



جامعة السلطان الشريف علي الإسلامية
UNIVERSITI ISLAM SULTAN SHARIF ALI
SULTAN SHARIF ALI ISLAMIC UNIVERSITY

Faculty of Islamic Economics and Finance
Semester II, 2022/2023 Academic Session

Final Examination Question Paper

Course Code : BF3313
Course Name : ISLAMIC BANKING MARKETING
Course Level : Bachelor of Business & Management
Time : 2 hours

Notes:

Answer **ALL** Questions.

This paper consists of (60 Marks).

This paper consists of Part A, Part B and Part C.

Write your answers in the answer booklet provided.

Do not remove any question paper(s) and the answer booklet(s) from the examination hall.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

QUESTION 1 (20 Marks)

Explain the terms in relation to service marketing below;

1. Influencer marketing
2. Database marketing
3. Macro environment
4. Micro environment
5. heterogeneity
6. perishability
7. intangibility
8. variability
9. inseparability
10. ownership

QUESTION 2 (20 Marks)

Write an in-house policy paper on Islamic marketing with below features;

- a) Bank/s name: Bank Islam Chartered
- b) Title: Islamic marketing policy
- c) Introduction
- d) Objective: to establish a standard incorporating positive and negative lists
- e) Process flow
- f) Modus operandi
- g) Approval page
- h) Conclusion

QUESTION 3 (10 Marks)

Marketing is influenced by the various factors in general economic conditions in a country. Discuss

QUESTION 4 (10 Marks)

Discuss the processes/steps in outreaching global marketing services in detail for an Islamic bank.

بالتوفيق والنجاح