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: **TIME:**

INSTRUCTIONS:

Answer question one and any other two questions.

QUESTION ONE (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)