

133



1st SEM. 2013/2014

Page 1 of 2

UNIVERSITY OF SWAZILAND

SUPPLEMENTARY 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

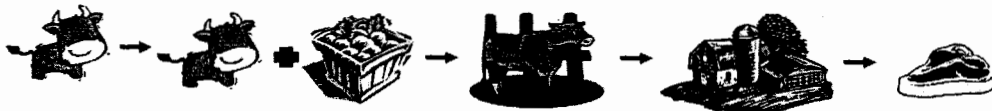
**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN GRANTED BY THE
CHIEF INVIGILATOR**

Question 1

- a. Use a diagram to show the product life cycle? (9 marks)
- b. Briefly describe the utilities created by marketing for a product and give examples. (10 marks)
- c. What marketing information do farmers need during price forecasting? (6 marks)

Question 2

- a. Discuss public relations as one of the forms of marketing communication. (10 marks)
- b. You are asked to introduce a new electric dairy feeding system that would reduce feeding costs by 20%. What pricing policy would you suggest? Why? Would you stay with this policy strategy indefinitely? Why? (10 marks)
- c. Briefly explain the following process of a marketing channel. (5 marks)

**Question 3**

- a. Marketing is something more than just selling. Do you agree? Justify. (10 marks)
- b. Give three ways of reducing marketing costs. (6 marks)
- c. How different are agricultural products from manufactured products. Give three differences. (9 marks)

139

Question 4

- a. What are the benefits of segmenting a market? (7 marks)
- b. Describe any three indicators how agricultural marketing impacts economic development. (9 marks)
- c. Describe the three types of risks associated with marketing? (9 marks)