



**SUPPLEMENTARY 2005/2006 EXAMINATION      PAGE 1 OF 2**

**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**

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GRANTED BY THE CHIEF INVIGILATOR**

**QUESTION ONE**

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.

**(20 Marks)**

b. About three years ago, the Times of Swaziland carried out a report indicating an over-production of maize in some parts of the country at that time. It was also reported in the same issue of the paper that 85000 people in one particular region in the country were suffering from starvation during the same period due to famine. Some people attributed the situation to the ineffective performance of the marketing intelligence function by the government authorities. Do you agree with those people or not? Give reasons.

**(20 Marks)**

**QUESTION TWO**

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". Mum came home very annoyed with the consultant. Lucky enough for her, you were at home and she asked you for your opinion on the statement. Which arguments would you use to convince your mum that the consultant is right with his statement?

**(30 Marks)**

**QUESTION THREE**

Explain with an example of a typical traditional food how changes in our eating habits have contributed to a decreasing farmers' share of certain food crops.

**(30 Marks)**