

GWANDA STATE UNIVERSITY



**FACULTY OF NATURAL RESOURCE MANAGEMENT
DEPARTMENT OF HORTICULTURE AND CROP PRODUCTION
BACHELOR OF SCIENCE HONOURS DEGREE IN CROP SCIENCE**

Agricultural Marketing and Marketing

LCS 4104

First Semester Final Main Examination Paper

September 2023

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. a) Describe the three approaches to agricultural marketing. [9]
b) Characterize how agricultural marketing differs from other domains. [8]
2. Explain the following terms as they apply to agricultural marketing:
 - a) Marketing efficiency and effectiveness [5]
 - b) Operational efficiency [5]
 - c) Marketing costs [5]
 - d) Price efficiency [6]
3. Using examples, explain the different forms of marketing communication. [8]
4. Explain why marketers package their commodities. [8]
5. Discuss the importance of Agricultural marketing in the development of smallholder sector of Zimbabwe. [6]

SECTION B: Answer ONLY TWO questions in section B

6. Explain the roles of marketing functions in developing a vibrant agricultural marketing system. [20]
7. a) Marketing creates four types of utility to consumers. Explain this statement. [8]
b) Explain the buying and selling operations of marketing boards. [12]
8. Explain in detail the concept of the marketing mix in agriculture. [20]
9. Explain the endogenous and exogenous factors that affects buyer's behavior. [20]

END OF EXAMINATION