



1<sup>st</sup> SEM. 2011/2012

UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME: Bsc. AGRICULTURAL ECONOMICS & AGRIBUSINESS 4  
Bsc. ANIMAL SCIENCE 4

Bsc. ANIMAL SCIENCE-DAIRY OPTION 4

Bsc. FOOD SCIENCE & NUTRITION 4

Bsc. HORTICULTURE 4

COURSE CODE: AEM 402

TITLE OF PAPER: AGRICULTURAL MARKETING

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS: (1) ANSWER ALL FOUR QUESTIONS.

(2) EACH QUESTION CARRIES TWENTY FIVE (25) MARKS

**DO NOT OPEN THIS PAPER UNTIL ADVISED TO DO SO BY THE  
CHIEF INVIGILATOR**

## **SECTION A**

### **Question 1**

- A. McCarthy (1968) defined marketing as embracing of all activities related to the product itself; Sandton (1981) defined marketing as the creation and delivery of a standard of living while Kotler (2006) defined marketing as a social process that enables the creation and exchange of values with others. These three descriptions are acceptable and true to marketing. State why each definition best describes agricultural marketing. (12 marks)
- B. Discuss product differentiation and the producer effects on product differentiation. (8 marks)
- C. In relation to product branding, define 'brand image'? (5 marks)

**(Total=25 marks)**

### **Question 2**

- A. Explain the concept of 'lag of entry' and discuss the factors constituting the barriers of entry. (10 marks)
- B. The facilitation function has four sub-functions which are critical to agricultural marketing management. Discuss these four sub-functions using examples. (15 marks)

**(Total=25marks)**

## **SECTION B**

### **Question 3**

- A. As a marketing specialist, explain with available theories, the need for Swaziland to trade with other countries (15 marks)
- B. What are the gains that Swaziland will derive from such trade? (10 marks)

**(Total=25 marks)**

### **Question 4**

- A. Provide the definition of marketing research adopted by American Marketing Association which is worldwide accepted. (5 marks)
- B. Explain clearly the roles of marketing research (20 marks)

**(Total=25 marks)**