



The Institute of Bankers Pakistan

**Time Allowed: 3 Hours**

**Maximum Marks: 100**

**Date: June 21, 2023**

**Marketing of Financial Services  
JAIBP (Specialization)**

**Roll No:**

**Instructions:**

- i. Attempt ALL questions;
- ii. Answers must be neat, relevant and brief;
- iii. In checking 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.
- viii. Ensure that you shade your choice on the Optical Mark Reader sheet correctly. Only **ONE** circle must be shaded as shown below:

**Correct way**       A    B    C    D   (**Choice B is selected**)

**Incorrect ways**       A    B    C    D

**SECTION B: SUBJECTIVE**

**Attempt ALL Questions.**

**(55 Marks)**

- Q2.** a) Identify components of a generic value chain for consumer credits of a local commercial bank? **(05 Marks)**
- b) You are the Marketing Manager at a local bank and you have been tasked to present how the existing clientele of your bank can help the team in achieving repeat sales and what factors should they be focusing while achieving their targets. What are the key points you will be covering in your presentation? **(04 Marks)**
- Q3.** a) What are potential benefits of market segmentation for any financial organization? **(05 Marks)**
- b) While dealing with segmentation of corporate customers, what variables should one be focusing on? **(04 Marks)**
- Q4.** a) You are the Chief Marketing Officer of a bank which is trying to be digitally oriented. How would you present advantages and disadvantages to senior management of e-commerce and e-banking amid the changing face of marketing? Please discuss. **(08 Marks)**
- b) Briefly discuss any TWO degrees of brand loyalty. **(04 Marks)**



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- Q5.** Explain the process for measuring effectiveness of the promotional activities your organization has recently undertaken? **(10 Marks)**
- Q6.** a) Why do companies aim to expand their outreach on a global basis? **(05 Marks)**  
b) Identify principles that should be followed while developing an advertisement campaign? **(05 Marks)**
- Q7.** You have been tasked to present a detailed presentation on the likely steps an organization undertakes while deciding on purchasing a new IT system for the bank. What are the points you will be covering in your presentation? Explain with relevant details. **(05 Marks)**

**X ——— END OF PAPER ——— X**