



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**2024\_2 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.** As a business consultant, a client came to you named Ajoke Mariam. She just starts up a business where she produces and sells Jagunlabi bitter drink. She came to you about how she can get her product known in the market because she is yet to create awareness for customers to patronize her product. She also made mention of branding up her business because she read in the newspaper that branding has a very good impact on one's business. As a business consultant, how will you explain the benefit of branding to Ajoke Mariam and how it will add value to the Jagunlabi bitter drink business according to Levitt (1960), Aaker (2000) and Okpara (2002)?

**10marks**

**1b.** Building brand recognition will be more challenging (and expensive) if you give room for different interpretations of your brand. Because of this, it is crucial to maintain consistency across all platforms, both online and offline. This means that at every point where your customers interact with your brand, the promises and values of the company should be clearly and faithfully embodied. How would you elucidate the use of branding in marketing management decisions as described by Ogbuji (2008)? **20marks** **(TOTAL 30 MARKS)**

**QUESTION 2**

**2a.** What are the guidelines provided by Van Auken (2007) that any company wishing to create an iconic brand should follow? **5marks**

**2b.** Marketing Staff Retention and Loyalty is very important to any company. Marketers are the image makers of any organization. To achieve marketing staff retention and loyalty in any organization, there must be some positive driver factors. Explicate the factors. **15marks**

**(TOTAL 15 MARKS)**

### **QUESTION 3**

**3a.** Marketing staff retention refers to a company's capacity to keep its marketing personnel. The detrimental effects of staff turnover have been foretold in several ways. What advantages do companies gain from keeping their current staff and rewarding their loyalty? **8marks**

**3b.** As an agriculture specialist, Balablu Bulaba government secondary school in Ejibo, invited you for a seminar presentation. The school is located in a rural area, and the residents are known for cultivating of crops and raising livestock for personal and business purposes. In clear language, how will you impact knowledge to the students on the topic titled "Finance and Agricultural marketing financing in Nigeria"? At the end of the presentation, you're to identify the key definition of Agricultural marketing financing to the students. **12marks**

**(TOTAL 20 MARKS)**

### **QUESTION 4**

**4a.** Various agricultural goods must be assembled, stored, processed, transported, packaged, graded, and distributed across the nation as part of the agricultural marketing process. (i) What are the tasks that fall under the category of agricultural marketing that require funding?

(ii) What activities fall under the category of agricultural production that requires funding? **12marks**

**4b.** In Nigeria, the main issue faced by the agricultural sector by farmers is the lack of funds for the production of goods and services which will increase the Gross Domestic Product and economic growth, this led to the establishment of a bank of agriculture which will provide needs to the farmers for purchases of farm tools and farm products. As a student of business administration, you are asked to give ways on how finance can be generated for agricultural marketing in the farming sector. **8marks** **(TOTAL 20 MARKS)**

### **QUESTION 5**

**5a.** Mr Jagunlabi is your bank customer for over 12 years. He recently started the production of palm oil six months ago for resale. He walks into your branch at 11:45 am on Monday. He said to you that he needs 10 million Naira to purchase a landed property in Ikeja, Lagos. As a Lending analyst, what is the most important canon of lending to take from Mr Jagunlabi before granting a loan to him? Provide cogent reasons for your actions. **15marks**

**5b.** Pricing is crucial because it establishes the value that your products hold for both you and your customers. Discuss the value of price stated by Agbonifoh et al. (2007) and Okpara (2000). **5marks** **(TOTAL 20 MARKS)**