UNIVERSITY OF ESWATINI

FINAL EXAMINATION PAPER

PROGRAMME: BSC. IN AGRICULTURAL ECONOMICS AND AGRIBUSINESS MANAGEMENT (Year IV)

COURSE CODE: AEM 401

TITLE OF PAPER: AGRICULTURAL MARKETING & PRICE ANALYSIS

TIME ALLOWED: 2: 00 HOURS

INSTRUCTION: 1.ANSWER ALL QUESTIONS
2. EACH QUESTION CARRIES 25 MARKS

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Question 1.   (25 marks)

1.1. Discuss briefly the differences between markets, marketing and agricultural marketing?   (15 points)

1.2. State the major approaches to the study of agricultural marketing and discuss on these approaches?   (10 Points)

Question 2.   (25 marks)

2.1. Explain the most persistent agricultural marketing problems in developing countries.   (9 Points)

2.2. It is recognized that market development is a growth strategy of a country. To this instance, it needs to understand the factors affecting the rate of market development. Explain these factors affecting the growth of market development. (8 Points)

2.3. Define marketing channel? What are the factors to be considered while choosing a channel?   (8 points)

Question 3.   (25 marks)

3.1. Define Pricing strategies. How are prices of agricultural goods determined?
                                        (8 Points)

3.2. Explain S-C-P (Structure- Conduct-Performance) paradigm and discuss on the major criticisms of S-C-P paradigm?   (9 Points)

3.3. Explain the difference between market research and marketing research? List the most widely used approaches in analyzing the marketing sector of the economy?
                                        (8 Points)

Question 4.   (25 marks)

4.1. Consider the following table indicating the demand schedule for lentils and answer the question below:-

	Point price (in E)	Quantity Demanded (gram)
A	60	3000
B	70	2800
C	80	2600
D	90	2400
E	100	2200
F	110	2000
G	120	1800
H	130	1600

Calculate the price elasticity of demand between points A and B and between points G and H and interpret the results?   **(15 Points)**

4.2. A farmer sells tomatoes at E4/kg. These are then sold by the retailer at E6/kg, but 10% of the quantity is lost in the marketing process. The only identified marketing costs are wages which amount to E 1/kg of product purchased from the farmer.

Compute:
a) Gross margin
b) Net margin   **(10 Points)**

END OF PAPER