



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.