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Marketing Past Questions - Exam Past Questions

Marketing Marketing Marketing Preview text SCHOOL OF MARKETING Sample exam Practice purposes only - actual exam will be different from the questions proposed in this document COURSE: MKTG 1025, Marketing Principles SEMESTER: xxx DATE: xxx TIME: xxx EXAMINATION DETAILS: Reading time: Writing time: 15 minutes 2 hours 8 Total number of pages: (This examination paper cannot be retained by the ...

Exam 2018, questions and answers SCHOOL OF MARKETING ...

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Second Quarter, Final Examination. November 2016. MBA124 Marketing Management. Closed-book examination. Answer the Section A and any THREE questions from the Section B. Time Allowed: 3 hours. Section A (Compulsory) Ya Kun Coffee & Toast in Yangon. Coffee is a favorite beverage of people around the world.

Marketing Management for YUE MBA - Past Exam Papers

END OF SEMESTER EXAMINATION BCM 1204: PRINCIPLES OF MARKETING 1ST YEAR DATE: 10th March 2009 TIME: 2 Hours INSTRUCTIONS: Candidates should attempt THREE questions only. Answer Question ONE (Compulsory) and any other TWO Questions. QUESTION ONE Using the attached case (Kenchic Limited), answer the following questions

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EXAMINATION PAPER SEMESTER TWO MAY 2014 MODULE CODE: BMKT MODULE TITLE: MARKETING METRICS & ANALYSIS DATE: 1. ST. MAY TIME: 10 :00am - 12 :30 pm. This is a CLOSED book exam. INSTRUCTIONS TO CANDIDATES: The examination is in two Sections: A and B. Section A contains compulsory short-answer questions. Section B contains longer -answer questions ...

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Exam Questions on Marketing Concepts | Marketing Management

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Marketing Management July 2015 Question Paper. Exam Year: July 2015. KNEC DIPLOMA IN SALES AND MARKETING MODULE II MARKETING MANAGEMENT The Paper consists of SEVEN questions. Answer any FIVE questions in the spaces provided in the question paper. ALL questions carry equal

marks. 1.

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