



1ST SEM. 2004/2005

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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME: **DIPLOMA IN AGRICULTURE III**
DIPLOMA IN AGRICULTURAL EDUCATION III
DIPLOMA IN HOME ECONOMICS III
DIPLOMA IN HOME ECONOMICS EDUCATION III
REMEDIAL IN HOME ECONOMICS III

COURSE CODE: **AEM 301**

TITLE OF PAPER: **INTRODUCTION TO AGRICULTURAL MARKETING**

TIME ALLOWED: **TWO (2) HOURS**

INSTRUCTION: **ANSWER ALL THREE (3) QUESTIONS**

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GRANTED BY THE CHIEF INVIGILATOR**

QUESTION ONE

- a. A report carried out by the Times of Swaziland about two years ago indicated an over-production of maize in Swaziland at that time. It was also reported in the same issue of the paper that 85000 people in one part of the country suffered from starvation due to famine. All these happened despite the presence of two major maize purchasers, Ngwane Mills and the National Maize Corporation, in the country. What, in your opinion, might have functionally gone wrong with the maize marketing system in the country?

(25 Marks)

- b. Your mother who is interested in marketing of certain agricultural commodities approached a marketing consultant for an advice on how she should go about with her business. After listening to her attentively for more than an hour, all what the consultant told your mother is that “ in marketing risk bearing is the name of the game” and nothing else. Mum came home very annoyed with the consultant. Lucky enough for her, you were at home and she asked you for your comments on the statement. Take your time and briefly explain it to her.

(15 Marks)

QUESTION TWO

- a. As opposed to two or more decades ago, nowadays, the food marketing system in Africa has become more complex and expensive. In your own words explain why this has happened with time.

(20Marks)

- b. What are the major reasons why storage is necessary in marketing?

(10 Marks)

QUESTION THREE

- a. Some consumers of chocolate products are complaining bitterly about the role of middle men in the marketing of chocolate and its derivatives. According to them, these people are a ‘bunch of crooks’ whose main interest is to extort the consumers. I think the consumers are one hundred percent right. What about you? Give reasons to support your answer.

(15 Marks)

- b. Comment on the statement that ‘Specialization and the resulting interdependence of many specialists create the need for marketing’. Use supporting arguments or counter arguments for your comment.

(15 Marks)