

CRAWFORD UNIVERSITY COLLEGE OF BUSINESS & SOCIAL SCIENCES

DEPT. OF ACCOUNTING & FINANCE RAIN SEMESTER EXAMINATION

PROGRAMME- BANKING & FINANCE 2014/2015 SESSION

FIN314- MARKETING OF FINANCIAL SERVICES

TIME ALLOWED: 2HOURS , INSTRUCTION-ANSWER ALL

1a. Given the following illustrations:

No of units (Q) = 1.5million

TFC =N 700,000

TVC =N400,000

TC =N1,100,000

Mark –Up 27.5%

Calculate the Average Total Cost and the cost plus margin

- b. Explain eight factors affecting pricing decisions.
- c. Distinguish between products and services (17.5marks)

2a .Make distinctions between Advertising and Sales Promotion

- b. Identify eight concepts of Advertising.
- c. Outline seven objectives of packaging(17.5marks)

3a. Illustrate the different types of distribution channels.

- b. State four physical distribution management approaches
- c. Enumerate reasons for branding as related to banking services (17.5marks)

4a. Discuss the personal selling processes

- b. Itemize seven functions of channels of distribution
- c. Mention banking services / products that are of relevance to packaging(17.5marks)