up, where the scale is:

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<tbody>
<tr>
<td>1 2 3 4 5 6 7</td>
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<tr>
<td>Totally disagree</td>
<td>Slightly disagree</td>
<td>Disagree</td>
<td>Neutral</td>
<td>Slightly agree</td>
<td>Agree</td>
<td>Totally agree</td>
</tr>
</tbody>
</table>

Both organizations share a similar culture of work
Both organizations share common styles of work
Both organizations have common place of origin
Both organizations have similar codes of conduct
There is an internal exchange of staff members for performance enhancement
Open communication between the two firms at all levels
There is a clear demarcation of roles and responsibilities
Commitments are met as promised
Work is completed on time
Both firms work jointly to improve on the services delivered to customers
Our partnership is our strength
14. Does your organization extend support to your principal insurance company in order to better enhance the marketing/selling/servicing of insurance policies?
□ Yes □ No

If yes, what kind of support is extended? (Pls. tick all that apply)
- Manpower allocation for sales
- Project teams for deciding targets
- Making internal employee motivation schemes
- Developing specific products for the bank customers
- Facilities for faster processing of proposals and their underwriting
- Others (pls. specify)

15. What is your opinion on the service provided by the insurance company to the bank for pre-sale as well as post-sale service to customers?
- Pre-sale support

- Post-sale support

16. Would you recommend the policies of the particular life assurance company to your friends / colleagues through your bank?
□ Yes □ No

17. If given a choice would you want to change the relationship from your insurer to any other insurance company?
□ Yes □ No

18. If yes, pls. indicate the name of the insurance company and the reason behind the choice
19. What improvement areas would you suggest to better enhance the service provided to customers as a team?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

==End of Questionnaire==

General Information

Name of respondent: _____________________________________________________________
Address: _____________________________________________________________________
______________________________________________________________________________
Contact Number: ______________________________________________________________
Email: _______________________________________________________________________

• Age: (pls. Tick √)
  □ 18 to 25   □ 26 to 33   □ 34 to 41   □ 42 to 49
  □ 50 to 57   □ 58 to 64   □ above 64

• Gender (pls. Tick √)
  □ Male   □ Female

• Marital status (pls. Tick √)
  □ Single   □ Married   □ Divorced   □ Widow(er)

• Education level (pls. Tick √)
  □ Matriculate   □ Undergraduate   □ Graduate   □ Post Graduate
  □ Any other (pl. specify) ______________________________________________________

• Name of employer bank (pl. specify) ___________________________________________

• Level in the organization (pls. Tick √)
  □ Assistant   □ Executive   □ Asst. Manager
  □ Manager     □ Sr. Manager   □ Regional Manager
  □ General Manager   □ Director or above

• Years of employment with the bank
  □ less than 1 year   □ 1.5 to 3 years
  □ 3 to 5 years      □ More than 5 years

Thank You

x