2902/102 PRINCIPLES AND PRACTICE OF MARKETING July 2017

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SALES AND MARKETING

PRINCIPLES AND PRACTICE OF MARKETING

3 hours

MAEC

INSTRUCTIONS TO CANDIDATES

This paper consists of **SEVEN** questions.

Answer any **FIVE** questions in the answer booklet provided.

All questions carry equal marks.

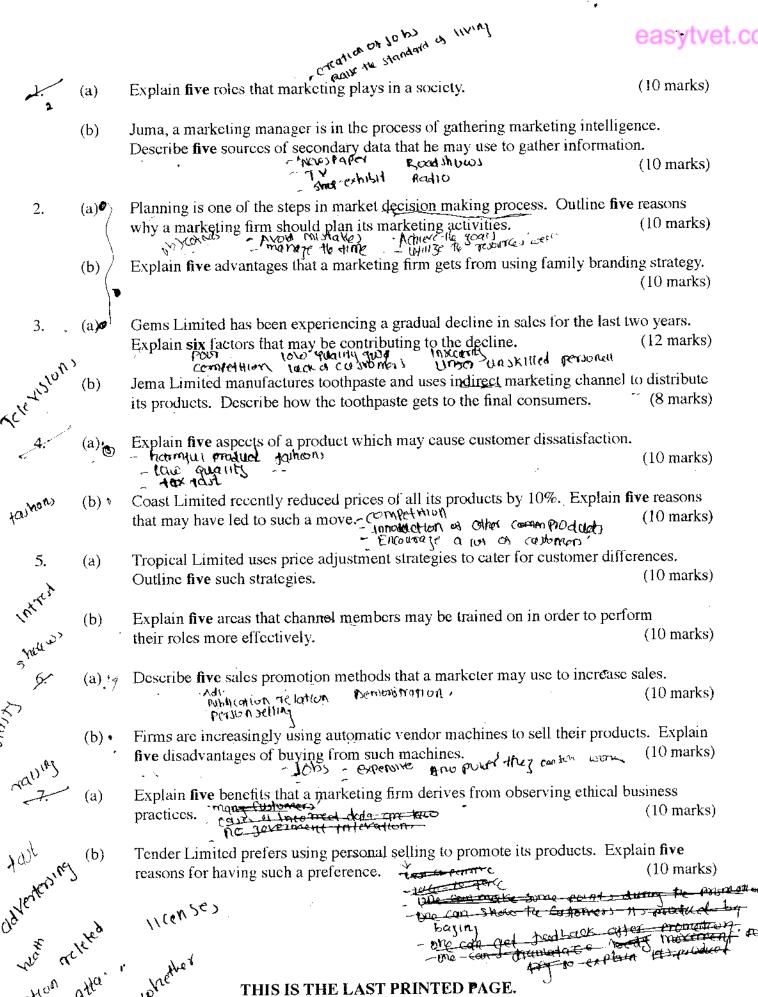
Candidates should answer the questions in English.

This paper consists of 2 printed pages.

Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.

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2902/102 July 2017

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