

# THE INSTITUTE OF BANKERS OF ZIMBABWE

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5TH FLOOR, ZB CENTRE

NO 59 UNION AVENUE  
HARARE

INTERMEDIATE LEVEL	
SUBJECT	MARKETING OF FINANCIAL SERVICES
DATE	OCTOBER 2020
TIME	3 HOURS
MARKS	100
EXAM TYPE	CLOSED BOOK

## INSTRUCTIONS TO CANDIDATES

- 1. Read the instructions CAREFULLY before answering any question in this paper**
- 2. Answer ANY four (4) questions**
- 3. Each question carries 25 Marks**
- 4. Start each question on a fresh page**
- 5. Number your questions clearly**
- 6. Use black or blue ink only**
- 7. Complete the information on the cover page of your answer book fully**
- 8. Write neatly and legibly**
- 9. Cheating is not allowed. If anyone is caught cheating, disciplinary measures will be taken by the Institute of Bankers**

**Question 1****25 Marks**

Briefly explain how you could utilize each of the following in collecting data from your clients in a typical bank:-

- a) Observation (5)
- b) Questionnaire (5)
- c) Personal interview (5)
- d) Sampling (5)
- e) Survey (5)

**Question 2****25 Marks**

- a) "Market segmentation is irrelevant in the financial sector".

Briefly explain why the above statement is false. (10)

- b) Identify any 3 basis for segmenting consumer markets and explain the importance of each in your marketing your goods/services. (15)

**Question 3****25 Marks**

Using practical examples, illustrate any 5 reasons why customer complaints should be urgently addressed in your organisation.

**Question 4****25 Marks**

- a) Briefly outline any 2 reasons why sales promotions are done in a typical bank. (10)
- b) With the aid of practical examples, elaborate any 3 advantages of sales promotion. (15)

**Question 5****25 Marks**

Demonstrate any 5 ways through which you can use competitor information to improve your business?

**\*\*\*END OF PAPER\*\*\***