



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

MAY – AUGUST 2019 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF ACCOUNTING AND FINANCE

REGULAR PROGRAMME

CBF 414 : MARKETING OF FINANCIAL SERVICES

Date: JULY 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

Q1. In the marketing game plan:

- a) Identify the factors that are easily influenced by the marketing manager
(7 marks)
- b) Explain the factors that marketing managers find it difficult to control within the marketing game plan
(8 marks)
- c) Using examples explain the concepts of segmentation, target marketing and positioning
(15 marks)

Q2. a) Identify factors to consider in promotion of financial services (5 marks)

- b) Define service quality and briefly explain the paradigms for understanding and measuring service quality
(5 marks)
- c) Explain the theoretical concepts underlying buyer loyalty relationships
(6 marks)
- d) Why might a financial institution retain a product which actually loses money?
(4 marks)

- Q3. a) Using examples explain a product/service life cycle (10 marks)
- b) Identify factors affecting pricing decisions (5 marks)
- c) Describe factors that lead to product failure (5 marks)
- Q4. a) Explain the product total concept: (6 marks)
- i) Core concept
 - ii) Actual product
 - iii) Argumented product
- b) Identify distinguishing services offered by financial institutions (8 marks)
- c) Identify importance of financial services (6 marks)

END