



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BANKING, ACCOUNTING & FINANCE

FOURTH YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF COMMERCE

BAC 413: MARKETING OF FINANCIAL SERVICES.

DATE: 26/9/2019

TIME: 11:00 – 1:00 PM

INSTRUCTIONS: Attempt Question One and any other Two Questions

QUESTION ONE

- a) Describe how social class offers discriminatory power in financial service market segmentation. (10 marks)
- b) Identify and briefly explain four distinct characteristic of financial service. (10 marks)
- c) Evaluate the importance of financial services in enhancing the living standards of Kenyans. (10 marks)

QUESTION TWO

- a) Describe the conditions for effective marketing of financial services. (10 marks)
- b) Describe the distinctive characteristic of financial services. (10 marks)

QUESTION THREE

- a) Discuss three approaches of marketing of financial services. (10 marks)
- b) Identify and critically evaluate four (4) factors that influence pricing of financial services. (10 marks)

QUESTION FOUR

- a) Discuss the reasons for low uptake of insurance financial services in Kenya. (10 marks)
- b) In Kenya Cyber crime has heavily affected the banking sector and uptake of financial service. In light to this challenges discuss the importance fiduciary responsibility of banks. (10 marks)

QUESTION FIVE

- a) Explain the term marketing Mix. (4 marks)
- b) Identify and explain five elements of marketing mix considered by financial institution when offering financial services in Kenyan market. (15 marks)