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REPUBLIC OF SOUTH AFRICA

## **MARKING GUIDELINE**

**NATIONAL CERTIFICATE**

**MARKETING MANAGEMENT N4**

**28 NOVEMBER 2019**

**This marking guideline consists of 7 pages.**

# N4 Memorandum Of Marketing Management 2014

**S. Jayachandran**



## **N4 Memorandum Of Marketing Management 2014:**

*The Report: Nigeria 2015* Oxford Business Group,2015-05-05 Despite concerns linked to short term and cyclical risks including unequal development policy uncertainty declining oil prices and localised unrest the longer term growth fundamentals are clear Following the presidential elections in March 2015 the newly elected government of President Muhammadu Buhari will face a host of challenges ranging from high levels of rural poverty to concerns over governance and an insurgency in the north The outcome of the presidential elections gave Nigeria its first peaceful handover of power in more than 16 years as well as a boost of momentum that along with its economic fundamentals places it on the cusp of potentially long term broad based growth

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