



**DEPARTMENT OF ACCOUNTING AND FINANCE  
COLLEGE OF BUSINESS AND SOCIAL SCIENCES  
CRAWFORD UNIVERSITY**

Faith City, Igbesa, Ogun State

**B.Sc. Finance**

**Session:** 2022/2023

**Semester:** Rain

**Course:** Marketing of Financial Services

**Course Code:** FIN 314

**Time Allowed:** 2½ Hours

**INSTRUCTION:** Attempt any four Questions.

Question 1

(a) Banks in order to reach/capture their customers who are spread over in many locations; to assist them create awareness of the services they provide. On this note, you are required to discuss what you understand as Marketing of Financial Services. 5marks

(b) Identify five Financial Services Firms that can benefit from these services. 5marks

(c) What are five support services that services firms provide to customers? 5marks

**Total 15 marks**

Question 2

(a) In what ways do the under listed benefactors enjoy financial services:

(i) Individuals

(ii) Commercial Businesses

(iii) Health care facilities providers

(iv) Education Institutions

(b) Of what importance are financial services to the various institutions?

Question 3

(a) Digitalization has been found to be very essential to organizations engaged in the marketing of financial services. You are required to discuss ten (10) major ways it has assisted financial services in achieving their marketing goals. 10marks

- (D) Give a detailed discussion on your understanding of the digitalization in financial service marketing. 5marks **Total 15 marks**

Question 4

Banks devices a process of market segmentations and nomenclatures. In view of this assertion, you are required to discuss the basis of market segmentation. 3marks

- (b) What are the seven (7) advantages you can identify with brief discussion on each. 7marks

- (c) Identify and discuss five (5) disadvantages. 5marks

**Total 15marks**

Question 5

Banks in order to achieve efficient allocation of their financial resources to various demanding sectors while considering the risk factors. You are required to discuss the following challenges and risk factor facing bank services to the following sectors:

(i) Agricultural 3marks

(ii) Construction 3marks

(iii) Communication 3marks

(iv) Energy (oil & gas) 3marks

(v) Food & Beverage 3marks

**Total 15marks**

Question 6

In Financial Services Marketing strategies and planning, banks are expected to employ a well defined marketing strategy for a successful operation. You are required to discuss four (4) identified strategies. 4marks

- (b) What are the eight (8) components and representation of an effective marketing plan? 8marks

- (c) In view of review of previous and current marketing plans, you are required to discuss the following:

(i) Situation Analysis

(ii) Office location

(iii) Business potential 3marks

**Total 15marks**