

BANIJYA

ISSN: 0975-0010

A Peer Reviewed Research Journal of the Department of Commerce, Assam University, Silchar

Vol. 8

No. 1

2016

Panchatapa Deshamukhya
Niranjan Roy

Service Sector Growth during Pre and Post Reform Period : An
Analysis on North East India

Diptendu Simlai

Service Quality Measuring Index for Life Insurance Services in
West Bengal: A Comparative Study of LIC and ICICI Prudential

Pranay Jyoti Goswami
Swagata Roy

Role of Banks in Financial Inclusion in India

Mounita Nath
Kingshuk Adhikari

Influence of Service Quality Dimensions on Overall Customer
Satisfaction in United Bank of India: An Empirical Study

Brajesk Kumar
Rupam Roy

Segmentation of Restaurant Service Market in Silchar: A
Psychographic Study

A.S. Yarso
Happyson Gachuiwo
Chitradip Chakraborty

Popularity Difference Between Online and Offline Recruitment
among University Students: A Case Study of Assam University

Soma Roy Dey Choudhury

A Study on Development of Microfinance in Cachar District of
Assam

Rajat Sharmacharjee

Companies Act, 2013: Reflection on Corporate Governance

Sumit Banik
Parag Shil

Growth and Pattern of Indian Jute Industry in Export front
during 2000-01 to 2012-13: An Overview



DEPARTMENT OF COMMERCE

ASSAM UNIVERSITY, SILCHAR

CACHAR, ASSAM, INDIA, PIN-788011



Chief Patron : **Prof. Dilip Chandra Nath**
Vice Chancellor, Assam University, Silchar, India

Patrons : **Dr Sanjib Bhattacharjee**
Registrar, Assam University Silchar, India
: **Prof. Sumanash Dutta**
Finance Officer (i/c), Assam University, Silchar, India

Advisory Board:

Prof. Sudipti Banerjea Department of Commerce, University of Calcutta, Kolkatta	Prof. P. K. Haldar Dean, Faculty of Arts & Commerce Tripura University, Suryanagar, Tripura
Prof. H. K. Singh Vice Chancellor, MUIT, Lucknow, India	Prof. Niranjana Roy Dean, M.G. School of Economics & Commerce, Assam University, Silchar
Prof. Nikhil Bhusan Dey Emeritus Fellow & Former Dean, M.G. School of Economics & Commerce, Assam University, Silchar	Dr Pranay Joyti Goswami Head, Department of Commerce, Assam University, Silchar

Editorial Board : **Prof. D.K. Pandiya, Chief Editor**
Dr A. S Yarso, Managing Editor
Dr Joyeeta Deb, Member
Dr Soma Roy, Member

(c) Publisher : **Registrar, Assam University, Silchar**

Printers : **Silchar Sungraphics, Premtola, Silchar, Assam**

Disclaimer: The views expressed by the authors in the articles are of their own. They do not necessarily reflect the views of the Department or University or the Editorial Board. Therefore, the editorial board or the Department of Commerce or Assam University assumes no responsibility for the statements and opinions expressed in the research papers.

Correspondence: All Correspondence regarding editorial communication, book and periodical reviews and others business matters may be made to the Managing Editor Banijya, Department of Commerce, Assam University, Silchar - 788011, Assam, India,

E-mail : editor.banijya@gmail.com

ISSN: 0975-0010

Vol. 8 No.1, 2016



Editorial

Warm greetings from the Editorial Board of Banijya- A Peer Reviewed Research Journal of the Department of Commerce, Assam University, Silchar. This issue of Banijya, Vol. 8 No. 1 could not be published in 2015 due to unavoidable reason; however, we are glad that the same is published now.

The objective of the Journal is to encourage and support innovative research in the areas of commerce and its allied disciplines. The editorial board has made a unified approach to gather identified stakeholders under one platform to offer diversified thinking in the areas of commerce.

