

DAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF MARKETING AND LOGISTICS

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COURSE CODE: MPM5125	COURSE NAME: MARKETING PRINCIPLES
SESSION: NOVEMBER 2022	PAPER: THEORY AND PRACTICAL
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY QUESTION PAPER		
EXAMINER(S)	MS. B.M. VAN NIEKERK (Co-ordinator; FT)	
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INSTRUCTIONS

- 1. Answer ALL the questions.
- 2. Read all the questions carefully before answering.
- 3. Number the answers clearly
- 4. Write as legible as possible, and as precise as possible
- 5. Indicate your class lecturer's name on your answer sheet

THIS QUESTION PAPER CONSISTS OF _6_ PAGES (Including this front page)

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