



CRAWFORD UNIVERSITY

FAITH CITY, IGBESA

TITLE OF EXAMINATION: B. Sc

COLLEGE: BUSINESS & SOCIAL SCIENCES

DEPARTMENT: ACCOUNTING & FINANCE

SESSION : 2015/ 2016

SEMESTER : RAIN

COURSE : MARKETING OF FINANCIAL SERVICES

COURSE CODE : FIN314

CREDIT : 3UNITS

TIME ALLOWED 2HOURS 30MINUTES

INSTRUCTION: Answer 4 Questions Only

1a. Given the following illustrations:

No of units (Q) = N 2million

TFC = N700,000

TVC = N150, 000

TC = N850, 000

Mark –Up 12.5%

Calculate the ATC and the cost plus margin

b. Highlight eight (8) factors affecting pricing decisions

c .Mention ten (10) banking products that are of relevance to packaging

2a. What do you understand by Marketing Ethics?

b. Explain the moral responsibilities of a good banker to his/ her customers

3a. Outline seven (7) functions of packaging

b. Identify eight (8) concepts of Advertising

4a. Itemize seven (7) functions of channels

b. Make distinctions between Advertising and Trade Promotion

5a. Highlight the selling processes of financial services

b. State ten (10) banking services offered by commercial banks in Nigeria

6a. What are the reasons for branding in banking services?

b. Explain the stages involved in product life cycle