



## HUMAN PERITUS

### **Suggested Questions for IBPS SO Marketing**

1. Why do you want to join a Public Sector Bank as a Marketing Officer?  
(Blend of stability + public service + marketing skills)
2. What is the role of a Marketing Officer in PSU banks?  
(CASA growth, cross-selling, lead generation, product promotion, digital marketing, market research)
3. What motivates you to choose marketing as a career?
4. How will you market banking products like savings accounts, FDs, loans, and insurance in rural or semi-urban areas?
5. Banks face tough competition from private players and fintechs. How will you help your bank stay competitive?
6. Explain how STP (Segmentation, Targeting, Positioning) can be used for banking products.
7. What strategies will you use to increase CASA deposits in your region?
8. How would you convince a customer to take a loan from your bank rather than another bank?
9. Digital products are the future of banking. How will you promote mobile banking, UPI, and internet banking adoption?
10. How would you design a marketing campaign for a new bank product?  
(Use 7Ps, communication plan, channels, budgeting)
11. Describe a time when you used creativity or out-of-box thinking to solve a problem.
12. PSU banks often have high footfall and limited staff. How will you support branch staff through marketing activities?
13. How will you build and maintain relationships with corporate clients and local businesses?

14. How will you handle a situation where customers do not respond to your sales pitch?
15. Give an example of a successful marketing campaign you admire. Why was it successful?
16. How will you use digital marketing tools (SEO, social media, email campaigns) in the banking context?
17. What challenges do PSU banks face in marketing today? How can you help solve them?
18. How would you handle pressure and monthly marketing targets?
19. What are the key qualities required to be a successful Marketing Officer in a bank?
20. Why should we hire you as a Marketing Specialist Officer over other candidates?