



*Inspiring Innovation and Leadership*

# **KARATINA UNIVERSITY**

## **UNIVERSITY REGULAR EXAMINATIONS**

**FOR THE DEGREE BACHELOR OF BUSINESS MANAGEMENT**

**2024/2025 ACADEMIC YEAR**

**SECOND YEAR**

**COURSE CODE: BBM 202**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**DATE: 2025-01-07**

**Time: 1500-1700HRS**

**Instructions:**

1. Attempt **QUESTION ONE** and choose **THREE (3)** additional questions.