



**CHARTERED INSTITUTE OF BANKERS, GHANA
ASSOCIATESHIP EXAMINATION**

LEVEL IV

MARKETING OF FINANCIAL SERVICES

OCTOBER 2022

N.B.

1. Read carefully the instruction on the cover of the book
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 question in the appropriate answer book 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 book.**
7. **DO NOT OPEN THIS QUESTION PAPER UNTIL INSTRUCTED TO DO SO.**

QUESTION 1

Mobilising cheap deposits for on lending to existing customers for the excessive demand for their goods during Christmas festivities is a major concern for all banks. In your role as the Head of Marketing and Corporate Affairs of your Bank, planning to conduct a promotional campaign to raise enough deposits, your Managing Director has asked you to submit a report on your sales promotion plan for Management's consideration and approval.

(20 marks)

QUESTION 2

Finding a qualified prospect for your products and services is a necessary first step in the sales process. As the Head of Retail of your Bank, you are to run a workshop for newly recruited salesforce in your Bank explaining six characteristics of a good or a "qualified prospect".

(20 marks)

QUESTION 3

An introduction of new retail products to a Bank's product mix is considered as source of growing the assets and liabilities of that Bank. A lot of new products however fail. There are several sources of risk associated with those failures. As the Head of Marketing of your Bank, your Chairman of Product Development Committee (PDC) has asked you to submit a paper to the Committee on three new product success factors and three reasons why new products fail.

(20 marks)

QUESTION 4

As the Head of Business Development of your Bank, you have been asked to run a workshop for newly recruited staff on five motives or reasons why Banks seek to enter international markets.

(20 marks)

QUESTION 5

The essence of retailing revolves around identifying and satisfying personal customers and small businesses needs and wants and therefore understanding Consumer Buying Behaviour and factors influencing them is prerequisite in achieving retail marketing objectives of the Bank. In your role as the Head of Retail of your Bank, your Deputy Managing Director has asked you to write a paper on four factors that influence Consumer Buying Behaviour.

(20 marks)

QUESTION 6

Geographical structure is where a salesperson is assigned to a territory over which he or she is assigned a sole responsibility for sales achievement. In your role as an Accounts Relationship Officer of your bank, your Accounts Relationship Manager has asked you to write him a memo on three advantages and two disadvantages of adopting a geographical structure.

(20 marks)

QUESTION 7

A distribution channel for service can be defined as any means of increasing the availability or accessibility of a service that also increases its use or the revenues from its use (Pezzullo, M.A. (1993). One of the strategies banks have been adopting to improve their overall branch delivery system is long opening hours thus attempting to provide a service when the customer requires since retailing is based on convenience. In your role as the Head of Retail Banking Department of your Bank, you have been asked to write a report to your Managing Director justifying three arguments in favour of longer branch opening hours and two potential disadvantages.

(20 marks)

QUESTION 8

Price is undoubtedly a significant strategic variable. In many retail markets despite a growth in the importance of non-price factors, price is still the principal determinant of consumer choice. In your role as the Head of Retail banking department of your Bank, you have been asked to run a workshop for newly recruited staff of Treasury department on the six determinants of retail banking products pricing.

(20 marks)