

**ISQ Examination - Summer-2013**  
**Marketing of Financial Services - Stage- III**

- Q. A. Explain the concept of 'Socially Responsible Marketing'.
- Q. B. Give two example of how banks can incorporate this concept in their marketing strategies.
- Q. C. List any two benefits of Socially Responsible Marketing.
- Q. List any FIVE emerging tools in online marketing which can help reach a wider audience while remaining cost effective. Give examples of how Pakistani banks have used them.
- Q. A layman perceives that marketing can either take place for goods or for services. The reality is that in fact, as marketeers we are involved in marketing of at least ten types of entities. Explain any FIVE entities with examples of each.
- Q. Maghreb Bank has recently spent a substantial amount of money on the training of their various branch staff to improve the service levels and turn around time. The management is now interested in knowing how effective the training has been and whether the quality has actually improved.
- They have hired the services of Realson Research agency who has suggested them to use mystery shoppers for this particular activity.
- A. Explain how mystery shoppers can help attain the management's objectives in this regard.
- B. Explain three advantages of using "mystery shoppers" technique.
- C. Which other techniques can be used by the management to attain this objective? Briefly explain any two.
- Q. Ahmed is planning to apply for a credit card for the first time. Briefly explain the stages of buyer decision process that he will go through while making his decision.

- Q. Explain the FIVE segmentation variables for corporate customers.
- Q. Define the following terms and give banking examples for each.
- A. Product Line
  - B. Product Mix
  - C. Brand Mix
  - D. Flankers
  - E. Cash Cows
- Q. Explain FIVE possible strategies along with examples for adapting a product offering and associated promotional efforts in overseas market.
- Q. “Keep your friends close and your enemies closer” a saying that should aptly guide our behavior when it comes to our competition. Each competitor has certain philosophy of doing business, a certain internal culture and certain guiding beliefs. Hence, how a competitor reacts to a rival’s move will be guided by its philosophy, believes and internal culture.
- Explain the FOUR kinds of reactive patterns of competitors in response to an action.
- Q. Describe any FIVE roles of the Pakistan Advertising Society.

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