MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT SCIENCES

SECOND SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF COMMERCE (FINANCE OPTION)

BAC 413: MARKETING OF FINANCIAL SERVICE

Date: 8/8/2016 **Time: 8.30-10.30 AM**

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE

i) Explain the distinguishing characteristics between products and services (5 marks)

ii) Explain the objectives of marketing in relation to financial institution (8 marks)

iii) Highlight the factors to be considered when focusing on the distribution channels (6 marks)

iv) Highlight the criteria financial institutions can use to position their financial services (6 marks)

v) Explain the service development process through the service life cycle (5 marks)

QUESTION TWO

Assume that you have been appointed as marketing consultant of a financial institution, explain the various planning models you can advice the management to adopt. (20 marks)

QUESTION THREE

i) Explain the factors that affect price decision in global financial institutions. (10 marks)

ii) Explain international mix strategy you can apply for marketing of financial services (10 marks)

QUESTION FOUR

Information and technology have played a great role in the marketing of financial services giving examples. Discuss.

QUESTION FIVE

The marketing manager can employ various methods to build and manage customer relations. Discuss.