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Answer the Section A and any THREE  
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1204: PRINCIPLES OF MARKETING 1ST  
YEAR DATE: 10th March 2009 TIME: 2  
Hours INSTRUCTIONS: Candidates should  
attempt THREE questions only. Answer  
Question ONE (Compulsory) and any  
other TWO Questions. QUESTION ONE  
Using the attached case (Kenchic  
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MODULE TITLE: MARKETING METRICS &  
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