

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BANKING
BACHELOR OF COMMERCE HONOURS DEGREE IN
BANKING
MARKETING OF FINANCIAL SERVICES
CBA 4102**

FINAL EXAMINATION

FEBRUARY 2010

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- The paper contains **SIX (6)** questions.
- Answer any **FOUR (4)** questions.
- All questions carry equal marks [**25 marks**].
- Start the answer to each question on a fresh page of the answer sheet.
- Indicate on your answer booklet whether you are in the conventional or parallel programme.

INFORMATION FOR CANDIDATES

Questions may be written in any order, but must be legibly numbered.

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

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QUESTION 1

- a) What criteria should Marketing personnel use in deciding which of several possible segments should be targeted by a services firm?
(10 marks)
- b) Provide an outline of the four distinct types of marketing, indicating the circumstances you would apply each of them.
(15 marks)

TOTAL

[25 MARKS]

QUESTION 2

“Branding plays a special role in financial services companies because strong brands increase customers’ trust of the invisible purchase.” Discuss.
(25 marks)

TOTAL

[25 MARKS]

QUESTION 3

Consider any of Zimbabwe’s retail banks outside the so- called “big four”. In what ways can the services marketing concept be used to turn around the banks’ fortunes? Suppose you were appointed a consultant to these banks, provide an outline of what steps you would take to improve their brand equity.
(25 marks)

TOTAL

[25 MARKS]

QUESTION 4

Using a Zimbabwean bank/ banking group with which you are familiar, examine the following

- a) What do you see as the key elements in their current service model?
(5 marks)
- b) In terms of market targeting, what types of customers are an ideal fit for the bank you have chosen?
(5 marks)

- c) How is your bank positioned against other retail banks? Is this positioning sustainable? **(5 marks)**
- d) What path of action do you recommend for the bank to grow its market share? **(5 marks)**
- e) Provide an outline of the steps you would take to develop a market positioning strategy for your bank of choice. **(5 marks)**

TOTAL

[25 MARKS]

QUESTION 5

Outline the key steps involved in planning and creating services. Why is it necessary to relate market opportunities to the deployment of a firm's physical, technological and human resources? **(25 marks)**

TOTAL

[25 MARKS]

QUESTION 6

Identify potential gaps within a banking firm you are familiar with. What would be your prescriptions for closing the identified gaps? **(25 marks)**

TOTAL

[25 MARKS]