

**INSTITUTE OF BANKERS IN MALAWI**

**DIPLOMA IN BANKING EXAMINATION**

**SUBJECT: PRINCIPLES OF MARKETING (IOBM – D205)**

**Date: Sunday, 22nd November 2020**

**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 3 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 when 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 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**

1. Explain what is meant by Integrated Marketing Communications (IMC). (*3 marks)*
2. Using an example of your brand of choice, discuss **four** ways how IMC can be used to build and sustain brand equity. *(12 marks)*

**(Total 15 marks)**

**QUESTION 2**

Marketing theory suggests that there are important differences between marketing strategies that should be adopted for physical products and service- based products.

1. Discuss **three** challenges in marketing that service- based products face.

*(9 marks)*

1. Suggest any **two** strategies that marketers can adopt to deal with these challenges. *(6 marks)*

**(Total 15 marks)**

**QUESTION 3**

1. Define what you understand about the term “probability sampling”. *(3 marks)*
2. Write a memo to your Marketing Director appraising him about the recent seminar you attended on **four**different techniques on probability sampling. *(12 marks)*

**(Total 15 marks)**

**QUESTION 4**

1. Explain the model of high and low involvement of the consumer in the purchasing process.  *(7 marks)*
2. Discuss the post-purchase behavior of a consumer.  *(8 marks)*

**(Total 15 marks)**

**SECTION B (40 MARKS)**

Answer any **two** questions from this section

**QUESTION 5**

1. Briefly explain the micro environmental factors that a bank may consider in its quest to form a good marketing strategy. *(15 marks)*
2. Outline **five** challenges faced when implementing and controlling the marketing strategy. *(5 marks)*

**(Total 20 marks)**

**QUESTION 6**

The Product Life Cycle offers useful insights into the nature and scope of the strategic situation facing a firm. Each Stage calls for different challenges and opportunities in respect to strategic marketing. Analyze this statement and highlight **four** strategies you can employ in the various stages of the PLC. **(Total 20 marks)**

**QUESTION 7**

You have been employed by Matamando’s Bank (Pty) Limited as new Marketing Manager to expand its products market reach.

**Required**

Using suitable examples, describe the Boston Consulting Group (BCG) growth matrix showing appropriate strategies that a marketer can use in product portfolio analysis. **(Total 20 marks*)***

**QUESTION 8**

As a newly recruited consultant for a bank of your choice, your first tasks are to look at the pricing of a new mobile banking service which was introduced three weeks ago. However, the management team is not sure on how the new service can be priced. Write a memo to the executive management about the role that price plays in the positioning of a new service which has just been developed but in a market of a number of competing services. **(Total 20 marks)**

**END OF THE EXAMINATION PAPER**