

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF BANKING AND FINANCE

MARKETING OF FINANCIAL SERVICES (BS 234)

DURATION: 3 HOURS

MAR 2023

INSTRUCTIONS TO CANDIDATES

1. Answer **Question One** and any other **three**.
2. Answer each question on a fresh page.
3. No cell phones are allowed in the examination room.

QUESTION ONE

- a) Giving practical examples, briefly explain the five characteristics of services. (10)
- b) Discuss the challenges associated with services marketing. (15)

[25 Marks]

QUESTION TWO

With the aid of relevant examples, explain the importance of Porters Five Forces model in understanding the financial services sector's operating environment.

[25 Marks]

QUESTION THREE

- a) With reference to the Zimbabwean financial market, outline the factors that influence the purchase of financial products. (10)
- b) Describe how the knowledge of product life cycle influences the decisions on the development of financial products. (15)

[25 Marks]

QUESTION FOUR

- a) Explain the benefits of market segmentation to the following;
 - i. customer (5)
 - ii. firm (5)
- b) Discuss the benefits of implementing positioning strategies to the host firm. (15)

[25 Marks]

QUESTION FIVE

Discuss the services marketing mix as it influences the delivery of financial products on the financial market.

[25 Marks]

QUESTION SIX

Describe the factors that have influenced the growth of relationship marketing in financial services.

[25 Marks]

END OF PAPER