



"Investing in Africa's Future"
COLLEGE OF HEALTH, AGRICULTURE & NATURAL SCIENCES

NAEC 506 MARKETING MANAGEMENT
END OF SECOND SEMESTER EXAMINATIONS
MAY 2023

LECTURER: PROF L. DUBE

DURATION: 3 HOURS

INSTRUCTIONS

Do not write your name on the answer sheet

Use Answer Sheets Provided

Begin your answer for Each Question on a New Page

Credit is Given for Neat Presentation



INSTRUCTIONS TO CANDIDATES

Answer any 4 questions. All questions carry equal marks.

Question 1

Using practical examples, clearly articulate the role of market research in strategic marketing decision-making for today's agribusiness organisations. [25]

Question 2

'An understanding of how buyers behave towards the purchase of goods and services is absolutely necessary for effective marketing'. Discuss using appropriate illustrations. [25]

Question 3

'Segmentation and target marketing have little relevance in the case of today's agribusiness organisations'. Evaluate this statement. [25]

Question 4

A company's choice of suppliers to buy from or buyer groups to sell to should be viewed as a crucial strategic decision. How can a company leverage on the bargaining powers of suppliers and buyers to grow shareholder value? [25]

Question 5

"It does not matter whether it is an agribusiness service or a product, the marketing is the same". Using relevant examples and with reference to marketing theory, critically discuss the validity of this statement. [25]

