

Chartered Banker

Leading financial professionalism

MARKETING & SELLING FINANCIAL SERVICES

Assignment 2

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Charitable Body: The Chartered Institute of Bankers in Scotland (CIOBS) – Reg No.: SC013927



Important Assignment Information

ASSIGNMENT LENGTH

For assignments submitted on or after **1st September 2008**, there is a **maximum** word count of **2,500 words**.

From that date, if you fail to adhere to the maximum word count, a deduction will be made to your final assignment mark. Specifically, if you exceed the 2,500 limit, you will be deducted **1%** for every **100 words** or **part of 100 words** over the limit.

For example, if you write a total of **2,614** words, a **2%** deduction will be made to your mark. For clarification, the word count includes all references and attached appendices.

PASS COMPENSATION AWARD

In recognition of the importance attached to the assignments, an award of **Pass Compensation** will be made to you if you score between 45% and 54% in the final exam and if you complete the required assignment(s) under the following conditions:

1. The assignment mark must be 60% or above – where two assignments are required, then the average mark must be 60% or above **and**
2. Assignments must be in the hands of the Tutor **at least** one month prior to the **chosen examination date for each subject**.

For example, if you enrol to sit a **full** credit subject examination on **15th December**, you must have sent **both** assignments to your tutor by **15th November**.

Similarly, if you enrol to sit a **half** credit subject examination on **2nd March**, you must have sent the **sole** assignment to the tutor by **2nd February**.

Please also note the following:

- (a) Where an assignment is marked at less than 60%, this may show up as **'Fail'** in the web-based student record – this is purely with reference to the Pass Compensation award and does not necessarily mean it is a sub-standard submission
- (b) You are **not** permitted to **re-submit** an assignment in order to gain a higher mark
- (c) In the event that you fail an exam and have not completed the required assignment(s), you can subsequently complete the required assignment(s) – these will then count towards any re-sit examination undertaken. Submission dates for these assignments must comply with the relevant timescales as stated in **2** above.

Question 1

Using the same product, **or** suite of products from Assignment 1 Question 2, explain the role of branding in the marketing of the product.

(TOTAL MARKS – 25)

Question 2

The Drumsheugh Savings Bank is about to launch its new product, the **Premier Cash Individual Savings Account** which is a Stakeholder product.

Prepare a Benefit Analysis Sheet for this new product.

(TOTAL MARKS – 25)

Question 3

You have just been appointed as the Senior Sales Manager for the Drumsheugh Savings Bank.

The Sales Director has now requested that you produce a report for her which outlines precisely how you will ensure that your staff are sufficiently motivated to deliver the challenging targets which have been set.

The Sales Director is known to be a ‘stickler’ for detail and fully expects your plans to be quite specific and, if applicable, operationally practical.

(TOTAL MARKS – 30)

Question 4

Discuss the requirement for financial services organisations to provide an excellent customer service and, with reference to your own organisation, or a competitor, outline the stages the company goes through in developing their training programme to improve service quality, briefly describing any company-specific measures taken during these stages.

(TOTAL MARKS – 20)

TOTAL ASSIGNMENT MARKS – 100