



**FACULTY OF LIFE SCIENCE**  
**DEPARTMENT OF CROP SCIENCE**  
**BACHELOR OF SCIENCE (HONOURS) DEGREE IN CROP SCIENCE**  
**AGRICULTURAL MARKETS AND MARKETING**  
**LCS 4104**

**First Semester Examination Paper**

**February 2022**

This examination paper consists of 2 pages

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Special Requirements:** None  
**Examiner's Name:** J.P. Musara

**INSTRUCTIONS**

1. Answer **all** questions in Section A
2. Answer **two** questions in Section B

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
<b>SECTION A</b>	<b>60</b>
<b>SECTION B</b>	<b>40</b>
<b>TOTAL ATTAINABLE MARKS</b>	<b>100</b>

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## **SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

1. Explain the following agricultural marketing concepts using illustrations where appropriate:
  - a. Market distortions; [5]
  - b. Externalities; and [5]
  - c. Consumer surplus. [5]
2. Using examples, outline five roles of the price mechanism in agricultural markets. [10]
3.
  - a. Explore how transaction costs affect the spatial efficiency of agricultural markets. [10]
  - b. State five options that can be used to create equilibrium in spatially inefficient markets. [5]
4.
  - a. Explain the following as they relate to strategic agricultural marketing:
    - i. Diversification; and [4]
    - ii. Buffer stocks. [6]
  - b. Using an example, explore the challenges and opportunities associated designing a marketing communication strategy of your choice. [10]

## **SECTION B: ANSWER TWO QUESTIONS IN THIS SECTION**

5. Using examples, examine how competitor analysis can influence marketing strategies in a highly concentrated agricultural market. [20]
6. Explore strategies that can be used by small agribusiness firms to manage barriers to entry and exit in volatile commodity markets. [20]
7. Discuss the overall implications of price floors on the following dimensions of agricultural markets:
  - a. Structure; [6]
  - b. Conduct; and [8]
  - c. Performance. [6]
8. Explore the possible consequences of Statutory Instrument 97 of 2021 (SI 97-2021) on the roles of the Grain Marketing Board in the soya bean value chain in Zimbabwe. [20]

**END OF EXAMINATION**