QUESTIONNAIRE FOR EMPLOYEES OF STATE BANK OF INDIA

Dear Sir/Madam,

The objective of this research is to study the affect of internal marketing factors on employees’ job satisfaction. Kindly answer all the questions. Your information will be kept strictly confidential. The survey will take approximately 15 minutes and your participation towards this study is appreciated.

Thank you for your cooperation.

Sincerely,

Vijaya Kameswari Allada
Research scholar
Dept. of Commerce & Management Studies
Andhra University
Visakhapatnam.

I. SOCIO–ECONOMIC PROFILE

1) Name:
2) Age:
   a) 20-30 years  b) 31-40 years  c) 41-50 years  d) > 50 years
3) Gender:
   a) Male  b) Female
4) Marital status:
   a) Married  b) Unmarried  c) Divorcee  d) Widow
5) Educational qualifications:
   a) Bachelors Degree  b) Honours Degree  c) Post graduation  d) Professional course  e) PhD
6) Monthly Income:
   a) <Rs.25,000  b) Rs.25,001-35,000  c) Rs.35,001-45,000  d) Rs.45,001-55,000  e) >Rs.55,000
7) Designation:
8) Years of experience:
   a) <1 year  b) 1-5 years  c) 6-10 years  d) 11-15 years  e) 16-20 years  f) 21-25 years  g) >25 years
9) Mode of conveyance:
   a) Public transport  b) Two wheeler  c) Car  d) others (specify) --------------

How satisfied are you with the following statements? Tick any number that represents your opinion. 1-Highly Dissatisfied, 2-Dissatisfied, 3-Neutral (neither satisfied nor dissatisfied), 4- Satisfied, 5-Highly Satisfied

II. INTERNAL MARKETING

I. WORK CONTENT

<table>
<thead>
<tr>
<th>Highly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Neutral Satisfied</th>
<th>Satisfied</th>
<th>Highly Satisfied</th>
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<td>1</td>
<td>2</td>
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a) Type of work I do.

b) Freedom I have in my job.

c) Chance of involvement in decision making.

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d) Authority I have in the work I do.

e) Opportunities for advancement in this job.

f) Feeling of self-actualization.

g) Job security.

h) Social status that I get from my job.

i) Sense of achievement through job.

j) Accessibility to the equipment

k) Overall satisfaction with work content

II. **TRAINING and SKILL DEVELOPMENT**

a) Training programs being given by bank.

b) Benefits of training given by bank.

c) With access to various skill development activities.

d) With frequency and quality of training

e) Overall satisfaction with training.

III. **PROMOTION**

a) Promotion policy.

b) Implementation of promotions.

c) Chances of Promotion

d) Overall satisfaction of promotion opportunities.

IV. **WORKING CONDITIONS**

a) Physical facilities

b) Air-conditioning facility.

c) Parking facility.

d) Drinking water facility.

e) Dining hall facility.

f) Recreational activities (sports, games etc.)

g) Safety standards at the bank.

h) Overall satisfaction with working conditions.

V. **SUPPORT FROM SUPERIORS**

a) Help from superior in work-related problems.

b) Relations with Superior

c) Encouragement from superior to participate in important decisions.

d) Overall satisfaction with superiors.

VI. **SUPPORT FROM COLLEAGUES**

a) Cooperation from colleagues.

b) Distribution of work among colleagues.

c) Overall satisfaction with colleagues.

VII. **RECOGNITION**

a) For hard work I do

b) For punctuality.

c) For sincerity & commitment.

d) I receive for my job performance.

e) Overall satisfaction with recognition.

VIII. **BENEFITS and COMPENSATIONS**
a) Salary that I am receiving for my work.
b) Pension benefits.
c) Leave benefits.
d) Travel benefits.
e) The welfare programs such as rewards, incentives, food coupons, insurance, health care etc.
f) Pension coverage.
g) Health insurance coverage.
h) Leave encashment benefits.
i) Frequency of company sponsored sports events.
j) Provision of the overall benefits.

IX. **FEEDBACK**
   a) Feedback from bank.
   b) Chance of providing feedback to bank.
   c) Way my suggestions are considered.
   d) Methods adopted for providing feedback.
   e) Overall satisfaction of the feedback.

X. **CUSTOMER ORIENTATION**
   a) Chance to be of service to people.
   b) Way I handle specific needs and wants of customers.
   c) Response to customer enquiries.
   d) Prompt service given to customers.
   e) Customer awareness programmes.
   f) Customer counseling cell.
   g) Implementation of suggestions given by customers.
   h) Resolving of customer complaints.

10) Are you satisfied with your job?
    a) Yes   b) No

11) Suggestions for improving job satisfaction:
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QUESTIONNAIRE FOR SBI CUSTOMERS
Dear Sir/Madam
Would you please take few minutes to give the details about customer services available to you in S.B.I Services. I solicit your co-operation for this study which is purely for academic purpose. Thanking you.
Yours sincerely
Vijaya Kameswari Allada
Research scholar
Dept. of Commerce & Management Studies
Andhra University
Visakhapatnam.

