

(54) Title of the invention : The problem and challenges faced in sales team and marketing perspective in banking sector

(51) International classification :G06Q0030020000, G06Q0010060000, G06Q0099000000, G06Q0010040000, G11B0007135600

(86) International Application No :PCT//
Filing Date :01/01/1900

(87) International Publication No : NA

(61) Patent of Addition to Application Number :NA
Filing Date :NA

(62) Divisional to Application Number :NA
Filing Date :NA

(71)Name of Applicant :
1)Ms.Lilly Sandhya.T
 Address of Applicant :Faculty of Humanities, Humanities, SRI Aurobindo Mira universal , Madurai -----
2)Dr .S. Tamilarasi
3)Dr. Jyotsna Sharma
4)Dr. Jyotsna Pahuja
5)Dr.P.SUMATHI
6)Dr. S. Bulomine Regi
7)Mr Pavankumar Billa
8)Mr.J Logeshwaran
9)Dr. Dipak Sopan Umbarkar
10)Dr. M. Abbas Malik
11)Dr. Rohit Kumar Vishwakarma
12)Dr. Brijesh Awasthi
 Name of Applicant : NA
 Address of Applicant : NA
 (72)Name of Inventor :
1)Ms.Lilly Sandhya.T
 Address of Applicant :Faculty of Humanities, Humanities, SRI Aurobindo Mira universal , Madurai -----
2)Dr .S. Tamilarasi
 Address of Applicant :Associate professor & Head, Commerce , College of Science and Humanities , Kattankulathur -----
3)Dr. Jyotsna Sharma
 Address of Applicant :Assistant Professor, School of Management Studies & Commerce, RIMT University, Mandi Gobindgarh -----
4)Dr. Jyotsna Pahuja
 Address of Applicant :Assistant Professor, School of Management Studies & Commerce, RIMT University, Mandi Gobindgarh -----
5)Dr.P.SUMATHI
 Address of Applicant :ASSISTANT PROFESSOR,, PG AND RESEARCH DEPARTMENT OF COMMERCE, GOVERNMENT ARTS COLLEGE, (DEPUTED FROM ANNAMALAI UNIVERSITY) DHARMAPURI -----
6)Dr. S. Bulomine Regi
 Address of Applicant :Assistant Professor, Commerce, St. Mary's College (Autonomous), Thoothukudi -----
7)Mr Pavankumar Billa
 Address of Applicant :Research Scholar, School of Business, SR University, Hanamkonda-506371 -----
8)Mr.J Logeshwaran
 Address of Applicant :Research Scholar, Department of Electronics and Communication Engineering, Sri Eshwar College of Engineering, Coimbatore -----
9)Dr. Dipak Sopan Umbarkar
 Address of Applicant :Assistant Professor, BBA, Indira College of Commerce & Science Pune -----
10)Dr. M. Abbas Malik
 Address of Applicant :Professor and Head, Management Studies, Mohamed Sathak Engineering College, Kilakarai, Ramanathapuram -----
11)Dr. Rohit Kumar Vishwakarma
 Address of Applicant :Department of Business Administration , United Institute of Management, Naini, Prayagraj. -----
12)Dr. Brijesh Awasthi
 Address of Applicant :Professor School of Management and Commerce Poornima University Jaipur -303905 -----

(57) Abstract :
 TITLE - The problem and challenges faced in sales team and marketing perspective in banking sector Abstract Currently, advertising occupies an integral part of the life of our society, because, as you know, advertising is the engine of trade and for its successful operation it is necessary to monitor the service market and choose the optimal way to grow a bank. Advertising must be effective and relevant to determine which preliminary marketing research is needed. Marketing research is the collection, processing, and analysis of information that can be used both to reduce uncertainty in making management decisions, for example, when preparing a business plan, and to identify behaviors prior to an advertising campaign. The desires and preferences of consumers are the competitors in the system of market relations. Currently, there is a particularly strong need for a proper analysis of the service market to determine a strategic plan for the development of an advertising organization. Undeniably complex is the process of providing objective data and the selection of appropriate methods of marketing research. Therefore, it is obvious that there is a practical need to solve this problem and a scientific and methodological rationale for selecting the necessary marketing research.

No. of Pages : 12 No. of Claims : 9