

**INSTITUTE OF BANKERS IN MALAWI**

**ADVANCED DIPLOMA IN BANKING EXAMINATION**

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

**Date: Thursday, 12th November 2015**

**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 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**

What **five** environmental factors are having an impact on the banking sector in Malawi?  **(Total 15 Marks)**

**QUESTION 2**

As a newly appointed Marketing Executive, write a memo to your Bank Manager highlighting **five** roles of the marketer in planning. **(Total 15 marks)**

**QUESTION 3**

Many banks have of late concentrated in introducing innovative products which calls for effective diffusion of their new products. Write notes for presentation to the marketing team highlighting **five** factors influencing the diffusion of new service or products through the market place. **(Total 15 marks)**

**QUESTION 4**

Innovation is the lifeblood of an organization.

1. What are the **five** advantages of innovation to banks? *(5 marks)*
2. What are the **five** barriers to innovation? *(5 marks)*
3. Suggest ways to overcome barriers to innovation. *(5 marks)*

**(Total 15 marks)**

**SECTION B (40 MARKS)**

Answer **ANY TWO** questions from this section

**QUESTION 5**

New Product Development (NPD) is necessary for the continued existence of any firm. As the Marketing Director of ABC Bank, prepare a report to the CEO outlining the stages of NPD.

**(Total 20 marks)**

**QUESTION 6**

The banking industry in Malawi has experienced significant changes. New bank legislation has been introduced and foreign banks have entered the market. As a result of this the country’s banks have experienced competition from non-bank entities and customers have become more demanding in terms of the quality of the service they receive and sophistication of the products they require. As a Marketing Consultant for First Class Bank (FCB), write a short report to CEO of FCB advising him about the need for the bank to keep on carrying out competitor analysis. **(Total 20 marks)**

**QUESTION 7**

Your bank is in the course of developing a strategic marketing plan after a comprehensive marketing audit which identified growth opportunities due to a large number of unbanked people in the country and beyond. By using a diagram suggest marketing strategies that will help the bank to achieve its growth objectives, and how? **(Total 20 marks)**

**QUESTION 8**

Write a report to your Bank Manager covering: the importance of market segmentation approach when disbursing loans to customers; and factors to consider for effective market segmentation. **(Total 20 marks)**

**END OF EXAMINATION PAPER**