



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

NAEC 506: MARKETING MANAGEMENT

END OF SECOND SEMESTER FINAL EXAMINATIONS

APRIL 2022

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

“Business success is not determined by the producer but by the customer”. Using an agribusiness organisation of your choice, critically discuss this assertion with reference to the marketing concept and the societal marketing concept. [25]

Question 2

“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]

Question 3

When setting prices, the company must consider its external environment. What are the five external factors that affect businesses’ pricing decisions in the agribusiness sector? Use relevant examples to support your answer. [25]

Question 4

Business to business dealing is essentially not the same as business to ultimate consumer dealing. Discuss with appropriate illustrations, any five major differences between consumer markets and business markets. [25]

Question 5

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]

End of Examination Paper