

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BANKING**

**MARKETING OF FINANCIAL SERVICES CBA 4102**

**FINAL EXAMINATION JANUARY 2008**

**TIME: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

**This paper contains SIX (6) questions.**

**Answer any 4 questions**

**All Questions carry [25] Marks each**

**Start the answer to each full question on a fresh page.**

**Indicate on your answer booklet whether you are in the conventional or parallel programme.**

**INFORMATION FOR CANDIDATES**

**The number of marks is given in brackets [ ] at the end of each question or part question.**

**The businesses in this question paper are intended to be fictitious.**

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**This paper consists of 2 printed pages**

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**Turn over]**

### **QUESTION 1**

To what extent do you think market segmentation is useful to marketers of banking services?

**[TOTAL 25 MARKS]**

### **QUESTION 2**

Giving practical examples, explain the bases for market segmentation that can be exploited by commercial banks in Zimbabwe. **[25 Marks]**

### **QUESTION 3**

- (a) Define the term marketing research. **[3 Marks]**
- (b) Design and explain a marketing research process for a retail bank that wishes to carry out a survey to find out whether or not it is cost effective to introduce a cell-phone recharging function on its Automated Teller Machines ( ATMS), (in conjunction with a cellular network company). **[18 Marks]**
- (c) Assume the bank successfully launches the service in part (b) above, how will it evaluate its total marketing effort? Give also two(2) disadvantages of such a method of evaluating total marketing effort. **[4 Marks]**

**[TOTAL 25 MARKS]**

### **QUESTION 4**

With specific examples, explain how successful commercial banks apply quality traits (of their personnel) as determinants of full service delivery.

**[TOTAL 25 MARKS]**

### **QUESTION 5**

Using relevant practical examples, explain how banks in Zimbabwe can implement a successful service mix. **[TOTAL 25 MARKS]**

### **QUESTION 6**

To what extent do you think the product life cycle model is useful to marketers of banking products? **[TOTAL 25 MARKS]**

**END OF EXAMINATION**

