



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**JANUARY 2018 EXAMINATION**  
**EXAM QUESTIONS**

**COURSE CODE: MKT 402**

**CREDIT UNIT: 2**

**COURSE TITLE: MARKETING OF FINANCIAL SERVICES**

**TIME ALLOWED: 2 HOURS**

**Instructions: 1. Attempt question Number one (1) and any other two (2).**

**2. Question 1 carries 30 marks, while the other questions carry 20 marks each.**

**3. Present all your points in coherent and orderly manner.**

- 1a. Identify and explain five areas in which branding are applied in marketing management? (15 marks)
- 1b. What is Agricultural marketing financing? (5 marks)
- 1c. Discuss the sources of finance for Agricultural marketing. (10 marks)
- 2a. What is marketing strategy? (5marks)
- 2b. Identify the types of marketing strategies and discuss the competition based strategy (15marks)
- 3a. Explain Customer lifetime value (CLV) (5marks)
- 3b. Distinguish between Retail and Wholesale Banking (5marks)
- 3c. Discuss the challenges with E. banking (10marks)
- 4a. Explain the drivers for marketing staff retention and loyalty (15marks)
- 4b. Distinguish between Market Research and Marketing Research (5marks)
- 5a. Identify and discuss the various types of target audience advertising (10marks)
- 5b. Discuss the classification of financial services (10marks)