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**INSTITUTE OF BANKERS IN MALAWI**

**ADVANCED DIPLOMA IN BANKING EXAMINATION**

**SUBJECT: MARKETING STRATEGY (IOBM-AD306)**

**Date: Thursday, 2nd May 2013**

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

**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 sheets without examination numbers will not be marked.**

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

**SECTION A (60 MARKS)**

Answer **ALL** questions from this section

**QUESTION 1**

Make short notes, with examples in each case, on the following distribution strategies:

1. Intensive distribution strategy. *(5 marks)*
2. Selective distribution strategy. *(5 marks)*
3. Exclusive distribution strategy. *(5 marks)*

**(Total 15 marks)**

**QUESTION 2**

As one of the leading commercial banks in Malawi, Nyasa Bank would like to offer products that are perceived as being top of the range by its customers. The Marketing Manager believes that the way to achieve this is by branding the bank’s products. He has asked you to prepare a report that outlines any **three** advantages and any **four** disadvantages of company and/or umbrella branding. **(Total 15 marks)**

**QUESTION 3**

You are a Strategic Marketing Manager of a newly established company that would like to seek for support from their Commercial Bank. The company has been asked to submit a Marketing Plan.

**Required:**

To outline the component parts of a Marketing Plan **(Total 15 marks)**

**QUESTION 4**

As a newly appointed Marketing Executive, your Marketing Director expresses concern about the lack of growth in the Bank’s revenues. He has asked you to prepare a report outlining the strategy to pursue, in the current market with the current products, in order to realize growth and improve the bank’s revenues. **(Total 15 marks)**

**SECTION B (40 MARKS)**

Answer **ANY TWO** questions from this section

**QUESTION 5**

The following marketing strategy options were generated by one of the leading banks in Malawi in an effort to achieve its marketing objectives. The Marketing Manager of this bank has engaged you as their Marketing Consultant to provide expert advice on what each of these strategies mean in order for the bank to make an informed choice of which strategy to pursue.

1. Forward Vertical Integration *(8 marks)*
2. Horizontal Integration *(4 marks)*
3. Vertical Backward Integration *(8 marks)*

**(Total 20 marks)**

**QUESTION 6**

You are the Marketing Director of a Commercial Bank that is intending to invest in a foreign market and you are aware that foreign investment is full of risks. You have asked your Marketing Executive to prepare a report that clearly:

1. Explains any **six** ways of how the Bank could assess the potential political risks associated with foreign direct investment. *(12 marks)*
2. Suggests any **four** courses of action the Bank could take in order to deal with expropriation which may occur in an international market. *(8 marks)*

**(Total 20 marks)**

**QUESTION 7**

1. Acting ethically responsible is said to improve the reputation of any organization resulting in profitable business. Discuss *(12 marks)*
2. Evaluate the statement that ‘maximisation of wealth is the best way that society can benefit from a business’s activities rather than from Corporate Social Responsibility.**’**

*(8 marks)*

**(Total 20 marks)**

**QUESTION 8**

You have been promoted to the post of Marketing Director of a large Commercial Bank that has a poor record of innovation. One of your major objectives in this post is to clearly improve the innovative position of your Bank. You have tasked your Marketing Executive to prepare a briefing that:

1. Explains any **six** barriers to innovation that you have to deal with in order to improve the innovative climate of your Bank. *(12 marks)*
2. Explains any **four** techniques available to large Banks meant to improve their innovative potential. *(8 marks)*

**(Total 20 marks)**

**END OF EXAMINATION PAPER**