

Past Exam Papers Global Marketing

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EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION BBA 613: GLOBAL MARKETING ===== DATE: SATURDAY 9TH JULY 2011 TIME: 2:00 P.M. | 5:00 P.M. INSTRUCTIONS Answer Questions ONE and any other Three Questions. Question One

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EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION BBA 602: STRATEGIC MARKETING MANAGEMENT DATE: SATURDAY, 20TH FEBRUARY 2010 TIME: 9:00 A.M. -12:00 P.M. INSTRUCTIONS: Answer Question ONE and any other TWO questions. Question One Strategic marketing management drives its nature from the strategic management process. Discuss. (15 marks)

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