HEBERT CHITEPO SCHOOL OF LAW AND BUSINESS SCIENCES

DEPARTMENT OF ECONOMICS AND FINANCE

MAIN EXAMINATION

BACHELOR OF COMMERCE	PART 2 SEMESTER 2
COURSE	MARKETING OF FINANCIAL SERVICES
CODE	HBF229
DATE	
DURATION	3 HOURS

INSTRUCTIONS TO CANDIDATES

1. THE PAPER COMPRISES 5 QUESTIONS. ONE QUESTION IN SECTION A AND FOUR QUESTIONS IN SECTION B
2. YOU ARE REQUIRED TO ANSWER ONE QUESTION IN SECTION A AND ANY THREE QUESTIONS IN SECTION B.
3. BEGIN THE ANSWER TO EACH QUESTION ON A FRESH PAGE OF THE ANSWER BOOKLET.
4. CANDIDATES WILL OBTAIN CREDIT FOR SHOWING ALL WORKINGS.

SECTION A. (COMPULSORY) ANSER ALL QUESTIONS IN THIS SECTION

Question 1

Case Study:

ABC Electronics is a leading electronics retailer based in Zimbabwe. The company has been operating for over 10 years and has built a strong reputation for offering quality products at competitive prices. However, recently there have been complaints from customers regarding the level of customer care and service quality provided by ABC Electronics.

Many customers have reported issues such as long wait times, unresponsive staff, and poor post-sales support. These complaints have led to a decline in customer satisfaction and loyalty towards the brand. In order to address these challenges, ABC Electronics needs to analyze its customer care practices and service quality standards.

Questions:

1. What factors could be contributing to the decline in customer care at ABC Electronics? **12 marks**

2. How can ABC Electronics improve its current level of customer care? **15 marks**

3. How can ABC Electronics measure service quality effectively? **13 marks**

TOTAL 40 MARKS

SECTION B ANSWER ANY THREE (3) OF THE FOUR(4) QUESTIONS

QUESTION 2

2.1 What is the difference between cost leadership and differentiation leadership?

5 Marks

2.2 Using Michael Porter's generic strategies, how can Insurance companies try to create a competitive advantage? 8 **Marks**

2.3 Identify examples of financial institutions that you think are using these generic strategies and clearly show how they are using these strategies. 7 **Marks**

TOTAL 20 Marks

Question 3

3.1 Basing on the Zimbabwean context explain the challenges faced by financial institutions in marketing financial services **8 marks**

3.2 The Zimbabwean economy is facing liquidity challenges and banks are finding it difficult to underwrite new business. Analysts are calling for banks to seriously consider much emphasis on relationship marketing as a survival strategy. What are the customer retention strategies that Zimbabwean banks may employ to survive this severe liquidity crunch? **12 marks**

TOTAL 20 **Marks**

QUESTION 4

4.1 Basing on the Zimbabwean financial markets identify the main influences on consumer buying behaviour. **10 marks**

4.2 Using examples in the Zimbabwean financial services industry, distinguish between a marketing orientated and a product orientated company. **10 marks**

Total 25 Marks

Question 5

5.1 Once the marketing environment has been analysed and the objectives set, the market plan must move on to consider the choice of marketing strategy which focuses on the choice of markets and how the organisation plans to compete and create value in those markets. In view of the above statement explain the main components of a marketing strategy.

10 Marks

5.2 Assuming that you are the marketing manager of XY Bank and you have been given the green light to implement your marketing plan for 2024. What are the key steps that you need to take to ensure the smooth implementation of your plan with clear chances of success?

10 Marks

Total 20 Marks

END OF THE EXAMINATION