



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: 25/7/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS: Attempt Question One and any other Two Questions

QUESTION ONE (30 MARKS)

- a) Describe Engel, Kollat and Blackwell (EKB) model, highlighting its importance on marketing of financial services. (10 marks)
- b) Differentiate between product centric and consumer centric approach of marketing financial services. (10 marks)
- c) Explain the term consumer satisfaction and its outcome in service citing illustrations. (10 marks)

QUESTION TWO (20 MARKS)

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

QUESTION THREE (20 MARKS)

- a) Explain the environment that financial services marketers need to wary on their marketing strategies and plans. (10 marks)
- b) Describe approaches of market segmentation of financial services in Kenya. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe the four components of financial services mix decisions. (10 marks)
- b) Discuss the benefits of market segmentation of financial services. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the unique aspects of advertising in financial services in Kenya. (10 marks)
- b) Discuss success factors in financial services advertising. (10 marks)