



GARISSA UNIVERSITY COLLEGE

(A Constituent College of Moi University)

**UNIVERSITY EXAMINATION 2016/2017 ACADEMIC YEAR ONE
SECOND SEMESTER EXAMINATION**

SUPPLEMENTARY/SPECIAL EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE CERTIFICATE IN BUSINESS MANAGEMENT

COURSE CODE: CBM 07

COURSE TITLE: PRINCIPLES OF MARKETING

EXAMINATION DURATION: 3 HOURS

DATE: 27/09/17

TIME: 02.00-05.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
- **Use sketch diagrams to illustrate your answer whenever necessary**
- **Do not carry mobile phones or any other written materials in examination room**
- **Do not write on this paper**

This paper consists of THREE (3) printed pages

Supplementary / special exam_

1

please turn over

Good Luck – Exams Office



QUESTION ONE (COMPULSORY)

