

**BOWEN UNIVERSITY, IWO, NIGERIA**  
**FACULTY OF SOCIAL AND MANAGEMENT SCIENCES**  
**DEPARTMENT OF BANKING AND FINANCE**

**B.Sc. DEGREE PROGRAM**  
**SUMMER SCHOOL EXAMINATION, 2013/2014 SESSION**

**COURSE TITLE: MARKETING OF FINANCIAL SERVICES**  
**COURSE CODE: BFN 416** **TIME ALLOWED: 3 HOURS**

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**INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS**

1. (a) Marketing is assumed to be a post-manufacturing and disposition process. Do you agree? **9Marks**  
(b) Why is product positioning a pre-requisite to the success of a product or service? **8½Marks**  
**Total** **17 ½ Marks**
  
2. If your bank engages the services of a marketing consultant to establish and find solution to its problems, what do you expect as contents of his marketing research report when submitted? **17½ Marks**
  
3. Because of the intangible nature of bank's services, it may be harder for a customer to evaluate the quality of banks' services than physical products.  
  
Required:
  - a. What do you understand by the term "Quality" in services marketing? **5 ½ Marks**
  - b. Identify and explain briefly eight (8) of the generic dimensions used by bank's customers to evaluate quality of bank services. **12 Marks****Total** **17 ½ Marks**
  
4. (a) Complaints from bank customers are indications of their dissatisfaction with the services of being offered by such a bank. Discuss **7½ Marks**  
(b) Explain the factors that can bring about customers' complaints **5 Marks**  
(c) How can customer dissatisfaction be redressed? **5 Marks**  
**Total** **17 ½ Marks**
  
5. (i) "Market Segmentation is uncalled for, as it is considered an added cost to all marketing activities". Do you agree? Why or Why not? **9 Marks**  
(ii) What are the requirements for effective market segmentation? **8½ Marks**  
**Total** **17½ Marks**
  
6. (i) Define "Branding" and highlight its relevance to the banking industry. **9 Marks**  
(ii) Why would a brand loyalist want to change his existing favourite? **8½ Marks**  
**Total** **17½ Marks**