



1st SEM. 2015/2016-SUPP

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UNIVERSITY OF SWAZILAND

SUPPLEMENTARY EXAMINATION PAPER

PROGRAMME: BSc. in Agric. Economics and Agribusiness Management Year 4
BSc. in Animal Science Year 4
BSc. in Animal Science (Dairy) Year 3
BSc. in Food Science, Nutrition & Technology Year 4
BSc. in Horticulture Year 4

COURSE CODE: AEM 402

TITLE OF PAPER: AGRICULTURAL MARKETING

TIME ALLOWED: TWO (2) HOURS

INSTRUCTION: 1. ANSWER ALL QUESTIONS
2. EACH QUESTION CARRIES TWENTY FIVE (20) MARKS
3. DO NOT WRITE ON THE QUESTION PAPER

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CHIEF INVIGILATOR**

Question 1

- a) With examples, discuss reasons why Swaziland should practice protectionism in international trade?

(14 marks)

- b) Inadequate storage facilities are the cause of heavy losses of agricultural produce in many parts of the world. This results in a serious wastage of foodstuffs and increased costs to consumers. Carefully suggest the three ways in which an effective storage facility can be achieved.

(6 Marks)

Question 2

- a) What are the factors responsible for the marketing costs variations?

(4 Marks)

- b) Give three ways of reducing marketing costs.

(6 Marks)

- c) Agricultural marketing is faced with several risks including price risks. Explain how a farmer can minimize this type of risks?

(4 Marks)

- d) Briefly describe the following concepts of risks management: Speculation, Hedging, and Future Trading.

(6 marks)

Question 3

- a. What objectives do organizations seek to achieve through their pricing decisions? Discuss.

(12 marks)

- b. Marketing communications are intended to both inform and persuade a target audience, with a view to influencing the behavior of customers. Thus, marketing communications serve five key objectives. What are these five key objectives?

(5 Marks)

- c) Mention any three criteria used for selecting the marketing communication media.

(3 Marks)

Question 4

a) Define the following agricultural marketing concepts:

- Marketing System
- Marketing
- A Market

(6 Marks)

b) The marketing of agricultural commodities is different from the marketing of manufactured commodities because of the special characteristics of the agricultural sector which have a bearing on marketing. Mention at least six of these special characteristics?

(6 Marks)

c) With examples, describe the physical and exchange marketing functions

(8 Marks)

Question 5

a) Mr. Sibusiso is the marketing manager of Silver Star Vegetable and fresh produce Company. The company produces several products that target several market segments. However, Mr. Sibusiso is not so sure whether market segmentation could reap benefits for his company. As a marketing specialist, convince Mr. Sibusiso that actually market segmentation is beneficial to his company.

(4 Marks)

b) In the same conversation in (a) above, Mr. Sibusiso the company manager complains about the fluctuation in sales of new products on the market and needs your consultation on whether he should carry out a market research. As a marketing specialist educate him about the importance of marketing research.

(8 Marks)

c) Write Short notice on the following market structure theoretical models:

- Perfect or pure competition
- Monopoly
- Oligopoly
- Monopolistic Competition

(8 Marks)