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Marketing Marketing Preview text: SCHOOL OF MARKETING Sample exam Practice purposes only – actual exam will be different from the questions proposed in this document COURSE: MKTG 1025, Marketing Principles SEMESTER: xxx DATE: xxx TIME: xxx EXAMINATION DETAILS: Reading time: Writing time: 15 minutes 2 hours 8 Total number of pages: (This examination paper cannot be retained by the ...

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Second Quarter, Final Examination. November 2016. MBA124 Marketing Management. Closed-book examination. Answer the Section A and any THREE questions from the Section B. Time Allowed: 3 hours. Section A (Compulsory) Ya Kun Coffee & Toast in Yangon. Coffee is a favorite beverage of people around the world.

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END OF SEMESTER EXAMINATION BCM 1204: PRINCIPLES OF MARKETING 1ST YEAR DATE: 10th March 2009 TIME: 2 Hours INSTRUCTIONS: Candidates should attempt THREE questions only. Answer Question ONE (Compulsory) and any other TWO Questions. QUESTION ONE Using the attached case (Kenchic Limited), answer the following questions

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EXAMINATION PAPER SEMESTER TWO MAY 2014 MODULE CODE: BMKT MODULE TITLE: MARKETING METRICS & ANALYSIS DATE: 1. ST. MAY TIME: 10 :00am - 12 :30 pm. This is a CLOSED book exam. INSTRUCTIONS TO CANDIDATES: The examination is in two Sections: A and B. Section A contains compulsory short-answer questions. Section B contains longer -answer questions ...

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