



**1<sup>ST</sup> SEM. 2006/2007**

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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**

**PAGE 2 OF 3****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?

**(15 Marks)**

- b. 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.

**(15 Marks)**

- c. During the Capacity Building Training Exercise that took place at the beginning of this year across the breath of this country, your senior sister who has keen interest in starting her own business attended some of the lectures in your village. In one of the lecture sessions, the facilitator informed the participants that anyone of them who intends to start his/her own business should first mainly focus on the product he/she wants to deliver to the market and leave the rest of the marketing activities in the hands of experts. One of the participating students, however, challenged the facilitator on the grounds that for a marketing plan to be successful the mix of the 'Four Ps' you learnt about in class is rather more important. After listening to the arguments, your sister became indifferent and approached me for more clarification. I informed her that I, personally, would like to agree to the suggestion made by the facilitator. What about you? Give reasons to support the choice of your answer.

**(10 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 comments on the statement. Cleary, explain what the consultant meant with that statement to her.

**(30 Marks)**

**QUESTION THREE**

- a I read an advertisement posted in the Times of Swaziland by a certain group of consumers' association in Swaziland claiming that Swaziland would be a cheaper place to shop if middlemen were eliminated from the marketing system. According to the group, the middlemen are a 'bunch of crooks' whose main interest is to extort the consumers and making huge profits for themselves. They supported their claim by giving an example of a situation whereby a head of a normal size cabbage priced at E2.50 by a farmer in Khubuta , was charged E6.00 to the ultimate consumers by the retailers in Manzini. Do you share the same view or not with the members of the consumer association? Give reasons to support your answer.

**(15 Marks)**

- b. High marketing costs, among other factors, are often cited as responsible for high retail food prices and low farm prices. In your own opinion, does food marketing cost too much? In your answer explain marketing costs as they relate to creation of utilities.

**(15 Marks)**