PLOT 91, CADASTRAL ZONE FACULTY OF MANAGEMENT SCIENCES 2023_2 EXAMINATIONS....

CREDIT UNITS: 2 COURSE CODE: MKT 402

COURSE TITLE: MARKETING OF FINANCIAL SERVICES

TIME ALLOWED: 2 hours

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

2. Question number 1 is compulsory and carries 30 marks while the

other questions carry 20 marks each.

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

QUESTION ONE

a. Outline the rationale for classifying banking services into retail and wholesale transactions.

c. Outline the stages of consumer decision-making process.

QUESTION TWO

a. Discuss the benefits of Technology in marketing channel.

b. Identify and differentiate the pricing strategies for new products and existing products.

QUESTION THREE

- a. Outline the types of advertising media and briefly explain them.
- b. Discuss the concept of finance and agricultural marketing financing.

QUESTION FOUR

a. Outline the various types of sales promotion.

b. Outline the process of planning organizing, executing and evaluating sales promotion.

QUESTION FIVE

a. Define branding.

b. Outline the applications of branding in marketing management decisions.

QUESTION SIX

- a. Discuss in brief, what is marketing staff retention and loyalty and why is it important?
- b. Define pricing. What is its importance in decision making?