



06 2026

Maseno University

*On the recommendation of the University Senate
and by virtue of the authority vested in the University, hereby confer upon*

Ogacho Salvador Otieno
the degree of

Bachelor of Business Administration
(Marketing Option)

Second Class Honours (Upper Division)

In testimony thereof this award was conferred at the congregation held at this University on
Friday the 22nd December, 2006

[Signature]
Vice Chancellor

[Signature]
Deputy Vice Chancellor
(Academic)

Private Bag
Maseno



Tel: (035) 51622 / 51620
Fax: (035) 51220 / 51462

Maseno University

UNDERGRADUATE ACADEMIC TRANSCRIPT

Name of Student: OGACHO, SALVADOR OTIENO
ARTS & SOCIAL SCIENCES

Registration No.: BA/03086/2001
04-01-02

Faculty: _____

Date of Admission: _____

Degree Programme: BBA (MARKETING)

Year of Study: 1
2001/2002

Academic Year: _____

Course Code	Course Title	Academic Hours	Grade
ABA 101	ELEMENTS OF MANAGEMENT	42.00	C
ABS 101	INTRODUCTION TO BUSINESS STUDIES	42.00	B
ABS 102	INTRODUCTION TO ACCOUNTING	42.00	D
ABS 103	BUSINESS COMMUNICATION I	42.00	C
ABS 105	BUSINESS ENVIRONMENT	42.00	D
ABS 107	MANAGEMENT MATHEMATICS I	42.00	B
AEC 101	INTRODUCTION TO MICRO-ECONOMICS	42.00	C
AEC 102	INTRODUCTION TO MACRO-ECONOMICS	42.00	B
AEN 105	COMMUNICATION SKILLS I	42.00	B
AEN 106	COMMUNICATION SKILLS II	42.00	B
APH 105	PHILOSOPHY & SOCIAL DEVELOPMENT	42.00	C
APH 106	LOGIC & RATIONAL THOUGHT	42.00	B
ARE 105	RELIGION AND SOCIAL CHANGE I	42.00	B
SCS 101	INTRODUCTION TO COMPUTERS	42.00	C
Recommendation: <u>TO PROCEED TO YEAR TWO OF STUDY</u>			

Key to Grading System

70% - 100% ~ A ~ EXCELLENT

60% - 69% ~ B ~ GOOD

50% - 59% ~ C ~ SATISFACTORY

40% - 49% ~ D ~ PASS

39% & Below ~ E ~ FAIL

Audited + Retake * Missing Marks

NOTE

Pass Mark is 40%

Date Issued: 26-01-2007

Printed on 25-01-07

Signed: _____



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ARTS & SOCIAL SCIENCES
Faculty: _____
Degree Programme: BBA (MARKETING)

Registration No.: BA/03086/2001
Date of Admission: 04-01-02
Year of Study: 2
Academic Year: 2002/2003

Course Code	Course Title	Academic Hours	Grade
ABA 201	BEHAVIOURAL SCIENCE I	42.00	B
ABA 202	INTRODUCTION TO FINANCE	42.00	B
ABS 202	BUSINESS STATISTICS I	42.00	C
ABS 203	BUSINESS LAW I	42.00	C
ABS 204	INTERMEDIATE ACCOUNTING I	42.00	#D
ABS 205	HUMAN RESOURCE MANAGEMENT I	42.00	C
ABS 215	ELEMENTS OF MARKETING	42.00	B
ABS 301	BUSINESS COMMUNICATION II	42.00	C
ABS 304	ORGANIZATION THEORY	42.00	C
ABS 305	BUSINESS LAW II	42.00	C
ABS 423	MANAGEMENT MATHEMATICS II	42.00	D
AEC 201	INTERMEDIATE MICROECONOMICS	42.00	B
AEC 205	INTERMEDIATE MACROECONOMICS	42.00	C
AEC 206	COMPUTER SCIENCE I	42.00	C
AHI 201	DEVELOPMENT ISSUES IN KENYA	42.00	B
Recommendation: <u>TO PROCEED TO YEAR THREE OF STUDY</u>			

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Name of Student: OGACHO, SALVADOR OTIENO
ARTS & SOCIAL SCIENCES

Faculty: _____

Degree Programme: BBA (MARKETING)

Registration No.: BA/03086/2001
04-01-02

Date of Admission: _____

Year of Study: 3
2003/2004

Academic Year: _____

Course Code	Course Title	Academic Hours	Grade
ABA 302	COMPANY LAW	42.00	C
ABA 308	BANKING PRACTICE	42.00	B
ABA 312	MARKETING RESEARCH	42.00	B
ABA 313	MARKETING STRATEGY & PLANNING	42.00	C
ABA 314	ADVERTISING	42.00	A
ABA 315	MARKETING COMMUNICATION	42.00	C
ABA 316	CHANNELS MANAGEMENT	42.00	C
ABA 317	MARKETING OF SERVICES	42.00	B
ABA 318	INTERNATIONAL MARKETING	42.00	B
ABA 319	RETAIL MANAGEMENT	42.00	B
ABS 306	COST ACCOUNTING	42.00	B
ABS 310	MANAGEMENT INFORMATION SYSTEMS	42.00	C
ABS 405	RESEARCH METHODS IN BUSINESS	42.00	C
ABS 418	CONSUMER BEHAVIOUR	42.00	B
Recommendation: <u>TO PROCEED TO YEAR FOUR OF STUDY</u>			

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ARTS & SOCIAL SCIENCES

Registration No.: BA/03086/2001
04-01-02

Faculty: _____

Date of Admission: _____

Degree Programme: BBA (MARKETING)

Year of Study: 4
2004/2005

Academic Year: _____

Course Code	Course Title	Academic Hours	Grade
ABA 309	INDUSTRIAL ATTACHMENT	84.00	B
ABA 412	RISK AND INSURANCE	42.00	B
ABA 413	INTERNATIONAL BUSINESS MANAGEMENT	42.00	A
ABA 419	INDUSTRIAL MARKETING	42.00	#C
ABA 420	LOGISTICS MANAGEMENT	42.00	B
ABA 421	APPLICATIONS OF MARKETING RESEARCH	42.00	B
ABA 422	PRODUCT MANAGEMENT	42.00	A
ABA 423	STRATEGIC MARKETING	42.00	B
ABA 424	ISSUES IN MARKETING MANAGEMENT	42.00	B
ABA 425	MARKETING MANAGEMENT	42.00	A
ABA 426	AGRICULTURAL MARKETING	42.00	#C
ABA 427	SALES MANAGEMENT	42.00	C
ABA 428	LABOUR LAW	42.00	B
ABS 416	RESEARCH PROJECT	42.00	#C
ABS 422	STRATEGIC MANAGEMENT	42.00	A
ABS 424	ENTREPRENEURSHIP & SMALL SCALE BUSINESS MGT	42.00	B
Recommendation: <u>QUALIFIED FOR AWARD OF THE DEGREE</u>			

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