

ABA

CFMP
Financial Marketing Professional



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Question: 1

What role does the asset/liability management (ALCO) play in content planning for marketing professionals?

Response:

- A. It helps define marketing parameters and calculate ROI for events
- B. It supports community support initiatives
- C. It determines the bank's strategy for charitable giving
- D. It influences the rate setting for marketing activities

Answer: D

Question: 2

Which of the following can be leveraged to support marketing recommendations made to executive management?

Response:

- A. Loan-to-deposit ratio
- B. Competitive analysis
- C. New product/services adoption data
- D. Technological advances
- E. All of the above

Answer: E

Question: 3

A bank is opening a new supermarket branch office and needs to provide deposit and loan projections for the office. Which type of information is MOST useful in determining the bank's projections?

Response:

- A. Traditional branch results in the area
- B. Census information within a 5-mile radius of the store
- C. Demographic information on that supermarket's customers
- D. Deposit and loan results from other supermarket offices in the area

Answer: C

Question: 4

According to the FDIC, an advertisement is:

Response:

- A. A commercial message, in any medium, that is designed to attract public attention or patronage to a product or business.
- B. A means of communication with the users of a product or service.
- C. The action of calling something to the attention of the public, especially by paid announcements.
- D. Published or broadcast messaging.

Answer: A

Question: 5

Which of the following is the MOST important item to consider in determining whether a financial institution should allocate resources to a niche market?

Response:

- A. General interest in the segment
- B. Size of the segment
- C. Ability to serve the segment
- D. Profit/revenue potential of the segment

Answer: D

Question: 6

What is the CRA officer responsible for in ensuring compliance with the Community Reinvestment Act (CRA)?

Response:

- A. Developing the CRA context plan
- B. Overseeing corporate charitable giving and sponsorships
- C. Implementing educational programming related to CRA
- D. Monitoring compliance with fair lending practices

Answer: D

Question: 7

How can feedback evaluation and response methodologies contribute to an effective internal communication plan?

Response:

- A. By providing verbal and written means of communication
- B. By identifying systems and communications tools
- C. By ensuring effective feedback collection and response mechanisms
- D. By considering points of contact within the organization

Answer: C

Question: 8

Who are the authorized and appointed spokespersons in a crisis communication plan?

Response:

- A. Senior leadership, regulators, and law enforcement
- B. Public relations firm options
- C. Media training providers
- D. Business continuity team members

Answer: A

Question: 9

Which study is conducted to gauge the level of recognition and familiarity consumers have with a specific brand?

Response:

- A. Surveys
- B. Focus groups
- C. Brand awareness study
- D. Mystery shops

Answer: C

Question: 10

Why is due diligence important in managing vendor risk?

Response:

- A. It ensures that vendors meet the necessary qualifications and standards
- B. It helps identify any potential risks or issues associated with the vendor
- C. It allows for a comprehensive assessment of the vendor's capabilities and track record
- D. All of the above

Answer: D

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