



**CHARTERED INSTITUTE OF BANKERS, GHANA**  
**ASSOCIATESHIP EXAMINATION**  
**LEVEL IV**  
**STRATEGIC MARKETING MANAGEMENT**  
**APRIL 2024**

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**. Total number of questions is **SIX**.
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**

Any investment decision should be aimed at a coherent objective of creating value. As a result of Ghana's Domestic Debt Exchange Programme (DDEP), the value of Government of Ghana Bonds as well as sales has reduced considerably. Potential and existing investors who are high-networth individuals are now diversifying their investments from the bonds.

Your Bank after market research on bonds purchased has decided to develop a new investment product targeted at those potential and existing bond holders. The success of any New Product Development includes the development of a Strategic Marketing Plan for the product. As the Head of Business Development of your Bank, you have been asked by the Chairman of the Product Development Committee to develop a 5-Year Strategic Marketing Plan for the new product.

**(40 marks)**

## **SECTION B**

**(ANSWER THREE QUESTIONS FROM THIS SECTION)**

### **QUESTION 2**

In your role as Head of Business Development of a multinational Bank planning to enter the West Africa market to take advantage of the African Continental Free Trade Area (AfCFTA) initiative, your Managing Director has asked you to write a paper to Management. Explain, with examples, five (5) factors the bank should take into consideration before selecting a particular market in West Africa.

**(20 marks)**

### **QUESTION 3**

In your role as the Head of Marketing in your Bank, your Head of Human Resource Management has asked you to run a workshop for newly recruited Treasury Officers. Explain with five (5) reasons why the demand for some banking products is Price Elastic and the demand for others Price Inelastic.

**(20 marks)**

### **QUESTION 4**

The increased recognition and use of Internal Marketing Communications by banks throughout the world suggests that Bank employees can be regarded as an important but often neglected target audience. In your role as the Head of Marketing and Corporate Affairs Department in your Bank, write a memorandum on the subject to be sent to the Head of Human Resource. Explain briefly why Internal Marketing Communications are important. Prepare an outline of an Internal Marketing Plan for presentation at the next Management meeting.

**(20 marks)**

### **QUESTION 5**

One of the key characteristics of Financial Services is that of inseparability. The selling of the service cannot be separated from the individual rendering the service. This implies that Customer Service personnel constitute an important element of Financial Services Marketing Strategy. In your role as the Head of Customer Service in your Bank, your Chief Executive Officer has asked you to write a report explaining five (5) ways in which the bank can maintain and improve the quality of its personnel and their performance in Customer Service Delivery.

**(20 marks)**

## **QUESTION 6**

Distribution is a key element of Marketing Strategy formulation. In your role as the Head of Business Development of your Bank, your Deputy Managing Director-Operations, has asked you to write a report explaining five (5) criteria that can be used to evaluate Alternative Channels of distributing bank products and services.

**(20 marks)**