



| CANDIDATE DETAILS | | | |
|---|-------------|-------------------------|---------------|
| Access Number | Roll Number | For Official Use Only | Serial Number |
| Subject MARKETING OF FINANCIAL SERVICES | | | |
| Candidate's Name | | | |
| Father's Name | | | |
| CNIC Number | | | |
| Cell Number | | E-mail | |
| I verify that my particulars given above are correct and I declare that I have read the INSTRUCTIONS printed in the examination booklet, and/ or given in the ISQ Examination Guidelines, violation of which would mean cancellation of my paper and debarment from appearing in future examinations. | | | |
| Candidate's Signature | | Invigilator's Signature | |



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The Institute of Bankers Pakistan

ISQ Examinations Winter - 2018 Stage - III Marketing of Financial Services

SEAL
BOOK
HERE

Section 2
Subjective Questions

Number of Questions: 7
Marks: 55

Allotted time : 120 minutes



INSTRUCTIONS FOR THE CANDIDATE

1. The candidate must abide by the ISQ Examination Guidelines sent along with the admit card.
2. The candidate must sign the booklet after verifying the particulars and should **NOT** write his/ her name or roll number etc. on any other page of the examination booklet.
3. The candidate is advised **NOT** to approach the invigilators for seeking any explanation related to the questions in the examination paper.
4. Laptops, mobile phones or any other gadgets are **NOT** permitted in the examination hall. **ONLY** non-programmable scientific calculator is allowed. If any candidate is found in possession of any restricted gadgets or items, his/ her examination paper will be cancelled immediately.
5. The candidate must ensure that the examination booklet has all the pages duly numbered. If any page is missing, damaged or not numbered, then return the booklet to the superintendent/ invigilator and obtain another booklet.
6. Write your answer **ONLY** in the given space for each question. Anything written outside the given space will not be considered for marking.
7. **ONLY** blue or black ball points are to be used.
8. The candidate must attempt **ALL** questions in the paper.

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| Marks Obtained | Q.1 | Q.2 | Q.3 | Q.4 | Q.5 | Q.6 | Q.7 | Total Marks | Total in words |
|----------------|-----|-----|-----|-----|-----|-----|-----|-------------|----------------|
| Marker - I | | | | | | | | | |
| Q.C | | | | | | | | | |
| Scrutiny | | | | | | | | | |
| Re-Scrutiny | | | | | | | | | |
| Marker- II | | | | | | | | | |

Signatures:

1. Marker - I

2. QC

3. Scrutinizer

4. Re-Scrutinizer

5. Marker - II



Q2. Your bank is in the process of acquiring the latest IT software for upgrading its existing system. Discuss the steps that are involved in buying of IT software. (10 Marks)



Q3. You are the Market Research Manager of a reputed agency which has been assigned to carry out a detailed research for a leading Insurance company, interested in establishing a Takaful Window.

Required:

A. Briefly explain the steps you will undertake in carrying out the research. Illustrate with examples. (8 Marks)



B. Enlist the benefits of marketing research in making marketing decisions.

(2 Marks)

Q4. “An effective marketing operation ensures that appropriate communication goals are set for a company’s product being offered.” In light of this statement, discuss the stages involved in the process of measuring effectiveness of a marketing campaign.

(11 Marks)

Q5. List down the factors that should be considered by an organization in determining its branding policy. (4 Marks)



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