


[DOWNLOAD](#)


Service Delivery By Commercial Banks: a Study of Rural Customers

By E. Hari Prasad

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 profile of selected Karimnagar district are explained in the third chapter. In the fourth...



[READ ONLINE](#)

[2.03 MB]

Reviews

This is the greatest pdf i actually have go through right up until now. It is actually packed with knowledge and wisdom I found out this book from my dad and i advised this publication to find out.

-- **Arely Rath**

I actually started reading this pdf. It can be rally exciting throgh reading period of time. Your lifestyle span is going to be enhance as soon as you total reading this ebook.

-- **Nya Bechtelar**