

# WOMEN'S UNIVERSITY IN AFRICA



*Addressing gender disparity and fostering equity in University Education*

---

**FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES**

---

**BSc HONOURS DEGREE IN MANAGEMENT AND ENTREPRENEURIAL  
DEVELOPMENT STUDIES SPECIALISING IN BANKING AND FINANCE**

**MAIN PAPER**

**BMF 321:                   MARKETING OF FINANCIAL SERVICES**

**INTAKE 23:               THIRD YEAR SECOND SEMESTER**

**DATE :                       TIME : 2HOURS**

**INSTRUCTIONS TO CANDIDATES**

Answer **Question 1** and any other **two**.

### **Question 1**

Write brief notes on the following concepts

- a) Branding; [5]
- b) Green marketing; [5]
- c) Relationship marketing ; [5]
- d) Service marketing triangle; and [5]
- e) Monopolistic Market. [5]

### **Question 2**

Discuss the importance of understanding the financial markets environment to a financial services marketer. [25]

### **Question 3**

Discuss the functions of the following players in the financial services market:

- a) Merchant banks; [5]
- b) Pension funds; [5]
- c) Venture capitalists; [5]
- d) Commercial banks; and [5]
- e) Finance houses. [5]

### **Question 4**

- a) Discuss the importance advertising. [15]
- b) Explain the factors to be considered in determining advertising media. [10]

### **Question 5**

- a) Discuss the importance of marketing research for international banks. [15]
- b) Outline the steps that are involved in marketing research. [10]

### **Question 6**

Outline the relevancy of a marketing plan to an organization in the financial services market [25]

**END**