



**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: DECEMBER 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. Discuss how a service firm builds a strong culture that emphasizes service excellence and productivity. (25)
2. Citing relevant examples, examine the tools available for aiding our understanding of customer responses and for guiding the design and improvements of the service environment. (25)
3. Prepare a flowchart of a financial service with which you are familiar.
  - a) Assess the tangible indicators of quality from the customer's perspective, considering the line of visibility. (5)
  - b) Are all the steps in the process necessary? (5)
  - c) To what extent is standardization possible and advisable throughout the process? (5)
  - d) Where are potential fail points located, how may they be designed out and what service recovery procedures could be introduced? (5)
  - e) Explain the potential measures of process performance. (5)
4. In your opinion, explain how Zimbabwe's low market share banks may use the service marketing mix elements to improve their positions. (25)
5.
  - a) Evaluate the criteria that the Marketing personnel may apply in deciding which of several possible segments should be targeted by a services firm. (10)
  - b) Provide an outline of the four distinct types of marketing, indicating the circumstances you would apply each of them. (15)
6. "Branding plays a special role in financial services companies because strong brands increase customers' trust of the invisible purchase." Discuss. (25)

**END OF PAPER**