



Semester Two Assessment, 2016

Faculty / Dept: Management and Marketing

Subject Code: MKTG10001

Subject Name: PRINCIPLES OF MARKETING

Writing time: 2 hrs

Reading: 15 minutes

Open Book status: No

Number of pages (including this page): 2 pages

Authorised Materials:

Students are permitted to bring in English-Other Language Translation Dictionaries without added text. These dictionaries cannot be in electronic form. All dictionaries will be checked during reading time.

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This examination paper includes one (1) section:

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