



ELIZADE UNIVERSITY, ILARA-MOKIN, ONDO STATE

FACULTY: SOCIAL & MANAGEMENT SCIENCES

DEPARTMENT: ACCOUNTING & FINANCE.

**SECOND SEMESTER EXAMINATIONS 2018/2019 ACADEMIC
SESSION**

COURSE CODE: BFN 308

COURSE TITLE: MARKETING OF FINANCIAL SERVICES

DURATION: 2 HOURS.

INSTRUCTION: Attempt any four (4) questions.

1. (a) Explain Marketing concept as it applies to Financial Services **5 marks**
(b) Outline five benefits of marketing to Financial Services **10 marks**
(Total 15 Marks)
2. (a) Describe the Four marketing mix **12marks**
(b) What is the implication of marketing mix for Marketing Financial Services?
3 marks
(Total 15 Marks)
3. Describe Commercial Banks and their functions. Give three differences between Commercial Banks and Microfinance Banks **15 marks**
4. Discuss consumer buying decision process and outline factors influencing consumer buying behaviour **15 marks**
5. Describe Financial Services and classify Financial Services into banks and non- bank services **15 marks**
6. Describe promotional strategies that are relevant to financial products **15 marks**