

THE CHARTERED INSTITUTE OF BANKERS, GHANA

ASSOCIATESHIP EXAMINATION LEVEL IV

MARKETING OF FINANCIAL SERVICES, APRIL, 2025

EXAMINER'S REPORT

PREPARED FOR: The Chief Executive Officer

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REPORT DATE: May 30, 2025

● **Introduction:**

Overall, the results showed a very good performance but fell below the pass rate of **100%** as in October, 2024. The pass rate may be an indication of a continuing good performance in teaching/learning techniques and possibly stimulated by availability of more students aids. However, some candidates adopted wrong report format and there was a challenge of lack of knowledge in certain subject areas.

● **Overall Performance**

7 candidates candidate sat for this paper and **5** candidates representing **71%** passed.. The pass score was considered very good.

2.1 Summary Statistics of The Performance per the format in the table below.

Total No. Of Candidates	Question No.	No of Candidates Who Attempted each Question	% of Candidates Who Attempted each Question	NO. Passed	NO. Failed	% Passed	% Failed
7	One	3	43	1	2	33	67
	Two	6	86	4	2	67	33
	Three	4	57	1	3	25	75
	Four	6	86	6	0	100	0
	Five	4	57	2	2	50	50
	Six	6	86	3	3	50	50
	Seven	3	43	3	0	100	0
	Eight	4	57	4	0	100	0

General Problems identified:

The following problems identified:

- Lack of understanding in some subject areas,
- Adoption of wrong format of presentation and
- Wrong numbering.

Specific Comments on each Question

The following are specific comments on each question:

Question 1

This is a question that required the candidate 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. **3** candidates attempted this question and **1** passed. The failure was due to lack of understanding in the subject matter.

Question 2

The candidate was asked to write a report justifying the reasons most financial service organizations in Ghana use a range of distribution channels to maximize sales. **6** candidates attempted this question and **4** representing **67%** passed. The **2** candidates lacked the understanding of this question and failed. Some candidates also adopted wrong format.

Question 3

This is a question that required the candidates to write a report explaining effective sales promotion tactics/tools the bank can adopt to mobilise cheaper deposits. **4** candidates attempted this question and only **1** candidate passed. This is an indication of lack of knowledge of the candidates on sales promotion tools.

Question 4

The candidate was to run a workshop explaining **6** key steps of the selling process. This was a popular question. **6** candidates attempted this question and all the **6** representing **100%** passed. However some candidates adopted wrong format.

Question 5

The candidate was required to write a short article about how the phone and the internet are currently helping the retailing of financial services products. **4** candidates attempted this question and **2** candidates representing **50%** passed. The reason for the failures were mainly due to lack of understanding of the question..

Question 6

This question asked the candidates to submit a paper outlining major differences between Consumer and Business markets and possible bases for segmenting consumer/retail market in banking practice. **6** candidates attempted this question and **3** candidates representing **50%** passed

The failures challenge was lack of proper understanding of the question.

Question 7

This question was requesting the candidate to produce a report on **four** classifications used in BCG matrix, described what they are and what decisions each classification may lead the product manager to make. **3** candidates attempted this question and all of them passed indicating adequate understanding of this subject area

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Question 8

The question required the candidate to run a workshop for a group of newly recruited Branch staff explaining the criteria that affects customers' perception of service quality. **4** candidates attempted this question and all the **4** passed, however, some adopted wrong format.

- **Conclusion**

The overall performance in this subject area in this sitting was very good. Potential candidates should take their time to improve their knowledge in the subject areas. They should also take their time to read and understand the questions set before answering. Candidates should also be encouraged to attend the Meet-the-Examiner sessions to improve on their examination techniques.

Submitted please.

A handwritten signature in blue ink, appearing to read 'Yaw Osei-Aboagye', is centered within a light gray rectangular box.

Yaw Osei-Aboagye, Hon. FCIB, MCIM, MCIMG, MBA (Finance), B.A (Econs)(**Examiner**)