

GWANDA STATE UNIVERSITY



FACULTY OF NATURAL RESOURCE MANAGEMENT

DEPARTMENT OF CROP SCIENCES

BACHELOR OF SCIENCE HONOURS DEGREE IN CROP SCIENCE

Agricultural Marketing

LCS 2204

Second Semester Final Main Examination Paper

June 2023

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

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

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SECTION A: Answer ALL questions in SECTION A

QUESTION ONE

- a) Citing relevant examples, discuss the FIVE (5) definitions for the word “Market”.

[10]

- b) Describe the 4 (Four) conditions that must be satisfied for a market to exist. [8]
c) Define the phrase “Market structure” [2]

QUESTION TWO

a) Explain in detail, using examples relevant to agriculture, the FOUR (4) basic components of market structure. [4]

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, of 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

