



“Investing in Africa’s future”

COLLEGE OF HEALTH AGRICULTURE & NATURAL SCIENCES

NAEC402: AGRICULTURAL MARKETING

END OF FIRST SEMESTER FINAL EXAMINATIONS

NOVEMBER 2022

LECTURER: DR K. MUKUMBI

DURATION: 3 HRS

INSTRUCTIONS

1. Do not write your name on the answer sheet

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2. Use Answer Sheets Provided

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

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4. Credit is Given for Neat Presentation

SECTION A

Answer **ALL** questions in this section

Question 1

a) Read the passage below and answer the questions that follow:

The buying price from the producer- Beitbridge Juicing Company, for oranges is \$0.50 per kg, the wholesale price at BrandsFresh is \$1 per kg and the retail price in SPAR supermarket is \$2 per kg.

Remember to include the formula and show your working.

Round off your answers to 2 decimal places.

Calculate:

- | | | |
|------|---------------------------|-----------|
| i. | The share to the producer | (4 marks) |
| ii. | The wholesale margin | (4 marks) |
| iii. | Retail margin | (4 marks) |
| iv. | Total margin | (3 marks) |

Question 2

a) Read the passage below and answer the questions that follow:

There are 7 producers of stockfeed in Zimbabwe: Country Feeds, National Foods, Profeeds, Capital Foods, Feedmix, Agrifoods, Hyperfeeds

Below is the financial information for each company from October 2021- October 2022

Company	Sales (\$)	Net profit (\$)
Country Feeds	1 000 000	100 000
National Foods	38 700 000	20 000 000
Profeeds	54 000 000	30 400 000
Capital Foods	10 530 000	4 200 000
Feedmix	23 975 000	3 700 000
Agrifoods	15 500 000	6 000 000
Hyperfeeds	13 000 000	5 000 000
Windmill	7 000 000	3 000 000

- | | | |
|----|--|------------|
| i. | Calculate the market share for each company. | (15 marks) |
|----|--|------------|
- Remember to include the formula and show your working.

Round off your answers to 2 decimal places.

Question 3

- a) You develop an innovative packaging product for fresh produce. Describe the 5 factors that could influence the rate at which the packaging product is adopted? (10 marks)

SECTION B

Answer any THREE questions in this section

Question 4

- a) After launching the new chicken sausage product, you notice that sales are very low. You are asked to conduct a study on factors that could influence chicken sausages sales.
- i. What is the research problem you're trying to solve? (2 marks)
 - ii. Why is this study important? (2 marks)
 - iii. Develop a questionnaire that you will use as part of the data collection process. Your questionnaire should have 10 questions. (16 marks)

Question 5

- a) What is a brand? (2 marks)
- c) What are the advantages and disadvantages of branding a product:
- i. to the consumer (9 marks)
 - ii. to the producer (9 marks)

Question 6

- a) Describe 5 key lessons related to agricultural marketing you learnt from the field trip to Tanganda Processing Factory. (10 marks)
- b) Explain how you will apply what you learned at Tanganda to your career in agricultural marketing. (10 marks)

Question 7

Beyond their distinct and sweet flavor, mangos can also be effective in soothing skin. Recently, mangos have become a popular ingredient in beauty butters, lip balms, and more.

The source of mangos' rich benefits are its seeds. Mango butter is crafted by extracting the content of the mango seed and cold-pressing it into a creamy butter. Mango butter is a fat that originates from mango seeds — it exists in refined and unrefined forms. Mango butter is semi-solid and melts when it touches the skin.

Like shea and cocoa butter, mango butter can nourish skin and hair and support overall skin health. Some forms of mango butter are also edible. Mango butter is included as an ingredient in chocolates and other snacks. An agribusiness enterprise in Mutare would like to produce and sell mango butter.

a) Describe 10 strategies the agribusiness enterprise can implement to avoid product failure of their new mango butter product? Explain why you think these 10 strategies are particularly important. Your response should be in essay format 2-2.5 pages. (20 marks)

END OF EXAMINATION PAPER