

GX1927

**Ollscoil na hÉireann, Gaillimh
National University of Ireland, Galway.**

SEMESTER 2 EXAMINATION, 2003/2004

Exam Code(s): 3BC1, 3CL1, 4BC2, 4BC3, 4BC4, 4BC5, 1OA, 1EM.
Exam(s): Third Year B.Comm. Degree.

Mode Code(s): MK 305
Module(s): MARKETING MANAGEMENT

Paper No.: 1.
Repeat Paper: _____ Special Paper: _____

External Examiner(s): Professor Roger Mason
Internal Examiner(s): Dr. Aidan Daly
Ms. Ann M. Torres

Instructions: Please answer three questions.
Each section will carry equal marks.

Duration: Two hours.
No. of Answer Books: Two including cover page.

Requirements:

Handout
MCQ
Statistical Tables
Graph Paper
Log Graph Paper
Other Material

No. of Pages: 2 including cover page.
Department(s): Marketing