



Time Allowed: 3 Hours

Maximum Marks: 100

Date: December 19, 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)

Q1.

- a) What are the key factors that determine the success of creating the retail environment? (05 Marks)
- b) Write down the characteristics of the customer intimacy strategy. (04 Marks)

Q2.

- a) How does the marketing mix concept contribute to the development of successful marketing strategies? Discuss each of the Ps and their role in shaping marketing initiatives. (07 Marks)
- b) List down and explain activities of research of a catchment area for a new branch. (05 Marks)

Q3.

- a) Briefly explain the following with the help of examples? (08 Marks)
 - i. Complex Buying Behavior
 - ii. Dissonance Buying Behavior
 - iii. Variety seeking Behavior
 - iv. Habitual Buying Behavior



The Institute of Bankers Pakistan

- b) Discuss the various degrees of brand loyalty and their impact on a company's long term success. **(04 Marks)**

Q4. Explain macro environment forces that can shape opportunities and pose threats to the organizations. **(08 Marks)**

Q5. a) 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 for the study? **(07 Marks)**

- b) Briefly explain the steps that should be followed by a company while designing a competitive intelligence system. **(07 Marks)**

X ————— END OF PAPER ————— X