

THE INSTITUTE OF BANKERS OF ZIMBABWE

P O BOX 10521
HARARE

TELEPHONE: 798776
EMAIL: info@iobz.co.zw

DIRECTOR : S T BIYAM F.I.B.Z



5TH FLOOR, ZB CENTRE

NO 59 UNION AVENUE
HARARE

PRESIDENT: E MLAMBO F.I.B.Z
CHAIRMAN: S MALABA F.I.B.Z.

INTERMEDIATE LEVEL	
SUBJECT	MARKETING OF FINANCIAL SERVICES
DATE	30 OCTOBER 2014
TIME	3 HOURS
MARKS	100
EXAM TYPE	CLOSED BOOK



INSTRUCTIONS TO CANDIDATES

1. Read the instructions CAREFULLY before answering the paper
2. Answer any four (4) questions
3. Each question carries 25 marks
4. Please be neat – illegible handwriting cannot be marked
5. Use black or blue ink
6. Ensure that all information on the cover of your answer book is completed in full.
7. Cheating is not allowed. If anyone is caught cheating, disciplinary measures will be taken by the Institute of Bankers.

GOOD LUCK !

MARKS	DATE
TIME	SUBJECT
NAME	REGISTRATION NO.
MARKS	MARKS
NAME	NAME



MARKETING FOR FINANCIAL SERVICES

QUESTION ONE

Discuss the steps you would take in conducting a market research for launching a product of your choice. (25)

QUESTION TWO

- a) What marketing strategies would you use for retaining existing customers (10)
- b) Which strategies would you use for retaining new customers (15)

QUESTION THREE

Describe in detail how you would make use of a marketing database (25)

QUESTION FOUR

Discuss how best you can use direct marketing to market your bank's products (25)

QUESTION 5

Discuss how best you can use direct marketing to market your bank's products (25)