

THE INSTITUTE OF BANKERS PAKISTAN
ISQ Examination (Winter-2010)
MARKETING OF FINANCIAL SERVICES

- 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** Fill in the blanks:
- Q.4** The fast paced life and rising customer expectations have forced banks to develop new channels other than branches. Discuss these new channels being used nowadays by banks and how they have made marketing more focused, result oriented and cost effective.
- Q.5** Most of the software applications used in Banks generate customers CRM ID. It is indeed useful for the processors to have a clear picture of customers overall business and provide the bank with a base or maintain a comprehensive MIS. Being a marketer how can you use this ready data for Cross Selling and formulating marketing strategy? Create an imaginary situation and explain with examples.
- Q.6** Explain the different types of customer segmentation you can use. Give relevant examples for each type (from banking or non-banking industry).
- Q.7** You are associated with a growing bank having 100+ branches and are posted as a manager of a newly opened branch at your city's major commercial area. Design your Strategic Marketing Plan and discuss the steps you would adopt to implement it.
- Q.8** Based on the current liquidity crunch faced in general by banks, the importance of deposit mobilization has become even more significant, especially of low cost deposits. Suggest some strategies to be used by banks for attracting this deposit mix.
- Q.9** A major TV channel has approached your bank for air time to run your bank commercials between breaks in one of their famous TV serials. How would you evaluate the proposal?
