



1ST SEM. 2005/2006

PAGE 1 OF 2

UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME: **DIPLOMA IN AGRICULTURE III**
 DIPLOMA IN AGRICULTURAL EDUCATION III
 DIPLOMA IN HOME ECONOMICS III
 DIPLOMA IN HOME ECONOMICS EDUCATION III
 REMEDIAL IN HOME ECONOMICS III

COURSE CODE: **AEM 301**

TITLE OF PAPER: **INTRODUCTION TO AGRICULTURAL MARKETING**

TIME ALLOWED: **TWO (2) HOURS**

INSTRUCTION: **ANSWER ALL THREE (3) QUESTIONS**

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PAGE 2

QUESTION ONE

- a. A marketing function is a fundamental or basic physical process or service required to give a product the form, time, place and possession utility consumers desire. Using an example of any commodity of your choice, explain how a consumer can derive the four mentioned utilities from your chosen commodity.

(20 Marks)

- a. Babe Shongwe from Mankanyane buys several foodstuffs from farmers in villages all over the country and sells them to retail stores and firms in the agri-business industry in the country. Like many wholesalers, Babe Shongwe assists the producers and the retailers by performing marketing functions. Discuss in detail the marketing functions performed by Babe Shongwe and their respective importance to food producers, consumers and the agri-business industry.

(20 Marks)

QUESTION TWO

The major concern of the vegetable association in Swaziland is the high marketing margin of their produce. In an attempt to redress this issue, they came to you for a professional advice. After taking time to peruse through your agricultural marketing notes, you came out confidently to tell them to increase their production output if they want to reduce the marketing margin. On a second thought, are you sure your advice was really going to help them to address the farmers' major concern? Support your answer with valid arguments.

(30 Marks)

QUESTION THREE

High marketing costs, among other factors, are often cited as responsible for high retail food prices and low farm prices. In your own opinion, does food marketing cost too much? In your answer explain marketing costs as they relate to creation of utilities.

(30 Marks)