

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

B.COMM INSURANCE AND RISK MANAGEMENT

STRATEGIC MARKETING OF INSURANCE (CIN 4204)

SECOND SEMESTER 2005 SUPPLEMENTARY EXAMINATION

DURATION 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER 4 QUESTIONS ONLY.
 2. Write clearly and legibly.
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QUESTION 1

Identify five characteristics that distinguish financial services from manufactured products. Discuss the implications of each characteristic to the marketing of insurance services. **[25 marks]**

QUESTION 2

Describe a typical model that prospective insurance proposers will go through before they purchase a high premium complex insurance service. **[25 marks]**

QUESTION 3

With the use of Zimbabwean examples discuss the broad groupings that define the nature of competition. **[25 marks]**

QUESTION 4

Explain the implications of technological changes to the marketing of insurance services. **[25 marks]**

QUESTION 5

Discuss the benefits of strategic marketing to a financial services provider. **[25 marks]**

QUESTION 6

Explain the benefits of Personal selling to the financial services markets. **[25 marks]**

END OF EXAMINATION