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FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION**

**DEPARTMENT OF MARKETING AND LOGISTICS**

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| <b>QUALIFICATION CODE:</b> 07MARB, 07B8MN, 07HRMB, 07BENT | <b>LEVEL:</b> 7                          |
| <b>COURSE CODE:</b> MPM512S                               | <b>COURSE NAME:</b> MARKETING PRINCIPLES |
| <b>SESSION:</b> NOVEMBER 2022                             | <b>PAPER:</b> THEORY AND PRACTICAL       |
| <b>DURATION:</b> 3 HOURS                                  | <b>MARKS:</b> 100                        |

| <b>FIRST OPPORTUNITY QUESTION PAPER</b> |  |
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| <b>INSTRUCTIONS</b>  |
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| 1. Answer ALL the questions.<br>2. Read all the questions carefully before answering.<br>3. Number the answers clearly<br>4. Write as legible as possible, and as precise as possible<br>5. Indicate your class lecturer's name on your answer sheet |

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# Past Exam Papers Principles Of Marketing

**Diana Luck**



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