



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_2 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: What are the benefits that firms derive from retaining existing employees and keeping them loyal? (25 marks)

b. Explain the Role and Importance of Marketing Research (5 marks)

QUESTION 2: Explain the factors that guide the pricing process to the eventual arrival on the eventual price of a product. (17.5 marks)

b. Explain the convertible nature of Marketing (2.5 marks)

QUESTION 3: What is Internal Marketing? (5 marks)

b) What are the options available for a market challenger? (15 marks)

QUESTION 4: Explain recommendations made by Van Auken (2007) that should be adhered to by any firm that intends to build an iconic brand. (20 marks)