GWANDA STATE UNIVERSITY

FACULTY OF NATURAL RESOURCE MANAGEMENT AND AGRICULTURE

DEPARTMENT OF HORTICULTURE AND CROP PRODUCTION

BACHELOR OF SCIENCE HONOURS DEGREE IN CROP SCIENCE

Agricultural Markets and Marketing

LCS 4104

First Semester Final Main Examination Paper

September 2024

This examination paper consists of 2 pages

Time Allowed: **3 hours**

Total Marks: **100**

Special Requirements: **None**

Examiner's Name: **R. Foti**

INSTRUCTIONS

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

MARK ALLOCATION

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

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SECTION A: Answer ALL questions in SECTION A

1. Explain how agricultural marketing differs from other domains. [**10 Marks]**

2. Describe any five (5) utilities of marketing **[10 Marks]**

3. a) Describe any four (4) types of market structure with reference to agricultural commodities. **[12 Marks]**

   b) Using examples, explain the structure-conduct-performance paradigm. **[8 Marks]**

4. a) Describe the different forms of marketing communication. **[14 Marks]**

   b) Discuss the factors influencing the marketing communication mix. **[6 Marks]**

SECTION B: Answer TWO questions in SECTION B

5. Explore the challenges and benefits of agricultural marketing to small-scale farmers and consumers in Zimbabwe. **[20 Marks]**
6. Explain the marketing mix concept as it applies to the marketing of any horticultural product of your choice. **[20 Marks]**
7. Describe in detail, the basis for the classification of agricultural markets. **[20 Marks]**

END OF EXAMINATION