



**UNIVERSITY OF SWAZILAND**

**SUPPLEMENTARY EXAMINATION PAPER**

**1<sup>st</sup> SEMESTER 2009/2010**

**PROGRAMME: BSc AGRICULTURAL ECONOMICS &  
AGRIBUSINESS MANAGEMENT**

**COURSE CODE: AEM 403**

**TITLE OF PAPER: AGRICULTURAL MARKETING**

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

**INSTRUCTIONS: Candidates are required to answer QUESTION 1 and any  
other TWO of the THREE remaining questions.**

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

**QUESTION 1**

**GMO-Azania Ltd is a well established business that has developed and adopted the concept of Genetically Modified Organisms (GMOs). GMOs are likely to hit the Swaziland Seed Market soonest by 2010 and the company aims are to breed, develop, produce, process and market agricultural and horticultural seeds in Swaziland. The Manager of GMO-Azania feels that there is a growing market for drought-tolerant hybrid seeds in the country. You are a local agribusiness consultant and have been hired to advise the company on whether it should enter the hybrid seed business or not. Discuss, the steps and procedures you would follow to formulate a business and marketing plan for the Company.**

**[40 marks]**

**QUESTION 2**

- a) **A marketing function is a fundamental or basic physical process or service required to give a product the form, place, time, 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]**
- b) **We learnt in class that in order for products to have the four utilities mentioned in question 2a various marketing actions or functions must be performed. Briefly describe and relate any four basic functions to the four utilities. [15 marks]**

**QUESTION 3**

- a) **The use of the institutional approach in the study of marketing tells us that many of the food marketing functions are marketed by economies of scale. Do you agree or disagree with this statement? Justify your answer using examples in the agricultural sector.**

**[15 marks]**
- b) **Discuss why food and agricultural marketing continues to feature prominently in the development agenda of developing countries and least developed countries. Discuss the major challenges faced by these countries in improving food and agricultural marketing?**

**[15 marks]**

**QUESTION 4**

**a) Suppose that relatively capital is abundant in South Africa while land is abundant in Swaziland. If these two countries trade, each specializing in the good it has a comparative advantage in, what will happen to the prices of the resources (capital and land) in the two countries? Discuss.**

**[20 marks]**

**(b) Why is obtaining and evaluating the performance of the marketing processes such an important facilitating function in marketing? [10 marks]**