



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF ACCOUNTING BANKING AND FINANCE

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BAC 413: MARKETING OF FINANCIAL SERVICES.

DATE: 26/10/2020

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer Question One and Any Other Two Questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Assess five (5) strategies for marketing of financial services. (10 marks)
- b) Evaluate the significance of pricing on financial market services. (10 marks)
- c) Examine four layers of features of financial service a marketer needs to take inconsideration in developing unit trust. (5 marks)
- d) Enumerate five challenges facing the financial services and system in Kenya. (5 marks)

QUESTION TWO (20 MARKS)

- a) Examine disadvantages for market segmentation of financial service. (10 marks)
- b) Discuss five (5) reasons why despite spirited efforts to market insurance services in Kenya the penetration level is still low. (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the importance of consumer post buying behavior to financial services markets. (10 marks)
- b) Analyze the basis for market segmentation of banking services in Kenya. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Assess marketing mix strategy service banking marketers need to consider in developing saving account for the youth. (10 marks)
- b) Analyze five (5) factors that influence advertising of financial services. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Examine three product mix- planning of financial services adopted by financial institutions. (10 marks)
- b) Describe the three stage model of financial services of consumer. (10 marks)