



The Institute of
Bankers Pakistan

Time Allowed: 3 Hours

Maximum Marks: 100

Marketing of Financial Services

Date: March 14, 2023

JAIBP (Stage-III)

Roll No:

Instructions:

- i. Attempt ALL questions;
- ii. Answers must be neat, relevant and brief;
- iii. In marking the answers, the examiner takes 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.** Explain briefly, how does the macro environment shape the opportunities and threats for an organization under the following headings. **(08 Marks)**
- i. Demographic Environment
 - ii. Technological Development
- Q2.** Discuss the four distinct types of consumer buying behavior distinguished on the basis of the degree of buyer involvement and the degree of differences among brands under the following headings: **(10 Marks)**
- i. Complex Buying Behavior
 - ii. Dissonance Buying Behavior
 - iii. Variety seeking Behavior
 - iv. Habitual Buying Behavior
- Q3.** Briefly discuss THREE degrees of brand loyalty. **(06 Marks)**
- Q4.** Customers can be grouped into FOUR categories based on how they respond to service failures. Briefly discuss these categories. **(08 Marks)**
- Q5.** Enlist the SIX main activities of a sales force. **(06 Marks)**
- Q6.** State the advantages of using Personal Selling as a means of promotion. Any FIVE. **(05 Marks)**
- Q7.** You have been tasked with highlighting the advantages of globalization in a presentation “Economic Integration through Globalization” to be made to your seniors. What are the points you should be focusing on? Please elaborate any THREE advantages. **(06 Marks)**
- Q8.** Briefly discuss the public policy issues confronting direct marketing? Any THREE. **(06 Marks)**

X ——— END OF PAPER ——— X