



CHARTERED INSTITUTE OF BANKERS, GHANA
ASSOCIATESHIP EXAMINATION
LEVEL IV
STRATEGIC MARKETING MANAGEMENT
OCTOBER 2022

N. B.

1. Read carefully the instructions on the cover of the answer book.
2. Answer question **ONE** from **SECTION A** and **THREE** other questions from **SECTION B**.
3. **Question One** carries **40 marks** and it is **COMPULSORY**. Questions in **SECTION B** carry **20 marks** each.
4. Time allowed: **THREE HOURS**.
5. Candidates must ensure that they answer questions in the appropriate answer booklet and not on loose sheets 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.**

SECTION A (COMPULSORY)

QUESTION 1

Ghana's inflation rate has continued to increase since the beginning of this year and expected to continue for some time. The inflation rate of 12.8 percent at the end of December, 2021 has increased to 29.8 percent at the end of June, 2022 due mainly to factors both internal and external including Russia's war against Ukraine. These have resulted in food supply challenges, exchange rate depreciation and increase in crude oil prices. This has had significant impact on the performances of various business organisations including banks. In your role as the newly appointed Head of Marketing of your Bank, your Managing Director has asked you to prepare 5-year Strategic Marketing Plan that will address the challenges facing the Bank.

(40 marks)

SECTION B

(ANSWER THREE QUESTIONS FROM THIS SECTION)

QUESTION 2

Availability and quality of secondary data are important research information for international market entry. An initial feasibility study may be conducted by means of secondary data. As the Head of Business Development of a Bank planning to enter the Ghanaian market, your Bank's Management has asked you to write a report explaining any five main kinds of secondary data information that is needed in international market research for selecting a particular market.

(20 marks)

QUESTION 3

The future of banking and consequently of bank marketing will be shaped by changes in the external macro-and micro-environments in which banks operate. The macro-environmental force that has and is still expected to have the most far-reaching impact on the banking industry is technological change. In fact, the development of innovative technological products may affect the marketing strategies of the financial service industry in general and banks in particular. In your role as the Head of Marketing of your Bank, the Chairman of your Product Development Committee (PDC) has asked you to write a report explaining to the committee the pragmatic and operationally-useful New Product Development processes suggested by Booz, Allen and Hamilton for the committee to be properly informed in the development of new electronic products.

(20 marks)

QUESTION 4

Webster and Wind (1972) defined organisational buying behaviour as “ the decision -making process by which formal organisations establish the need for purchased products and services, and identify, evaluate, and choose among alternative brands and suppliers”. In your role as the Head of Corporate Banking Department of your Bank, your Head of Human Resource Development has asked you to run a workshop for newly recruited Accounts Relationship Officers of your Bank on the five stages of Organisational Buying Process of corporate customers.

(20 marks)

QUESTION 5

Pricing decisions may relate to pricing new products or changing prices of existing products (Pezzullo, 1993). As the Head of Marketing of your Bank, write a memo to your Head of Treasury on two pricing strategies for only new products and three other pricing strategies that may be used for existing products.

(20 marks)

QUESTION 6

A distribution channel for services can be defined as any means of increasing the availability or accessibility of a service. As a Head of Marketing of your Bank, your Bank’s Chairman of Branch Development Committee has asked you to submit a paper to explain any four challenges to the distribution of Bank services.

(20 marks)