



CHARTERED INSTITUTE OF BANKERS, GHANA
ASSOCIATESHIP EXAMINATION
LEVEL IV
STRATEGIC MARKETING MANAGEMENT
APRIL 2023

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

The current Bank of Ghana monetary policy rate is 28 % and the average interbank dollar rate of GHS10.7 is considered very high. These have implications for Ghanaian banks' lending to their customers. In view of these challenges, you have been appointed the new Head of Business Development and your Managing Director has asked you to prepare a 5-year marketing plan to increase your assets portfolio and maximize your profitability.

(40 marks)

SECTION B

(ANSWER THREE QUESTIONS FROM THIS SECTION)

QUESTION 2

Promotion strategies communicate to the market the potential benefits of the product accruing from its design, distribution and price attributes. In international marketing, a complete standardization of all aspects of a promotional campaign is rarely possible. In your role as Head of Marketing and Corporate Affairs of a Bank planning to expand to an African country to take an advantage of The African Continental Free Trade Area (AfCFTA) initiative, your Managing Director has asked you to submit a paper explaining three main objectives for standardizing the Bank's international promotional campaign, and three reasons why the promotional campaign should not be standardized.

(20 marks)

QUESTION 3

As markets have globalised, lifecycles have shortened, and competition in the banking industry has increased, the role and importance of the brand cannot be overemphasized. They represent a potential competitive advantage that can be more easily sustainable than technical and functional break throughs which prove all too easy for competitors to copy. Banks mostly have been pursuing Corporate Umbrella branding strategy in developing brand names. As the Head of Marketing of your bank, you have been asked to run a workshop for members of the Product Development Committee of the bank on the three advantages and two disadvantages of this brand naming strategy.

(20 marks)

QUESTION 4

The marketing plan of your Bank ended December 2022, and your bank is preparing a new plan for the next five years. In your role as the Head of Marketing of the Bank, you have been asked to write a paper to your Deputy Managing Director on what marketing research would be required prior to the implementation of this new marketing plan and how you would collect this information. Your paper should also include what marketing intelligence system you would implement to monitor and control marketing the activities of the bank.

(20 marks)

QUESTION 5

Your Managing Director learned from a recent seminar on business ethics he attended that marketing managers must essentially behave legally and ethically at all times. He has therefore asked you, in your role as the Head of Marketing to submit a paper on what ethics is, as applied to marketing. You should explain in your paper the distinction between legal and ethical behaviour before addressing any four implications of ethics to marketing. Be guided by the E. Henderson's Model.

(20 marks)

QUESTION 6

A recent survey of customers of your bank has revealed a poor service quality and the Chief Executive Officer (CEO) is worried about the findings of the survey. As Head of Customer Service, he has asked you to write a detailed report on how the RATER Model affects customers' perceptions of service quality.

(20 marks)