



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

**BACHELOR OF COMMERCE HONOURS DEGREE IN  
BANKING & FINANCE**

**MARKETING OF FINANCIAL SERVICES**

**HBAF 205**

**PART 2 SEMESTER 1 EXAMINATION**

**TOTAL MARKS [100]**

**DATE: JUNE 2024**

**Time: 3 Hours**

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**INSTRUCTIONS**

- 1 This paper has *six (6)* questions
  - 2 Answer Question One (*1*) and any other *three (3)*
  - 3 Each question carries *25 marks*
  - 4 Start each question on a new page
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1. Explain the impact of the Internet on businesses within the financial service industries. (25)
2. 'In the formulation of the marketing mix, the pricing decisions are found critical'. Comment on the statement. (25)
3. Citing relevant examples identify and explain different categories of service marketing strategies. (25)
4. Critically analyze the promotional strategies adopted by the private sector banking and insurance companies in Zimbabwe. (25)
5. Discuss three channels for E-banking in Zimbabwe. (25)
6. Citing relevant examples, explain the stages of the decision-making process. (25)

**END OF PAPER**