5. HYPOTHESIS

The main hypotheses to be tested and researched are:

**H01**

“There is no difference between marketing strategies adopted by Commercial banks and Industrial banks in marketing of their financial services.”

**H02**

“There is no direct relation between Integrated Marketing Communication (IMC) tools in marketing of financial services used by Commercial Banks and Industrial Banks.”

**H03**

“There is no profitability aspect, which is not the key factor in marketing of financial services by Commercial & Industrial Banks.”