



**FACULTY OF BUSINESS MANAGEMENT
END OF SEMESTER EXAMINATIONS - APRIL 2025**

PROGRAMME: BBA

YEAR/SEM: YEAR 3/SEMESTER 1

COURSE CODE: FIN 3102

NAME: BANK MARKETING

DATE: 2025-04-24

TIME: 9:00AM-12:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A Section A is Compulsory

Question 1:

Case Study: Revitalizing the "Union Trust Bank"

Company Background:

Union Trust Bank (UTB) is a commercial bank that has been in operation for 30 years. The bank originally built its reputation on providing excellent customer service, personalized banking experiences, and fostering close relationships with the local community. However, over the last five years, UTB has faced significant challenges that have led to a steady decline in its financial performance, customer base, and market share.

The key problems UTB faces include:

- **Declining Customer Trust:** Many customers have left UTB due to poor digital services and outdated banking technology. The bank's competitors have introduced mobile banking apps, digital payments, and online account management, which UTB has not yet fully embraced.
- **Low Customer Acquisition:** UTB has struggled to attract new customers, particularly younger and tech-savvy individuals, as well as businesses seeking modern banking solutions.
- **Ineffective Marketing Strategy:** UTB's marketing efforts have been outdated and lack focus. The bank primarily relies on traditional advertising like newspaper ads and billboards, which have proven ineffective in reaching younger audiences.
- **High Operational Costs:** UTB's branches are underutilized, and the bank still operates a significant number of physical locations with high overhead costs. The lack of streamlined operations contributes to inefficiencies and rising expenses.

Questions:

- a) **How can Union Trust Bank modernize its service offerings and improve its digital presence to regain customer trust and attract new customers? (10 Marks)**
 - b) **What marketing strategies should UTB adopt to reach a broader, more diverse audience, especially younger generations and businesses? (10 Marks)**
 - c) **How can Union Trust Bank streamline its operations to reduce costs and increase operational efficiency without compromising customer service? (10 Marks)**
 - d) **What strategies should Union Trust Bank use to rebuild its customer base and improve customer retention, particularly among long-term clients who are considering leaving the bank? (10 Marks)**

Section B Answer any three Questions

Question 1:

How can banks use loyalty programs to increase customer engagement? (20 marks)

Question 2:

What strategies can bank use to target the millennial customer segment? (20 marks)

Question 3:

What marketing strategies should banks use to attract high-net-worth individuals (HNWIs)? (20 marks)

Question 4:

How can banks create an effective customer acquisition strategy? (20 marks)

Question 5:

What are the key factors that contribute to customer satisfaction in bank marketing? (20 marks)

Question 6:

How can banks leverage segmentation in their marketing strategies? (20 marks)