



## ASSOCIATESHIP EXAMINATION

### LEVEL IV

## MARKETING OF FINANCIAL SERVICES

### [OLD SYLLABUS]

**APRIL 2025**

N.B.

1. Read carefully the instructions on the cover of the booklet.
2. Answer **five (5) questions only**.
3. **Each question carries 20 marks each. Where questions are subdivided, the marks for each subdivision are shown in brackets.**
4. Time allowed: **THREE HOURS**
5. Candidates must ensure that they answer questions in the appropriate answer booklets and **NOT** on loose sheet(s) which are used only as supplementary sheets. Such answers will not be marked.
6. **DO NOT WRITE YOUR NAME ON THE ANSWER BOOKLET.**
7. **DO NOT OPEN THIS QUESTION PAPER UNTIL INSTRUCTED TO DO SO.**

### **QUESTION 1**

“A wide range of pricing and charges are levied by banks including the non-charging for some services, a range of explicit charges and a structure of implicit charges. Furthermore, some charges are designed specifically to cover the costs of providing services while others are designed as penalty.” As the Head of Retail of your Bank, your Managing Director has asked you to write a paper explaining five (5) of the major variables at the disposal of a bank with respect to the pricing of current accounts and payment services.

**(20 marks)**

### **QUESTION 2**

“Rather than relying totally on the physical branches for the distribution of their products, most financial services organizations in Ghana use a range of Distribution Channels in order to maximize sales.” As the Head of Retail of your Bank, submit a report to your Managing Director justifying the reasons for this.

**(20 marks)**

### **QUESTION 3**

“As part of the tactics of Retail Banks to mobilize cheap deposits to fund the increased demand for Credit during the last quarter of the year, banks adopted sales promotion tools.” As the Head of Retail in your Bank, your Deputy Director, Retail Banking, has asked you to write a report explaining effective sales promotion tactics the bank can adopt to mobilize cheaper deposits. Select and explain three (3) most appropriate and cost-effective Sales Promotion Tools and provide an example each.

**(20 marks)**

#### **QUESTION 4**

“All Banks’ activities are mainly dependent upon deposits through sales. It is therefore imperative to equip all staff with Sales Techniques and give them sales targets.” As the Head of Business Development of your Bank, your Head of Human Resources has asked you to run a workshop for all Staff of your Bank. You should explain the six (6) key steps of the Selling Process.

**(20 marks)**

#### **QUESTION 5**

“The Financial Sector in Ghana is experiencing rapid evolution driven mainly by digital payments, government policies as well as the growth of new generation of financial services accessed through mobile phones and internet.” As a journalist writing for The Ghanaian Banker, a journal of The Chartered Institute of Bankers, Ghana, write a short article about how the phone and internet are currently helping the retailing of financial services products.

**(20 marks)**

#### **QUESTION 6**

As the Head of Marketing of a Retail Bank, you have been asked by your Deputy Managing Director, Operations, to submit a paper outlining the major differences between consumer and business markets. You should also outline with examples, five (5) possible bases for segmenting consumer/retail market in practice.

**(20 marks)**

### **QUESTION 7**

“For effective product management, a company needs to be aware of where its products sit in terms of size and growth within the market. There are a number of ways to do this; one of them is to use the Boston Consulting Group (BCG) matrix.” As the Product Manager of your Bank, your Head of Marketing has asked you to produce a report on four (4) classifications used in BCG matrix. Describe briefly what they are and what decisions each classification may lead the product manager to make.

**(20 marks)**

### **QUESTION 8**

As the Head of Customer Service in your Bank, the Head of Human Resource Development has asked you to run a workshop for a group of newly recruited Branch staff explaining the criteria that affect customers’ perception of Service Quality. Provide a detailed outline of your presentation to the newly recruited Branch staff.

**(20 marks)**