

APPENDIX 8

Suggested changes to Questionnaires by evaluators

I have prepared six questionnaires for my thesis work that will assist me in my primary data collection. They are as follows:

- a) Survey Questionnaire for Head of a Business Unit
- b) Survey Questionnaire for Senior Executive for Human Resource / CRM
- c) Survey Interview for CRM Initiatives Manager
- d) Survey Interview for Head of Technology Department
- e) Survey Questionnaire for Bank Customer
- f) Survey Interview for Bank Customer

These questionnaires have been evaluated as part of the PRETEST run by:

Prof. Diptesh Ghosh, IIMA

Prof. Rajnish Das, IIMA (Information Technology)

Prof. Bibek Banerjee, IIMA (Marketing)

Prof. Savita Gandhi, ROLLWALA CENTER (Director)

Mr. Bipin Mehta, H.L. Institute of Computer Applications (Director)

Dr. Prateek Kanchan, B. K. School of Business Management (Marketing)

Ms. Smriti Dagur, B. K. School of Business Management (Visiting Faculty –MIS)

The suggestions made by them are as follows and have been incorporated in the questionnaires:

Category: General

- 1) In each of the Questionnaires, instead of writing “Name of the financial Institution” it is better to write name of the Bank.
- 2) In all of the documents, use the phrase “this institution” instead of “your bank”.

Category: Survey Questionnaire for Head of a Business Unit

- 3) Q5 needs to be modified into % of branch locations.
- 4) Q9 needs more specification in terms of what kind of technology would the budget allotment go to i.e. new technology or routine maintenance.
- 5) Q 10 specify the definition of loyal customers.
- 6) Ask a question about which category your bank belongs to, MNC or Private etc.
- 7) Divide Q5 into 2 questions. One should be employee oriented and the other customer oriented.

Category: Survey Questionnaire for Senior Executive for Human Resource / CRM

None

Category: Survey Interview for CRM Initiatives Manager

- 8) Q9 and Q10 of the Survey Interview “CRM Initiatives Manager” needs to be shifted to “Head of Technology Unit”

Category: Survey Interview for Head of Technology Department

- 9) “Survey Interview” for Head of Technology Unit contains too many questions. They need to be cut down
10) Since Head of Technology unit will be one per zone it is better to state “Zone location” instead of “Branch location”.
11) This should contain questions regarding Security features, ATM counters and Wi Fi.
12) Q 11 add question about the backup locations and disaster management.
13) Q 18 delete

**Category: Survey Questionnaire for Bank Customer AND
Category: Survey Interview for Bank Customer**

- 14) Some Questions get duplicated in the “Survey Interview” for Bank Customer as compared to “Survey Questionnaire”.
15) Q8 of Survey Interview “Bank Customer” needs to state the word “facilities”.
16) Survey Questionnaire Bank Customer, Q 2 specify meaning of Primary bank.
17) Survey Questionnaire Bank Customer, Q 12 instead of “efficiently” say “quickly” and put another question for “correctly”.
18) Survey Questionnaire Bank Customer, Q 13 delete.
19) Survey Questionnaire Bank Customer, Q14 delete.

Considering all the suggestions and feedback provided by the expert panel, I have divided my set of question into 4 mail categories. They are:

1. Survey Questionnaire for Head of a Business Unit
2. Survey Questionnaire for CRM Initiatives Manager
3. Survey Interview for Head of Technology Department
4. Survey Questionnaire for Bank Customer

SUBJECT: PRETEST OF DOCUMENTS FOR DESSERTATION

This is to certify that Ms. Tanushri Banerjee, who is working for her Ph.D under the guidance of Dr. J. D. Jadeja at the Department of Management Studies, M.S. University of Baroda, has handed over the following documents for pre test and I have evaluated them successfully. The changes suggested by me, if any, are provided as attachment along with this letter of certification.

I have evaluated the following documents:

1. Questionnaire for Head of a Business Unit
2. Interview questions for CRM Initiatives Manger
3. Interview questions for Head of a Technology Unit
4. Questionnaire for the customers
5. Interview questions for the customers
6. Questionnaire for Senior Executive for CRM

Name:

Designation:

Signature:

Dr. Savita Gandhi
Professor & Head
Savita Gandhi

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Name: DR PRATEEK KUMAR

Designation: READER, SCHOOL OF BIZ-MGT

Signature:

Prateek Kumar

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Name: *Smriti Dargal*
Designation: *Faculty (Visiting) in M.B.S. in Gujarat University*
Signature: *[Handwritten Signature]*

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6 are mentioned
in the questionnaire

Name: 

Designation:

PROFESSOR (MARKETING)

Signature:

(DR BIREK BANERJEE)

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Name:

Rajnish Dada

Designation:

Asst. Professor, Indian Institute of Management Ahmedabad.

Signature:



02-Dec-2005

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Name:

BIPIN V. MEHTA

Designation:

DIRECTOR, I.T. ZONE, OF COMPUTER APPLICATIONS

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B. Mehta

Director

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Name: DIPTESH GHOSH

Designation: ASST PROFESSOR, IIM AHMEDABAD

Signature: 