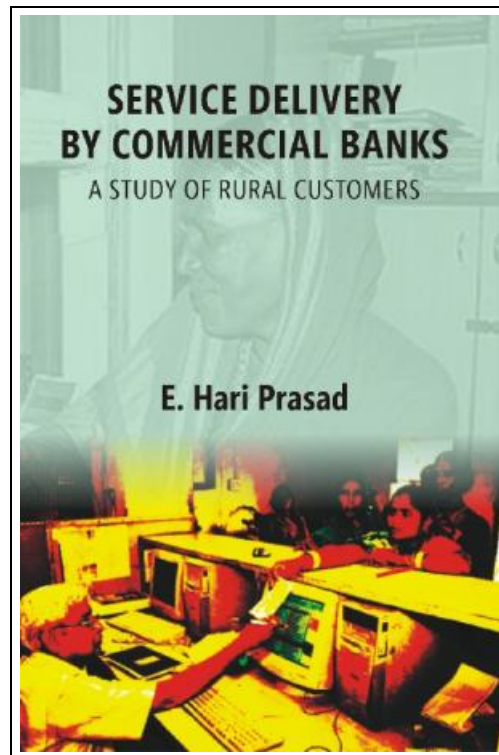


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SERVICE DELIVERY BY COMMERCIAL BANKS: A STUDY OF RURAL CUSTOMERS



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2018. Hardcover. Condition: New. 323 ABOUT THE BOOK:- Service quality is one of the most important concepts in banking sector which helps banks in providing the qualitative services to their customers. "Service Delivery by Commercial Banks A Study of Rural Customers" is the study conducted to evaluate the service quality in rural bank branches in Telangana state. For this, one bank from each i.e. public sector (SBH) and private sector (HDFC) are selected and compared with the regional rural bank (RRB) which is the local level bank established with a view to serve primarily the rural areas. To evaluate the service quality of selected banks 'SERVQUAL' instrument was used. Data collected from the opinions of the selected bank customers and analyzed with suitable statistical tools. The results are very useful to practitioners, students and research scholars. Suitable suggestions were also made to improve the service quality. The book is divided into six chapters. First chapter deals with the concepts of service sector in India and service quality. Second chapter explains the growth and development of banking sector in India. Profile of selected banks and prof i le of selected Karimnagar district are explained in the third chapter. In the fourth chapter customers' expectation of service quality is described. Customers' satisfaction towards the service quality of banks is discussed in the fifth chapter. Finally, findings of the study and suggestions are given the sixth chapter. ABOUT THE AUTHOR:- Dr. E. Hari Prasad is an Associate Professor of Commerce and Management. At Present, he is Head, Department of Business Management in Vaageswari College of Engineering, Karimnagar, Telangana state. He had received his PhD from Dr. BRA Open University Hyderabad. He published 9 papers in International journals and 4 in national journals. He presented nearly 15 papers to national and international conferences. He...



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