

**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**

SUPPLEMENTARY EXAMINATION

OCTOBER 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.

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Turn over

QUESTION 1

Select an institution from the Commercial Banking and Building Society sub-sectors. In each instance, identify and explain the *five* industry drivers for growth and change.

TOTAL

[25 MARKS]

QUESTION 2

a) Why is it not advisable to compare prices dollar for dollar in a retail service context? **[10 marks]**

b) From a customer perspective, what serves to define value in the following retail sub-sectors?

i) Commercial banks.

ii) Building Societies.

Explain your position.

[15 marks]

TOTAL

[25 MARKS]

QUESTION 3

Describe the role of personal selling in retail communications. Give examples of *three* situations where a commercial bank would employ personal selling in the local market. **[25 marks]**

TOTAL

[25 MARKS]

QUESTION 4

What service failures are noticeable in Zimbabwe's financial sector today? What can be done to reduce the likelihood of failures during service delivery? **[25 marks]**

[25 marks]

TOTAL

[25 MARKS]

QUESTION 5

Provide a PESTEL analysis of a retail financial services firm of your choice in Zimbabwe. What do you consider as the critical success factors for your firm?
[25 marks]

TOTAL **[25 MARKS]**

QUESTION 6

Why should retail banks focus their efforts? Describe the basic focus options and illustrate them with at least three (3) examples from the Zimbabwean financial services sector.
[25 marks]

TOTAL **[25 MARKS]**