



AFRICA
UNIVERSITY
A United Methodist-Related Institution

"Investing in Africa's Future"

COLLEGE OF HEALTH, AGRICULTURE & NATURAL SCIENCES

AEC 302 AGRICULTURAL MARKETING

END OF FIRST SEMESTER EXAMINATIONS

NOVEMBER/DECEMBER 2019

LECTURER: DR K.MUKUMBI

DURATION: 3 HOURS

INSTRUCTIONS

1. Do not write your name on the answer sheet

2. Use Answer Sheets Provided

3. Begin your answer for Each Question on a New Page

4. Credit is Given for Neat Presentation

AEC 302

Answer Question 1 and other any other two questions

Question 1

- a) AU farm would like to develop a goat cheese product. Describe the 7 steps in the new product development process that they would go through in developing the new product. (25 marks)
- b) Describe an example of a product failure. (5 marks)
- c) What causes newly launched products to fail? (10 marks)
- d) What can AU do to avoid product failure of their new goat cheese product? (10 marks)

Question 2

Compare and contrast the following terms, include examples

- a) market and market segmentation (4 marks)
- b) industrial market and reseller market (4 marks)
- c) English auction and Dutch auction (6 marks)
- d) cost-plus approach to pricing and a market oriented approaches to pricing (6 marks)
- e) mark-up and mark-on (5 marks)

Question 3

- a) With the aid of diagram describe the 5 stage consumer buying model. (25 marks)

Question 4

- a) With the aid of diagram describe the product life cycle. (15 marks)
- b) Which marketing communications strategies are appropriate for each product life cycle stage? (10 marks)

Question 5

a) Middlemen are not necessary in modern agrifood systems. Do you agree or disagree with this statement? Justify your response. (25 marks)