



"Investing in Africa's Future"

FACULTY OF AGRICULTURE AND NATURAL RESOURCES

AEC302: AGRICULTURAL MARKETING

END OF FIRST SEMESTER EXAMINATIONS

NOVEMBER/DECEMBER 2016

LECTURER: DR. K. MUKUMBI

DURATION:(3HRS)

INSTRUCTIONS

1. Do Not Write Your Name On The Answer Sheets.
 2. Use Answer Sheets Provided.
 3. Begin Your Answer For Each Question On A New Page.
 4. Credit Is Given For Neat Presentation Of Answers.
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AEC 302: AGRICULTURAL MARKETING

Answer Question 1 and any other 3 questions

Question 1

- a) What are the challenges facing Manicaland horticultural producers in marketing their produce? (13 marks)
- b) Recommend policies that can be used to address these challenges in Manicaland. (12 marks)

Question 2

In a table, summarize the 4 types of marketing control. (25 marks)

For each type of marketing control include information on:

- i. The prime responsibility,
- ii. Purpose of control, and
- iii. Approaches.

Question 3

- a) You are working with a group of smallholder farmers who are selling their agricultural produce without any packaging. Advise them on the functions of packaging. (20 marks)
- b) Describe a recent innovation in packaging for agricultural products that can be useful to the farmers. (5 marks)

Question 4

- a) Describe the 6 groups of pricing objectives. (18 marks)
- b) List 4 types of psychological pricing. (4 marks)
- c) List 3 types of geographical pricing. (3 marks)

Question 5

- a) Describe the 6 goals of sale force training programs. (12 marks)
- b) Distinguish between *marketing efficiency* and *marketing effectiveness*. (4 marks)
- c) List 5 disadvantages of using secondary data sources in an agricultural marketing research project. (5 marks)
- d) List 4 external sources of secondary information. Give examples. (4marks)