

THE INSTITUTE OF BANKERS OF ZIMBABWE

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CHAIRMAN: R . WATUNGWA A.I.B.Z.

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



Alliance of African Institutes of Bankers

INSTRUCTIONS TO CANDIDATES

1. Read the instructions CAREFULLY before answering the paper
2. Question 1 is a compulsory
3. Answer three (3) other questions of your choice
4. All questions carry 25 marks each
5. Credit will be given to well laid out answers with relevant examples
6. Please be neat – illegible handwriting cannot be marked
7. Use black or blue ink
8. Ensure that all information on the cover of your answer book is completed in full.
9. Cheating is not allowed. If anyone is caught cheating, disciplinary measures will be taken by the Institute of Bankers.

GOOD LUCK !

INSTRUCTIONS TO CANDIDATES

1. Question 1 is compulsory
2. Answer three (3) other questions of your choice
3. All questions carry twenty (25) marks each
4. Credit will be given for clear and well laid out answers with relevant examples

QUESTION 1 (COMPULSORY)

Top management not only has the final responsibility, but also should take a major part in the decision-making regarding new products. What then are top management's primary decisions relative to new products?

QUESTION 2

You are the Retail Manager of Bembera Bank Ltd. Write a memo to your CEO advising him of the economic importance of selling financial services in present day Zimbabwe more than ever before.

QUESTION 3

Identification of customer requirements is key in retailing of financial services. Discuss this statement with relevant examples from a financial services institution of your choice.

QUESTION 4

Discuss reasons why a salesperson should be knowledgeable in retailing of a financial institution of your choice.

QUESTION 5

What strategies can a salesperson in a financial institution employ to reduce anxiety and establish rapport with their customers?

QUESTION 6

What is AIDA formula and how does it operate in a financial institution of your choice?