



GWANDA STATE UNIVERSITY
FACULTY OF LIFE SCIENCES
DEPARTMENT OF CROP SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN CROP/ANIMAL SCIENCE
LCS 4104 AGRICULTURAL MARKETS AND MARKETING
FIRST SEMESTER EXAMINATION PAPER
NOVEMBER 2019

Time Allowed:	3 hours
Total Marks:	100
Special Requirements:	Non-Programmable Calculator (provided by the student) and ruler
Examiner:	Olga Mapanje

INSTRUCTIONS TO CANDIDATES

1. Answer **ALL** questions from **Section A** and any 2 questions from **Section B**.
2. Start the answer to each full question on a fresh page.
3. Each question carries **20 marks**.
4. This question paper comprises 3 printed pages including cover page.

MARK ALLOCATION

QUESTION	MARKS
SECTION A	40
SECTION B	60
TOTAL ATTAINABLE MARKS	100

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SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**QUESTION A1**

- a) Markets and prices play vital roles in any economy system. State and explain the 3 major roles played by prices in market based economies. [6]
- b) Discuss any 5 market failures common in the agricultural sector of developing countries like Zimbabwe. [10]
- c) Identify the utility generated from each of the following marketing functions:
 - i. Storage [1]
 - ii. Processing [1]
 - iii. Transportation [1]
 - iv. Transfer of ownership [1]

QUESTION A2

Define the following terms:

- a) Marketing function [4]
- b) Marketing mix [4]
- c) Marketing efficiency [4]
- d) Value addition [4]
- e) Consumer sovereignty [4]

QUESTION A3

- a) What do you understand by 'market integration?' [3]
- b) Give any 5 factors that can motivate smallholder farmers to enter into horizontal integration. [5]
- c) Contract farming is an important form of vertical integration between smallholder farmers and agribusiness firms in Zimbabwe. Explain how:
 - i. Smallholder farmers may benefit from the arrangement [6]
 - ii. Agribusiness firms may not benefit from the arrangement [6]

SECTION B: ANSWER ANY 2 (TWO) QUESTIONS IN THIS SECTION

QUESTION B1

Outline **EITHER** the 'Functional Approach' **OR** the 'Institutional Approach' to agricultural marketing, and conclude by explaining the usefulness of the approach in analysing agricultural marketing problems. [20]

QUESTION B2

Why do monopolies arise? Explain your answer. [20]

QUESTION B3

Describe in detail how the efficiency of a marketing system can be evaluated. [20]