In this issue, nine articles belonging to different areas of commerce have been presented. In the first article, Panchatapa Deshamukhya and Prof. Niranjan Roy delves into the dynamics of economic growth within service sector by examining the trend, growth pattern and the extent of diversification of service sector for the states of north east India during pre and post reform period. The article is entitled "Service Sector Growth during Pre and Post Reform Period: An Analysis on North East India". The second article titled "Service Quality Measuring Index for Life Insurance Services in West Bengal: A Comparative Study for LIC and ICICI Prudential" authored by Dr Diptendu Simlai had attempted to portray the dimensions of the service quality as perceived by forty respondents in Kolkata, and quantify them in a 5-point Likert scale. The study found out that the Public Sector Insurance Company (LIC) has far better performance than its counterpart Private Sector (ICICI Prudential) in the Reliability, Assurance and Empathy dimensions. In the third article titled "Role of Banks in Financial Inclusion in India", jointly authored by Dr Pranay Joyti Goswami and Swagata Roy, the initiatives Government of India for financial inclusion through banking sector are highlighted along with the suggestions to achieve the aim of financial inclusion in India. In the article "Influence of Service Quality Dimensions on Overall Satisfaction in United Bank of India: An Empirical Study", Mounita Nath and Dr Kingshuk Adhikari have made an attempt to assess the level of satisfaction of customers about various service quality dimensions and also have analysed the influence of service quality dimensions on overall customer satisfaction. The study is based on primary data and the sample size for the study is 270 customers of selected branches of United Bank of India operating in Cachar district of



Assam. In the article "Segmentation of Restaurant Service Market in Silchar: A Psychographic Study", Dr Brajesh Kumar and Rupam Roy examines the existing position as well as prospect of Restaurant business in Silchar on the basis of the psychographic profile of the people of Silchar. Dr A.S. Yarso, Happyson Gachuiwo and Chitradip Chakraborty have compared the popularity difference between online and offline recruitment in their article entitled "Popularity Difference between Online and Offline Recruitment among University Students: A Case Study of Assam University" and found out that Online system of recruitment are more popular among the University students. In the article "A Study on Development of Microfinance in the Cachar District of Assam", Dr Soma Roy Dey Choudhury had highlighted the development of microfinance in agriculture dominated Cachar district of Assam. Dr Rajat Sharmacharjee had stressed the need for strengthening of corporate governance in India in the light of Companies Act, 2013 in the article titled "Companies Act, 2013: Reflection on Corporate Governance". Finally, in the article "Growth and Pattern of Indian Jute Industry in the Export front during 2000-01 to 2012-13: An Overview", Sumit Banik and Dr Parag Shil have overviewed the growth and pattern of Indian jute industry in the export market as well as highlighted the production scenario of jute industry in India.

We expressed our profound gratitude to all the authors for their valuable contributions. We look forward for such valuable contributions in the near future too. We would also like to express thankfulness to our Chief Patron and Patrons and to all who assisted us in bringing out this issue of the journal. Comments, suggestions and feedbacks, if any, are welcome from the readers to improve the quality of the forthcoming issue of the journal.

Dr A.S. Yarso

Managing Editor

BANIJYA, Department of Commerce, Assam University, Silchar – 788011 (India)
E-mail: editor.banijya@gmail.com



CONTENTS

- Service Sector Growth during Pre and Post Reform Period: An analysis on North East India : Panchatapa Deshamukhya 1
Niranjan Roy
- Service Quality Measuring Index for Life Insurance Services in West Bengal: A Comparative Study of LIC and ICICI Prudential : Diptendu Simlai 11
- Role of Banks in Financial Inclusion in India : Pranay Jyoti Goswami 19
Swagata Roy
- Influence of Service Quality Dimensions on Overall Customer Satisfaction in United Bank of India: An Empirical Study : Mounita Nath 29
Kingshuk Adhikari
- Segmentation of Restaurant Service Market in Silchar: A Psychographic Study : Brajesh Kumar 37
Rupam Roy
- Popularity Difference Between Online and Offline Recruitment among University Students: A Case Study of Assam University : A.S. Yarso 45
Happyson Gachuiwo
Chitadip Chakraborty
- A Study on Development of Microfinance in Cachar District of Assam : Soma Roy Dey Choudhury 52
- Companies Act, 2013: Reflection on Corporate Governance : Rajat Sharmacharjee 58
- Growth and Pattern of Indian Jute Industry in Export front during 2000-01 to 2012-13: An Overview : Sumit Banik 66
Parag Shil