

C-1



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR
THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

BBM 111: ELEMENTS OF MARKETING

Date: 19 February, 2018

Time: 12.00 - 3.00pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE



