



The Institute of
Bankers Pakistan

Time Allowed: 3 Hours

Maximum Marks: 100

Marketing of Financial Services

Date: November 22, 2022

JAIBP (Stage-III)

Roll No:

Instructions:

- i. Attempt ALL questions;
- ii. Answers must be neat, relevant and brief;
- iii. In marking the answer sheet, 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

Attempt ALL Questions.

(55 Marks)

- Q1.** The general marketplace is changing radically as a result of major societal forces such as technological advances, globalization and deregulation. Briefly explain how companies are reacting and responding to changing marketing environment and dynamics? **(09 Marks)**
- Q2.** The micro environment is specific to the individual organization as opposed to the macro environmental factors, which will affect any organization which operates in a particular market. Briefly explain FIVE micro environmental factors that an organization has to consider while serving its customers. **(10 Marks)**
- Q3.** How has globalization impacted the way of Pakistani Financial Institutions' operations during the past decades? **(10 Marks)**
- Q4.** Briefly explain the steps that should be followed by a company while designing a competitive intelligence system. **(06 Marks)**
- Q5.** The department head wants you to present how different positioning strategies will aid in the marketing campaign. Discuss the FOUR types of strategies with relevant examples. **(12 Marks)**
- Q6.** Your organization is carrying out a study on possible failures after the launch of a new product. Your task is to divide the respondents into FOUR groups, study how they respond to service failures and present relevant findings for your supervisor's perusal. What are the key points that you will be covering? **(08 Marks)**

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