DEMOGRAPHIC PROFILE

1. a) Name:

b) Name of the Branch:

2. Gender
   a) Male           b) Female

3. Marital status
   a) Married       b) Unmarried       c) Divorcee       d) Widow/Widower

4. Age in years
   a) 18-29        b) 30-39       c) 40-49        d) 50-59        e) > 60 years

5. Educational Qualifications
   a) Illiterate    b) High School  c) Intermediate  d) Degree  e) Post Graduation (PG)  f) Others

6. Monthly Income
   a) < 20,000      b) Rs. 20,001-25,000  c) Rs. 25,001-30,000  d) Rs. 30,001-35,000  e) Rs. 35,001-40,000  f) Rs. 40,001-45,000  g) Rs. 45,001-50,000  h) > Rs. 50,000

7. Occupation:
   a) Student  b) House wife  c) Employee Public Sector  d) Employee private Sector  e) Business  f) Teacher  g) Others, Please Specify ----------------------

8. Type of account you are having with this bank
   a) Fixed deposit  b) Savings Account  c) Current Account  d) Recurring Deposit  e) Loan Account  f) Demat Account  g) Others

9. Purpose of opening an account:
   a) Salaries  b) Savings  c) Business purpose  d) Company purpose  e) Loan purpose  f) Any other
10. Since how long were you associated with the bank:
   a) < 1 year    b) 1-5 years    c) 5-10 years
   d) 10-15 years    e) > 15 years

11. How often do you visit this bank?

12. In how many banks you have accounts other than SBI?
   a) nil    b) 1    c) 2    d) 3    e) 4
   f) 5

13. If yes, mention the name of the bank

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14. What are the reasons for opening an account in this bank?
   a) Location of the bank is convenient b) Good service c) Nearness to house
   d) Employees of the bank are courteous e) Timings of the bank f) others, please specify

15. What are the services you are using?
   a) Savings b) Loans c) Insurance d) ATMs
   e) Deposits f) Lockers g) personal banking h) NRI banking i) Online banking
   j) Mobile Banking k) Electronic Funds Transfer

SERVICE QUALITY

To what extent do you agree with the following statements? Tick any number that represents your option.
15. Are you satisfied with the **service quality of your bank** with respect to the following aspects?

FACILITIES AT THE BANK

1. Physical facilities.


   1. Physical facilities.

   2. Interior and exterior.

   3. Layout of furniture and fixture.

   4. Parking facility.

   5. Drinking water facility.

   6. Counters for receipts and payments.

   7. Seating arrangement for the customers
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<td>8.</td>
<td>Relevance of information being provided.</td>
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<td>9.</td>
<td>Materials associated with service (i.e., pamphlets &amp; Statements etc.,) are informative at your bank.</td>
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<td>10.</td>
<td>Equipment being used to deliver service.</td>
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<td>Guidance signs showing various counter.</td>
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<td>Working hours of the bank.</td>
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<td>Overall satisfaction with tangibles</td>
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<td><strong>EMPLOYEE RESPONSIVENESS</strong></td>
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<td>15.</td>
<td>Training of employees.</td>
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<td>16.</td>
<td>Punctuality of employees.</td>
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<td>17.</td>
<td>Competency and efficiency of employees.</td>
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<td>18.</td>
<td>Response given to enquiries.</td>
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<td>19.</td>
<td>Patience of employees while dealing with customers.</td>
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<td>20.</td>
<td>Prompt service given by employees.</td>
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<td>21.</td>
<td>Attitude of employees towards their job.</td>
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<td>23.</td>
<td>Overall satisfaction with responsiveness</td>
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<td><strong>RELIABILITY</strong></td>
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<td>24.</td>
<td>Accuracy of information provided by the bank.</td>
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<td>25.</td>
<td>Interest shown by employees in solving problems.</td>
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<td>26.</td>
<td>Knowledge and skill of employees.</td>
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<td>27.</td>
<td>Performance of bank services.</td>
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<td>29.</td>
<td>Record and account maintenance.</td>
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<td>30.</td>
<td>Overall satisfaction with reliability</td>
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<td><strong>ASSURANCE</strong></td>
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<td>31.</td>
<td>The process of opening an account.</td>
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<td>32.</td>
<td>Service delivery.</td>
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<td>33.</td>
<td>Loan formalities.</td>
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<td>34.</td>
<td>Waiting time for getting problem solved</td>
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<td>Range of services offered</td>
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<td>36.</td>
<td>Overall satisfaction with efficiency</td>
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<td><strong>EMPATHY</strong></td>
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<td>Terms and conditions for opening an account.</td>
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<td>38.</td>
<td>Service fee charged</td>
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<td>39.</td>
<td>Provision of locker facility</td>
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<td>40.</td>
<td>Customer awareness programs.</td>
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41. Customer counseling cell in your bank.  
42. Handling of complaints  
43. Overall Satisfaction with Empathy  

**EFFICIENCY of ATMs**  
44. Network of ATM’s.  
45. Promptness of debit card delivery  
46. Performance of ATM machine  
47. Quality of currency notes issued in ATMs  
48. Relative position of ATMs  
49. Personalized services  
50. Service Quality of ATM personnel  
50. Overall satisfaction with ATMs  
51. Are you satisfied with the overall service quality of the bank?  
   Yes ☐ ☐ ☐ No ☐ ☐   
If, No Suggestions for improving the service quality.

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Signature of the Customer