

THE INSTITUTE OF BANKERS PAKISTAN
ISQ Examination (Summer-2011)
MARKETING OF FINANCIAL SERVICES

- Q.1** Please write the alphabet of the selected choice in the answer column:
- Q.2** The actual purchase decision is just part of a much larger buying process – starting with need recognition. Clearly, the buying process starts long before the actual purchase and continues long after. Marketers need to focus on the entire buying process rather than on just the purchase decision.

List and define the steps in The Buyer Decision Process.

- Q.3** Marketers need a place in customer’s mind for their brands. A brand can be better positioned by associating its name with a desirable benefit. The strongest brands go beyond attribute.

Enlist and briefly define choices available for a company when it comes to developing brand.

- Q.4** A) How does public relations differ from advertising?
B) Think and list down what could be a few of the principles for designing effective print advertisements.
- Q.5** A) What are the advantages and disadvantages of direct marketing?
B) When facing a mature product, suggest five ways which you would do to revitalise the product.
- Q.6** A) Discuss how the Customer Relationship Management can bring effectiveness in the services delivery and give some examples of the data essential for the system engine?
B) Define Product Life Cycle and the basic characteristics at different stages. What is the key marketing objective during the maturity stage and why?
- Q.7** A) Consumer Behaviour is a commonly used terminology. Explain its basic theme and discuss its three basic characteristics supported by examples.
B) The fast paced life and rising customer expectations has 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.8** A) Based on the current liquidity crunch faced in general by banks, the importance of deposit mobilization has become even more significant

especially low cost deposits. Suggest some strategies to be used by bank for attracting this deposit mix.

- B) As a branch manager, you have been provided with two fresh business development officers for your branch for liability marketing. The boys are young and energetic but completely raw. How would you go about using your experience to polish this raw material and turn them into great sales professionals in the next six months?
