

**GWANDA STATE UNIVERSITY**



**FACULTY OF NATURAL RESOURCE MANAGEMENT**

**DEPARTMENT OF CROP SCIENCES**

**BACHELOR OF SCIENCE HONOURS DEGREE IN CROP SCIENCE**

**Agricultural Markets and Marketing**

**LCS 2202**

**Second Semester Final Main Examination Paper**

**May 2024**

**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
3. Marks for each question or part question are indicated in parentheses.

**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 SECTION A**

**QUESTION ONE**

- a) The word “Market” has been subjected to different definitions. Citing relevant examples, give any **five** definitions of marketing emphasizing on how one differs from the others. [10]
- b) For a market to exist at least **four** conditions must be met. Describe these conditions using relevant examples [8]
- c) Define the phrase “Market structure” [2]

**QUESTION TWO**

- a) Citing relevant examples in agriculture, Explain in detail the 4 (Four) basic components of market structure. [8]
- b) Explain why it is necessary to study agricultural marketing, especially in less developed African countries. [16]

**QUESTION THREE**

- a) Explain the special characteristics of agriculture that make agricultural marketing different from other types of marketing. [18]
- b) Define the term “duopoly” [2]

**SECTION B: Answer TWO questions from SECTION B**

**QUESTION FOUR**

“Agricultural marketing plays an important role not only in stimulating production and consumption, but in accelerating economic development”. Clarify this statement by giving a detailed account of the importance of agricultural marketing. [20]

**QUESTION FIVE**

Give a detailed description, backed by relevant examples, the basis on which agricultural markets can be classified. [20]

**QUESTION SIX**

With the aid of relevant examples from the agricultural sector of Zimbabwe, describe the components of the “marketing mix”. [20]

**END OF EXAMINATION**