



AFRICA
UNIVERSITY
A United Methodist-Related Institution

"Investing in Africa's Future"

COLLEGE OF HEALTH, AGRICULTURE & NATURAL SCIENCES

NAEC 506: MARKETING MANAGEMENT

END OF SECOND SEMESTER FINAL EXAMINATIONS

APRIL 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

‘Marketing is the core activity of any agribusiness organisation’. Evaluate this statement using an organization of your choice. [25]

Question 2

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

Question 3

It is essential that a company’s management understand the structure of the industry or industries in which it operates, and the underlying factors that determine its structure. Discuss any 5 strategies that an existing agribusiness firm can adopt to protect itself from the threats of new entrants. [25]

Question 4

In what ways may a full understanding of both the theory and practice of consumer/buyer behaviour help an agribusiness organization to make more appropriate strategic marketing decisions? Illustrate your answer [25]

Question 5

Discuss the roles segmentation and targeting play in the marketing activities of an agribusiness firm of your choice. [25]

End of Examination Paper