

ISQ Examination (Summer-2012)

Marketing of Financial Services – Stage-III

- Q. Ethics may be defined as an individual's personal belief about whether a behavior, action or decision is right or wrong. Business ethics is the study of moral problems that members of business organization and others who are engaged in business transactions confront.
- A. List any FIVE moral values for a banker.
 - B. List any FIVE un-ethical actions that may practiced by the employees of a bank.
- Q. A) Define Integrated Marketing Communication Strategy. What are the main factors of IMC?
- Q. B) If you are the bank's branch manager explain how will you use the IMC strategy to increase deposits.
- Q. Sales is a challenging field. Both the organization and the customers expect a lot from a salesperson. A salesperson today needs to be professional, unlike in the past when he or she would "somehow" or "anyhow" sell a product.
- Describe any FIVE effective qualities needed in a successful sales person.
- Q. Explain the steps in a buyer's decision making process when opening a new account. What are some useful strategies that can be employed by banks at each step of the decision making process.
- Q. You have joined a new branch of Bank ABC as its branch manager. After interacting for a few days you come to know that customers are highly appreciating products and services of your neighboring banks vis a vis your bank. You are not sure whether what they tell you is true or not. You decide to conduct a competitive analysis. What are the options available to you for gathering competitive information? What are the key questions that you would like to find answers to?
- Q. Why are banks products classified as services? What are the important factors to observe while developing the marketing strategies for services? Explain with the help of an example.

Q. Foreign banks which operate in Pakistan have the benefit of advanced technological infrastructure on the back of their global platforms. In niche markets that they operate in, it has at times become difficult for local banks to compete as the information delivery mechanism of the foreign banks is superior.

In your opinion, are the statements above true or false. Based on your opinion explain how you as a marketing manager in a local bank in Pakistan will compete in that niche.

Q. Assume that ABC Bank wants to adopt a brand re-positioning exercise. This involves a change in the bank's logo and repositioning the bank as a customer-friendly and modern techno-savvy bank of the country. The bank has decided to change its logo to represent the customer friendliness and technological advancements and is convinced that the change in the logo and the supporting media campaign to communicate the change would result in an increase in its customer base and profits by creating satisfaction and loyalty among the customers. However, some marketing experts viewed this exercise episode as having the potential for brand dilution.

A. In case, it undertakes the re-branding exercise, what sort of marketing research they need to do to gauge expected customer response towards a change in brand positioning. List any FOUR methods to do so and explain any two with examples.

B. To avoid the pitfall of brand dilution, what are the available strategies to ABC Bank?

Q. Mobile banking has come out globally as the most innovative alternate delivery channel in recent years. Mobile banking has successfully accelerated financial inclusion and changed the financial landscape in many developing countries.

Being a part of product development team in one of the largest private bank having national & international presence, management of your bank advises you to develop a mobile banking product. Explain the steps required in the development of the product.
