



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION**

DEPARTMENT OF MARKETING AND LOGISTICS

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COURSE CODE: MPM512S	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) DR. B. TJIZUMAUE (FT) MS. G. KARITA (PT) MS. R. FOTOLELA (DISTANCE)
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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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