

**INSTITUTE OF BANKERS IN MALAWI**

**DIPLOMA IN BANKING EXAMINATION**

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

**Date: Friday, 4th May 2012**

**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**

You are a Marketing Executive of a major bank which is considering a strategic alliance with a mobile phone company to provide its customers with banking services. Write a report to the Marketing Director in which you:

1. Briefly explain **five** key strategic issues that the bank should investigate before embarking on such a project. *(10 marks)*
2. Identify **five** groups of business intelligence requirements needed to inform the investigation of these key strategic issues. *(5 marks)*

**(Total 15 marks)**

**QUESTION 2**

You have been given the task of co-coordinating the forecasting of revenue for your bank’s budget preparation. Last year the revenue forecast was overstated by more than 30% against actual revenue. As a result, some profit centers budgeted to spend more than they actually achieved in revenue.

***Required:***

Write a memo to the marketing department which;

1. Explains the importance of having accurate forecasts. *(10 marks)*
2. List **five** things the bank should do to ensure that the forecasts are as accurate as possible. (*5 marks)*

**(Total 15 marks)**

**QUESTION 3**

You work as a Marketing Manager for a bank that wants to grow its business by venturing into international market.

Using a relevant model, write a report to the senior management explaining the key factors to consider when assessing the capability of the bank to expand in international markets. **(Total 15 marks)**

**QUESTION 4**

You are the new Marketing Manager for a bank in the city that is using an outdated card system for its database. Write a report to the Director outlining the following:

1. **Three** benefits with explanation of building an accurate and up-to-date customer profile. *(5 marks)*
2. **Five** database applications. *(5 marks)*
3. **Five** management information provided by an effective database. *(5 marks)*

**(Total 15 marks)**

**SECTION B** **(40 MARKS)**

Answer **ANY TWO** questions from this section.

**QUESTION 5**

As a Marketing Executive of a newly set up bank in the city you have been tasked with the responsibility of analyzing the bank’s capabilities to add value to its products and services thereby creating customer satisfaction.

Write a report to the Marketing Manager that explains the value chain model and how it can be used to assess the bank’s capabilities. *(20 marks)*

**(Total 20 marks)**

**QUESTION 6**

You have been appointed as the Marketing Director to a bank that has a poor record of innovation with the brief to create a more innovative marketing culture within the bank.

1. Explain **four** issues you would have to resolve. *(8 marks)*
2. Explain **six** key actions you would take to achieve the objective. *(12 marks)* **(Total 20 marks)**

**QUESTION 7**

As a newly appointed Marketing Manager, you have been asked by the Marketing Director to prepare a report that:

1. **Outline** and **evaluate** any **four** branding strategies. *(16 marks)*
2. List **four** major elements that can assist in building brand equity. (4 marks)

**(Total 20 marks)**

**QUESTION 8**

Critically evaluate the balanced scorecard’s approach to evaluating business performance.  *(20 marks)*

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**(Total 20 marks)**

**END OF THE EXAMINATION PAPER**