



Time Allowed: 3 Hours

Maximum Marks: 100

Marketing of Financial Services

Date: December 9, 2019

JAIBP (Stage-III)

Roll No:

Instructions:

- i. Attempt ALL questions;
- ii. Answers must be neat, relevant and brief;
- iii. In marking the question paper, the examiners take into account clarity of exposition, logic of arguments, presentation and language;
- iv. Read the instructions printed inside the top cover of answer script CAREFULLY before attempting the paper;
- v. DO NOT write your Name, Access No. or Roll No. etc. anywhere inside the answer script(s);
- vi. Candidates are advised not to mark any of the objective answer on the question paper, otherwise their paper will be cancelled;
- vii. Question Paper must be returned to invigilator before leaving the examination hall.

SECTION B: SUBJECTIVE

All the questions from Section B are compulsory.

(55 Marks)

Q1. Differentiate between the following concepts, with relevant examples:

A. Brand Leadership versus Service Leadership

(2.5 Marks)

B. Concentrated Marketing versus Custom Marketing

(2.5 Marks)

Q2. List down the benefits from Brand Equity.

(05 Marks)

Q3. Your bank is planning to establish a branch office in a middle-eastern country in the year 2020. Elaborate which social and cultural factors should be considered while assessing the opportunities for opening a new branch?

(10 Marks)

Q4. One of the largest insurance companies in the world has recently decided to enter into the Pakistani market. However, this decision was not favorable in the past for peer local insurance companies. What can be the negative impacts of globalization? Elaborate. (Any five)

(10 Marks)

Q5. As the head of an advertising agency you are preparing a new marketing campaign for a new banking product for your client, what are the DON'Ts which you need to keep in mind while developing an ethically correct advertisement campaign?

(05 Marks)

Q6. Your immediate task, for the upcoming town-hall meeting of all management staff, is to make a detailed presentation on how the improvement in service quality levels of your competition has left your organization behind and what needs to be done to rectify the situation. Kindly enlist the points you need to cover in the presentation with relevant illustrations.

(10 Marks)

Q7. What are the stages one should be looking at during industrial buying process leading to right choice of vendor?

(10 Marks)

X ——— END OF PAPER ——— X