



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE NNAMDI AZIKWE EXPRESS WAY JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
2023_2 EXAMINATIONS

COURSE CODE: MKT 402

CREDIT UNITS: 2

COURSE TITLE: MARKETING OF FINANCIAL SERVICES

TIME ALLOWED: 2 hours

Instructions: 1. Attempt question Number one (1) and any other two (2) questions
2. Question number 1 is compulsory and carries 30 marks while the other questions carry 20 marks each.
3. Present all your points in coherent and orderly manner.

QUESTION ONE

- a. Outline the rationale for classifying banking services into retail and wholesale transactions.
- c. Outline the stages of consumer decision-making process.

QUESTION TWO

- a. Discuss the benefits of Technology in marketing channel.
- b. Identify and differentiate the pricing strategies for new products and existing products.

QUESTION THREE

- a. Outline the types of advertising media and briefly explain them.
- b. Discuss the concept of finance and agricultural marketing financing.

QUESTION FOUR

- a. Outline the various types of sales promotion.
- b. Outline the process of planning organizing, executing and evaluating sales promotion.

QUESTION FIVE

- a. Define branding.
- b. Outline the applications of branding in marketing management decisions.

QUESTION SIX

- a. Discuss in brief, what is marketing staff retention and loyalty and why is it important?
- b. Define pricing. What is its importance in decision making?