

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF BANKING AND FINANCE

MARKETING OF FINANCIAL SERVICES (BS 234)

3 HOURS (100 Marks)

INSTRUCTIONS

- 1) Answer any **four** (4) questions.
 - 2) Each question carries 25 marks.
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QUESTION ONE

Discuss the challenges faced by marketers of financial services clearly showing how they can overcome these challenges.

[25 marks]

QUESTION TWO

- a) Discuss the ethical considerations in marketing financial services. (15)
- b) Explain the impact of unethical practices on consumer trust. (10)

[25 marks]

QUESTION THREE

Explain the concept of segmentation in financial services marketing and provide examples of how the industry can be segmented effectively.

[25 marks]

QUESTION FOUR

With the aid of examples, discuss the impact of the internal and external environment on marketing strategies in the financial services sector.

[25 marks]

QUESTION FIVE

- a) Discuss the importance of Customer Relationship management (CRM) in financial services marketing. (10)
- b) Explain the strategies for building and maintaining customer relationships. (15)

[25 marks]

QUESTION SIX

Discuss the impact of globalization on financial services marketing highlighting the strategies that marketers can employ to succeed in international markets. **[25 marks]**

END OF EXAMINATION