NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BANKING
BACHELOR OF COMMERCE HONOURS DEGREE IN BANKING
RETAILING OF FINANCIAL SERVICES
CBA 4202

FINAL EXAMINATION   **AUGUST 2009**

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.

This paper consists of 3 printed pages

Turn over]

QUESTION I

Explain how the action-profit linkage [APL] model helps managers investigate the relationships between action and profit. Detail the key steps necessary in developing a customised APL model.

[25 marks]

TOTAL **[25 MARKS]**

QUESTION 2

Consider three key sub-sectors of the banking industry in Zimbabwe: Building Societies, Commercial Banks and Unit Trusts. Describe and evaluate the tools you would use to locate an outlet for each of these.

[25 marks]

TOTAL **[25 MARKS]**

QUESTION 3

Develop a comprehensive pricing schedule for a financial retailer of your choice. Apply the seven questions retailers need to answer in designing an effective pricing schedule. **[25 marks]**

TOTAL **[25 MARKS]**

QUESTION 4

"Bank adverts with soporific slogans suggesting people should save today for a better future have been mothballed and replaced by those flagging good service, flexibility, adaptation, empathy and so on." [Banks and Banking Survey 2006 Supplement, Zimbabwe Independent, August 25, 2006]. Identify and describe fully, ways in which financial services retailing can compliment a marketing communications effort of this nature.

[25 marks]

TOTAL **[25 MARKS]**

QUESTION 5

Using a financial retailer of your choice as an example, describe the factors that contribute the most to a retail services offering?   **[25 marks]**

TOTAL   **[25 MARKS]**

QUESTION 6

Assess fully, the value of Porter's generic strategies in the Retail Banking Sector in Zimbabwe today. How well do these strategies explain the absence of retailers in the rural economy?

[25 marks]

TOTAL   **[25 MARKS]**