

# THE INSTITUTE OF BANKERS OF ZIMBABWE

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5TH FLOOR, ZB CENTRE

NO 59 UNION AVENUE  
HARARE

CHAIRMAN: R WATUNGWA AIBZ  
VICE CHAIRMAN: A KANDLELA FIBZ

<b>INTERMEDIATE LEVEL</b>	
SUBJECT	MARKETING OF FINANCIAL SERVICES
DATE	28 APRIL 2022
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 !**

**Question 1****[25 Marks]**

Using the BCG Model, demonstrate how you could manage specific products/services of your bank.

**Question 2****[25 Marks]**

Using practical examples, explain any 5 advantages of market segmentation in a bank of your choice.

**Question 3****[25 Marks]**

Illustrate any 5 reasons why good customer service is important in a bank.

**Question 4****[25 Marks]**

- a) Using practical examples identify and explain any 5 goals of a bank of your choice (10)
- b) Demonstrate how the banks' branches could achieve any 4 of these goals in (a) above(15)

**Question 5****[25 Marks]**

Briefly demonstrate the importance of each of the following factors in marketing financial services

- a) **Customers** (5)
- b) **Demography** (5)
- c) **Language** (5)
- d) **Customs** (5)
- e) **Competitors** (5)

**End.....of....Paper**

**Good Luck!!!**