



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_1 EXAMINATION

Course Code: MKT 402

Course Title: MARKETING OF FINANCIAL SERVICES

Credit Unit: 2

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other two (2) questions**
- 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

QUESTION 1: List and explain the major bases for segmenting consumer markets in the financial sector. (10marks)

b. What are the most popular classification of innovation of marketing scholars? (10marks)

c. Advertising can also be classified based on the geographic areas covered, explain. (10marks)

QUESTION 2: Explain the 'DECIDE' model in Marketing Research

b. What is Marketing Strategy? (20 marks)

QUESTION 3: What are the external environmental factors in the financial sector?

b. Who is a Market Challenger? (20 marks)

QUESTION 4: Explain the following terms:

- a. Push Strategy**
- b. Pull strategy**
- c. Haggling**
- d. Makeup Pricing**
- e. Branding**
- f. Market Nicher**
- g. Globalization**
- h. Skimming Pricing Strategy (20 marks)**