



NATIONAL OPENUNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI – ABUJA
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF FINANCIAL STUDIES
2020_1 EXAMINATION

COURSE CODE: BFN402 **CREDIT UNIT: 3**
COURSE TITLE: MARKETING OF FINANCIAL SERVICES
TIME ALLOWED: 2^{1/2}HRS

INSTRUCTIONS:

- 1. Attempt Question One (1) and any other three (3) questions**
 - 2. Question 1 carries 25 marks, while the other questions carry 15 marks each.**
 - 3. Present all points in coherent and orderly manner**
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1 (a) Define the following classifications of the scope of Marketing;

- I. Positive
- II. Normative
- III. Profit
- IV. Micro

5marks

b. Discuss the 7 elements of the Marketing Mix

14marks

c. Explain the following types of Marketing Channels

- I. Direct
- II. Indirect
- III. Zero Level
- IV. Two level

6 marks

2(a) Discuss three drivers influencing Marketing staff retention and Loyalty

6 marks

(b) Explain 6 benefits of Marketing staff retention and Loyalty.

9 marks

3(a) Explain Service Customer Orientation. **3marks**

(b) Highlight Six benefits of Customer Orientation in business to customers

12 marks

4(a) Define Marketing Research **3marks**

(b) Highlight 6 importance of Marketing Research **6marks**

(c) Explain the Decide model of the Process of Marketing Research **6marks**

5. Briefly explain any three (3) of the following marketing strategies:

I) Market leader

II) Market Challenger

III) Market follower

IV) Market Nicher

15marks

6a Identify any 5 objectives of price determination. **5marks**

b. Discuss 5 methods of Pricing you are familiar with. **10 marks**