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

SUPPLEMENTARY EXAMINATION   **AUGUST 2010**

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- Answer any **FOUR (4)** questions.

- 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.

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

INFORMATION FOR CANDIDATES

- **The paper contains SIX (6) questions.**

- **All questions carry equal marks [25 marks].**

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

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Turn over]

QUESTION I

Why is customer loyalty important to a banking firm's profitability? Provide a proposal of how you would calculate customer lifetime value. (25 marks)

TOTAL **[25 MARKS]**

QUESTION 2

How can a service firm build a strong culture that emphasises service excellence and productivity? (25 marks)

TOTAL **[25 MARKS]**

QUESTION 3

What tools are available for aiding our understanding of customer responses and for guiding the design and improvements of service environment?
(25 marks)

TOTAL **[25 MARKS]**

QUESTION 4

For a financial institution of your choice, identify its particular patterns of demand.

a) What is the nature of this institution's approach to capacity and demand management? (10 marks)

b) What changes would you recommend in relation to its management of capacity and demand? Why? (15 marks)

TOTAL **[25 MARKS]**

QUESTION 5

Prepare a flowchart of a financial service with which you are familiar.

a. What are the tangible indicators of quality from the customer's perspective, considering the line of visibility?   (5 marks)

b. Are all the steps in the process necessary?   (5 marks)

c. To what extent is standardisation possible and advisable throughout the process?   (5 marks)

d. Where are potential fail points located, how can they be designed out and what service recovery procedures could be introduced? (5 marks)

e. What are the potential measures of process performance?   (5 marks**)**

TOTAL   **[25 MARKS]**

QUESTION 6

 In your opinion, how may the country's low market share banks use the service marketing mix elements to improve their positions?   **(25 marks)**

TOTAL   **[25 MARKS]**

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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.

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Turn over]

QUESTION I

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)**

QUESTION 2

"Branding plays a special role in financial services companies because strong brands increase customers' trust of the invisible purchase." Discuss. (**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)

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)**

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)**

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)**

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CBA 4102

SUPPLEMENTARY EXAMINATION   **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 I

Why is customer loyalty important to a banking firm's profitability? Provide a proposal of how you would calculate customer lifetime value. **(25 marks)**

TOTAL **[25 MARKS]**

QUESTION 2

How can a service firm build a strong culture that emphasises service excellence and productivity? **(25 marks)**

TOTAL **[25 MARKS]**

QUESTION 3

What tools are available for aiding our understanding of customer responses and for guiding the design and improvements of service environment?

(25 marks)

TOTAL **[25 MARKS]**

QUESTION 4

For a financial institution of your choice, identify its particular patterns of demand.
    c) What is the nature of this institution's approach to capacity and demand management? **(10 marks)**
    d) What changes would you recommend in relation to its management of capacity and demand? Why? **(15 marks)**

TOTAL **[25 MARKS]**

QUESTION 5

Prepare a flowchart of a financial service with which you are familiar.
    f. What are the tangible indicators of quality from the customer's perspective, considering the line of visibility? **(5 marks)**
    g. Are all the steps in the process necessary? **(5 marks)**
    h. To what extent is standardisation possible and advisable throughout the process? **(5 marks)**
    i. Where are potential fail points located, how can they be designed out and what service recovery procedures could be introduced? **(5 marks)**
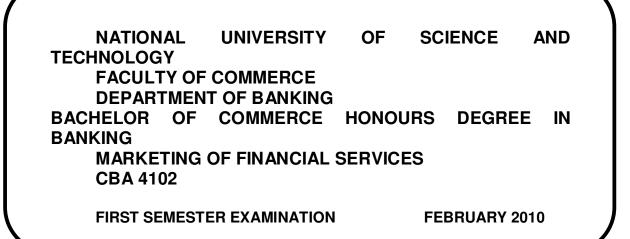   j. What are the potential measures of process performance? **(5 marks)**

TOTAL **[25 MARKS]**

QUESTION 6

In your opinion, how may the country's low market share banks use the service marketing mix elements to improve their positions? **(25 marks)**

TOTAL **[25 MARKS]**

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FIRST SEMESTER 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 I

c) What criteria should Marketing personnel use in deciding which of several possible segments should be targeted by a services firm? **(10 marks)**

d) Provide an outline of the four distinct types of marketing, indicating the circumstances you would apply each of them. **(15 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**)

QUESTION 3

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g) In terms of market targeting, what types of customers are an ideal fit for the bank you have chosen? **(5 marks)**

h) How is your bank positioned against other retail banks? Is this positioning sustainable? **(5 marks)**

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i) What path of action do you recommend for the bank to grow its market share?
(5 marks)

j) Provide an outline of the steps you would take to develop a market positioning strategy for your bank of choice. **(5 marks)**

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(25 marks)

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