



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN BUSINESS
MANAGEMENT**

PRINCIPLES OF MARKETING

HBUM 114

PART 1 SEMESTER 1

Total Marks [100]

DATE: DECEMBER 2022

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
 2. Answer question *one (1)* and *any* other **three (3)**
 3. Each question carries *25 marks*
 4. Start each question on a new page
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