

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF COMMERCE

DEPARTMENT OF BANKING AND FINANCE
MARKETING OF FINANCIAL SERVICES (BS 234)
3 HOURS (100 Marks)

JUN 2025

INSTRUCTIONS

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

- a) Explain the different approaches that marketers of financial services can use to segment the market. (10)
 - b) Discuss the benefits of segmentation and targeting to providers of financial services. (15)
- [25 marks]**

QUESTION TWO

- a) Explain any 5 (five) characteristics of a good brand name. (10)
 - b) Discuss the factors that have influenced the growth of relationship marketing in financial services. (15)
- [25 marks]**

QUESTION THREE

'Identifying the organisations' competitive advantage is an essential part of any marketing strategy'. Discuss the different strategies that can be used by financial institutions to attain a competitive advantage.

[25 marks]

QUESTION FOUR

- a) Explain the concept of market positioning and differentiation in financial services marketing. (10)
 - b) Discuss strategies for positioning financial services brands effectively (15)
- [25 marks]**

QUESTION FIVE

a) Explain how the intangible and perishable nature of financial services impact marketing strategies. (10)

b) Discuss how financial institutions can build and maintain a strong brand image through their marketing efforts. (15)

[25 marks]

QUESTION SIX

Discuss the significance of marketing in managing the Product Life Cycle (PLC).

[25 marks]

End of paper