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UNIVERSITY OF SWAZILAND

SUPPLEMENTARY 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**

**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN
GRANTED BY THE CHIEF INVIGILATOR**

QUESTION ONE

- a. A marketing function is a fundamental or basic physical process or service required to give a product the form, time, place and possession utility consumers desire. Using an example of any commodity of your choice, explain how a consumer can derive the four mentioned utilities from your chosen commodity.

(20 Marks)

- b. We learnt in class that in order for products to have the four utilities mentioned in question 1a, various marketing actions or functions must be performed. Briefly describe and relate any four basic functions to the four utilities.

(15 Marks)

QUESTION TWO

- a. In your own words, explain agricultural marketing to someone who is unfamiliar with the subject.

(15 Marks)

- b. What factors do you think have contributed to the continuing increasing complexity and high cost of nowadays food marketing system in Africa?

(20 Marks)

QUESTION THREE

- a. What is meant by the statement that, 'in marketing risk bearing is the name of the game'?

(15 Marks)

- b. Why is the obtaining and evaluating of market information such an important facilitating function in marketing?

(15 Marks)