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1st SEM. 2013/2014

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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME: BSc. in Agric. Economics and Agribusiness Management Year 4
BSc. in Animal Science Year 4
BSc. in Animal Science (Dairy) Year 3
BSc. in Food Science, Nutrition & Technology Year 4
BSc. in Horticulture Year 4

COURSE CODE: AEM 402

TITLE OF PAPER: AGRICULTURAL MARKETING

TIME ALLOWED: TWO (2) HOURS

INSTRUCTION: 1. ANSWER ALL QUESTIONS
2. EACH QUESTION CARRIES TWENTY FIVE (25) MARKS

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CHIEF INVIGILATOR**

Question 1

- a. Some retail food stores offer a service where they sell products via the internet. Here using communications software, the customer accesses the firm's inventory and price list through their website, choose what they want and the firm delivers the choices to the home at a time convenient to the customer. What do you see as the advantages of this system? What do you see as the disadvantages? (8 marks)
- b. Briefly discuss the facilitating function of marketing. (8 marks)
- c. Discuss the concept of marketing concentration and give example. (9 marks)

Question 2

- a. Briefly explain the difference between the Production and Product concepts. (9 marks)
- b. What are the factors you consider when choosing a marketing channel? (5 marks)
- c. Give three factors affecting marketing costs? (6 marks)
- d. Pick a food product or an agricultural input. Use the four product offering criteria to break it down into: generic product, expected, value-added product and potential product. (5 marks)

Question 3

- a. Briefly explain the product adoption and diffusion stages? (10 marks)
- b. Advertising does not have the immediate impact of creating a customer. Instead, it has a hierarchy of effects. By use of a diagram, present the hierarchy of effects model. (6 marks)
- c. Discuss the measures used to minimize risks in agricultural products. (9 marks)

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Question 4

- a. What objectives do organizations seek to achieve through their pricing decisions? (10 marks)
- b. Mr. Sangweni owns a produce shop where he sells his farm produce (pork, milk, beef) and off late he is not happy. For the past four months sales records indicated a huge decrease. So he has hired you to get to the bottom of this by investigating the decrease. Explain how you go about the investigation. Use examples where applicable. (15) .