THE INSTITUTE OF BANKERS PAKISTAN

ISQ Examination (Winter-2011)

Marketing of Financial Services – Stage-III

Section-I

Multiple Choice Questions

Number of Questions: 30

Marks: 45

Allotted Time: 60 minutes

Section-II

Constructed Response Questions

Number of Questions: 8

Marks: 55

Allotted Time: 120 minutes

Q.31 There are more opportunities in marketing of services than for goods. Describe at least FIVE with the help of examples of banks.

Q.32 A bank is unable to attract customers towards an investment scheme for high school students. How does a consumer's perception of risk play a role in adoption of innovative banking products?

Q.33 Describe any TWO major internal issues that financial institutions have to deal with when making a decision on pricing. Give examples to support your answer.

Q.34 The code of advertising practice is primarily intended to enhance the ethical and professional standards of the advertising industry in Pakistan via a self-regulatory process. With reference to its applications, state any FIVE exceptions allowed in the code of advertising practice.

Q.35 How can companies balance an organizational profitability and soc... responsible marketing through its actions?

Q.36 A Pakistani bank is interested in opening up a branch in a foreign country and targeting both overseas Pakistanis and local nationals in that country.

A) What factors must be taken into account for initiating operations in a new country?

Q.36 B) Would the marketing strategy differ in each case? Explain your approach in either case.

Q.36 C) Has the concept of the world becoming a global village facilitated marketing efforts of a company abroad? Give your opinion and support your answer with examples.

Q.37 On its silver jubilee, a bank wants to change its image. Suggest initiatives it should take to revitalize the existing products.

Q.38 Discuss how the Customer Relationship Management can bring effectiveness in the service delivery. Give examples of the data required for an effective CRM system.

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