

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (SM) / PGDM (M), BATCH 2016 – 18, TRIMESTER- IV
MID – TERM EXAM, AUGUST, 2017
SUBJECT: Business Analytics (IM-404)

TIME: 1 hour

Max. Marks: 20

INSTRUCTIONS: The exam is a lab based exam, where the students would be provided with data set and the set of questions. Students are required to answer the questions based on the analysis done through SPSS.

The internet handling department of bank believe that they are really measuring only four things; experience (DV), security, user friendliness and awareness, and want you to carry out a factor analysis to explore that hypothesis. Describe the decisions you would have to make in carrying out a factor analysis and what the results would be likely to tell you in testing the hypotheses. They also feel user friendliness may be moderator in measuring experience.

Frame suitable hypotheses and perform following test while writing analysis. The part of original questionnaire is given for reference.

- a) Mean and Standard Deviation for the Factors
- b) Correlation Matrix of IV's
- c) Cumulative percentage of total variance explained by factors
- d) Rotated Factor Matrix and Factor loading
- e) Name the factors
- f) Cronbach alpha reliability matrix for factor

Part of Original Questionnaire

Kindly rate the following statement to in order of your preference (5= Strongly Agree, 4= Agree, 3= Neither Agree/Neither-Disagree, 2=Disagree, 1=Strongly Disagree):

| S. No | Statements | 5=SA | 4=A | 3=NA/ ND | 2=D | 1=SD |
|-------|---|------|-----|-------------|-----|------|
| | Mobile banking is safe from viruses. | | | | | |
| | Mobile banking is easy to handle. | | | | | |
| | Mobile banking provides details of all the banking products. | | | | | |
| | Mobile banking provides fund transfer facility anytime and anywhere. | | | | | |
| | It provides bill payment services anytime and anywhere. | | | | | |
| | I am not aware about the mobile banking services. | | | | | |
| | Mobile banking services are not secure from hacking. | | | | | |
| | There is always connection problem in mobile banking services. | | | | | |
| | Mobile banking is not useful to me. | | | | | |
| | Mobile banking services enables me to utilize banking services quickly and effectively. | | | | | |
| | Mobile banking services is affordable to me | | | | | |

| | | | | | | |
|--|---|--|--|--|--|--|
| | There is a privacy issues in Mobile banking services. | | | | | |
| | I get accurate information about my bank account through mobile banking. | | | | | |
| | Trial demo of mobile banking service is really useful. | | | | | |
| | Mobile banking services doesn't fit my working lifestyle. | | | | | |
| | I don't know how to download mobile banking app. | | | | | |
| | Mobile banking service requires a lot of mental efforts. | | | | | |
| | Mobile banking App is always updated. | | | | | |
| | In Mobile banking, I can set my password. | | | | | |
| | Anyone can operate my mobile banking app. | | | | | |
| | In Mobile Banking, I can book movie tickets also. | | | | | |
| | Various discount schemes are available in mobile banking. | | | | | |
| | Mobile banking connects me to various shopping sites and update about special offers. | | | | | |
| | Mobile banking app advises me about various investments opportunities. | | | | | |
| | Mobile banking updates me about my bill due date. | | | | | |

15. Please rate your experience of using mobile banking services (5= Strongly Agree, 4= Agree, 3= Neither Agree/Neither Disagree, 2=Disagree, 1=Strongly Disagree):

| S. No | Statements | 5=SA | 4=A | 3=NA/ND | 2=D | 1=SD |
|-------|---|------|-----|---------|-----|------|
| | Mobile banking has increased my fund transfer transactions. | | | | | |
| | I pay most of the bills through mobile banking now. | | | | | |
| | I have started reading E-bill/ E-Statement now. | | | | | |
| | I have become more tech-savvy now. | | | | | |
| | I have registered for SMS alert facility for my financial transactions now. | | | | | |
| | My fixed/recurring deposits transactions have been increased. | | | | | |
| | I am using ticketing facility through mobile banking now. | | | | | |
| | My Investment has not been affected after using mobile banking services. | | | | | |
| | There are no changes in my credit card usage after using mobile banking. | | | | | |
| | My business dealings are not affected by mobile banking. | | | | | |
| | My Cheque related transactions are not affected by mobile banking services. | | | | | |