

MARKETING OF FINANCIAL SERVICES – STAGE-II

ISQ Examination (Summer-2010)

- Q.1** Please write the alphabet of the selected choice in the answer column:
- Q.2** State True or False in the answer column:
- Q.3** Followings are the definitions of marketing published from time to time by American Marketing Association. Discuss evolution of marketing based on these definitions.
- A)** Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.
 - B)** Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.
- Q.4** **A)** What are some of the practical challenges faced by market researchers in countries like Pakistan?
- Q.4** **B)** Explain the different types of customer segmentation you can use. Give relevant examples with each type (from banking or non banking industry).
- Q.4** **C)** Name three high - technology financial services for which the consumers had resistance in the early stages of introduction but now are getting accustomed to it. Which factors in your opinion influence consumers' behavior and enhance acceptability?
- Q.5** The marketing and advertising companies are responsible to evaluate social impact of the advertising campaigns that are carried out to promote a product or service. Presently while all other segments of business are showing declining trends, the telecom industry is aggressively offering competitive rates and attractive packages to its existing and potential customers through electronic and print media. Being a responsible marketer, analyze this situation and assess its long term social impact on its target market.
- Q.6** What do you understand by 'Product Lifecycle'? What can a product Development Manager do to extend the lifecycle of financial products in growth and maturity stages?

Q.7 ‘Integrated Marketing Communication ensures a seamless integration of all factors involved in marketing and selling. Optimization of organization profitability and building of strong Customer Relationships is its end result’. Comment and explain your viewpoint with the help of IMC tools.

Q.8 In the present recessionary conditions it has become difficult for financial institutions to market their liability products. However certain banks are still trying to introduce different products for different target markets. You are posted as a branch manager of a branch that has 80 % customers from the adjoining wholesale market (one of the major markets of city) and the remaining 20% are from the residential area and private offices around. You are given a target to increase your deposits by a minimum of 5% from the base figure.

You are required to explain:

- A) Your marketing plan and target segments
- B) At least 3 products for different target customers
- C) Your Deposit Mix to ensure profitability of the bank
