



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**2024 1 EXAMINATION**

**Course Code: MKT 402**

**Course Title: MARKETING OF FINANCIAL SERVICES**

**Time Allowed: 2Hrs**

**Instruction: Answer question One (1) and any other two (2) questions. Question One (1) carry 30 marks while two (2) others carry 20 marks each.**

**QUESTION 1**

**1a.** By attempting to improve decision-making results through the use of more formal, systematic approaches to decision-making—the act of actively choosing from alternatives—marketing research makes the task of decision-makers considerably more straightforward and precise.

What are the key components of an effective decision-making process application of marketing research? **10marks**

**1b.** As a Market researcher of Owonikoko plc, your customer records can provide you with a lot of information on customers' buying habits, the most in-demand products and services across a range of demographics, etc. You can examine major trends and make future market predictions with the aid of market research. What are the benefits of market research for your company? **10marks**

**1c.** In the peculiarities of financial services, there is the intangibility of financial services, variation in service quality, common assessment of financial services' inputs and outputs, separability of services and products, and implicit financial accountability. Discuss. **10marks**

**(TOTAL 30 MARKS)**