



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**2019\_1 EXAMINATION**

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**COURSE CODE: MKT402**

**CREDIT UNIT: 2**

**COURSE TITLE: MARKETING OF FINANCIAL SERVICES**

**TIME ALLOWED: 2HRS**

**INSTRUCTIONS:**

- 1. Attempt Question One (1) and any other two (2) questions**
  - 2. Question 1 carries 30 marks, while the other questions carry 20 marks each**
  - 3. Present all points in coherent and orderly manner**
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**1a. Name the vital four (4) elements of marketing mix and relate them to one of the financial services corporation in Nigeria. (10 marks)**

**b. Outline four (4) types of sources of bank funding that people in the agricultural sector can have access to. (12 marks)**

**c. Explain the Agricultural Marketing Financing Process. (8 marks)**

**2. In terms of services mix briefly discuss the importance of the three P's. (20 marks)**

**3. Organizations operate within a defined environment. Briefly discuss the factors that directly or indirectly influence them. (20 marks)**

**4. Discuss the benefits of financial service development. (20 marks)**

**5. Briefly discuss the following terminologies**

**(i) Consumer advertising (ii) Industrial advertising (iii) Trade advertising. (20 marks)**