



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.

**Instructions to Students:**

This examination contributes 60% to the final subject mark.

This examination paper includes one (1) section:

**Section 1:** Contains seven (7) essay questions. You are required to answer three (3) questions. All essay questions are equally weighted.

This section accounts for 100% of the marks for the exam.

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Student may keep the paper: **No**

Student may annotate the paper during reading time: **Yes**

Paper to be held by Library: **Yes**

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Graph paper: **No**

Multiple Choice form: **No**

# Past Exam Papers Global Marketing

**Shasha Hu**



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