

**INSTITUTE OF BANKERS IN MALAWI**

**ADVANCED DIPLOMA IN BANKING EXAMINATION**

**SUBJECT: MARKETING RESEARCH (IOBM – AD304)**

**Date: Friday, 11th November 2016**

**Time Allocated: 3 hours (08:00 – 11:00 Hours)**

**INSTRUCTIONS TO CANDIDATES**

1 This paper consists of **TWO** Sections, A and B.

2 Section A consists of 4 questions, each question carries 15 marks.

Answer **ALL** questions.

3 Section B consists of 4 questions each question carries 20 marks. Answer **ANY TWO** questions.

4 You will be allowed **10 minutes** to go through the paper before the start of the examination, you may write on this paper but not in the answer book.

5 Begin each answer on a new page.

6 **Please write your examination number on each answer book used. Answer books without examination numbers will not be marked.**

7 All persons writing examinations without payment will risk expulsion from the Institute.

8 If you are caught cheating, you will be automatically disqualified in all subjects seated this semester.

9 DO NOT open this question paper until instructed to do so.

**SECTION A (60 MARKS)**

Answer **ALL** questions from this section.

**QUESTION 1**

Principal Investments Bank has experienced increasing rate of clients abandoning the bank. Management intends to embark on Customers Satisfaction Survey as one of the ways to solve the problem, and has been informed about the need to prepare a research brief.

1. Why is the research brief prepared in the process of marketing research?

*(5 marks)*

1. Outline the key elements of a research brief.*(10 marks)*

**(Total 15 marks)**

**QUESTION 2**

1. Mention **five** principles of Data Protection Act 1998 that came into force in 2000. *(10 marks)*
2. What are the **five** rights of respondents as per Data Protection Act? *(5marks)*

(Total15 Marks)

**QUESTION 3**

1. Why is it necessary for a bank to have a centralised database of its customers? Give **five** reasons.(5 marks)
2. What are the **five** barriers to effective use of databases? (5 marks)
3. Mention at least **five** contents of a customer database**.** (5 marks)

**(Total 15 marks)**

**Question 4**

The advent of computer technology and software developments have expanded the e-mail survey approach to data collection.

1. Explain **three** ways in which modern technology is assisting marketing researchers. (7 marks)
2. Briefly explain **three** examples of modern technologies used in research.

(8 marks)

**(Total 15 marks)**

**SECTION B (40 MARKS)**

Answer **ANY TWO** questions from this section

**QUESTION 5**

Several banks have of late experienced increased competition, and price seems to be an important factor to be seriously considered.

1. Why price research is important for a commercial bank? Give **five** reasons. *(10 marks)*
2. Discuss strategic importance of ‘product life cycle research’ in the banking sector? *(10 marks)*

**(Total 20 marks)**

**QUESTION 6**

The Head of Marketing at Equity Savings Bank has requested a report on issues about ‘Observation Research.” Write a report to the head in response to the following:

1. What do you understand by the term observation research?*(2 marks)*
2. What technologies are currently used in banks in gathering data by observation?*(8 marks)*
3. Give **three** strengths of observation research.*(6 marks)*
4. Give **two** disadvantages of observation techniques.*(4 marks)*

**(Total 20 marks)**

**QUESTION 7**

1. What are the **four** characteristics of qualitative research?*(8 marks)*
2. Discuss **two** qualitative data collection methods *(8 marks)*
3. Give **two** examples of research objectives qualitative research.*(4 marks)*

**(Total 20 marks)**

**QUESTION 8**

1. Explain why projective techniques are used in marketing research? *(2 marks)*
2. Mention **three** advantages of projective techniques.*(6 marks)*
3. Using example, explain **four** types of projective techniques. *(12 marks)*

**(Total 20 marks)**

**END OF THE EXAMINATION PAPER**