MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT SCIENCES

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR DEGREE IN

BACHELOR OF COMMERCE (FINANCE OPTION)

BAC413: MARKETING OF FINANCIAL SERVICES

DATE: 5/6/2017 **TIME: 2 HOURS**

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

a) With the aid of a diagram explain the central role of marketing concept in marketing of financial services. (10 marks)

b) Highlight the core functions of marketing of financial services (8 marks)

c) Explain the generic sales strategy along which all products can be positioned as suggested by wind (1982). (6 marks)

d) Explain the various factors that can be considered when making pricing decisions in overseas markets (6 marks)

QUESTION TWO (20 MARKS)

a) Explain how financial institution can use place as a distribution of financial services (14 marks)

b) Explain the factors that can be considered when choosing place as a distribution channel. (6 marks)

QUESTION THREE (20 MARKS)

a) As a marketing manager explain the international marketing mix strategy for marketing of products and promotion decisions (10 marks)

b) Highlight Ferber's (2005) campaign for customer's right (6 marks)

c) Explain the meaning of a service as defined by kotler (4 marks)

QUESTION FOUR (20 MARKS)

Explain then needs, features and conditions for effective marketing of financial services

(20 marks)

QUESTION FIVE (20 MARKS)

Technological advances have played a great role in the marketing of financial services. Discuss

(20 marks)