



“Investing in Africa’s future”

COLLEGE OF HEALTH, AGRICULTURE AND NATURAL SCIENCES

NAEC402: AGRICULTURAL MARKETING

END OF FIRST SEMESTER FINAL EXAMINATIONS

NOVEMBER/ DECEMBER 2020

LECTURER: DR. K. MUKUMBI

DURATION: 24 HRS

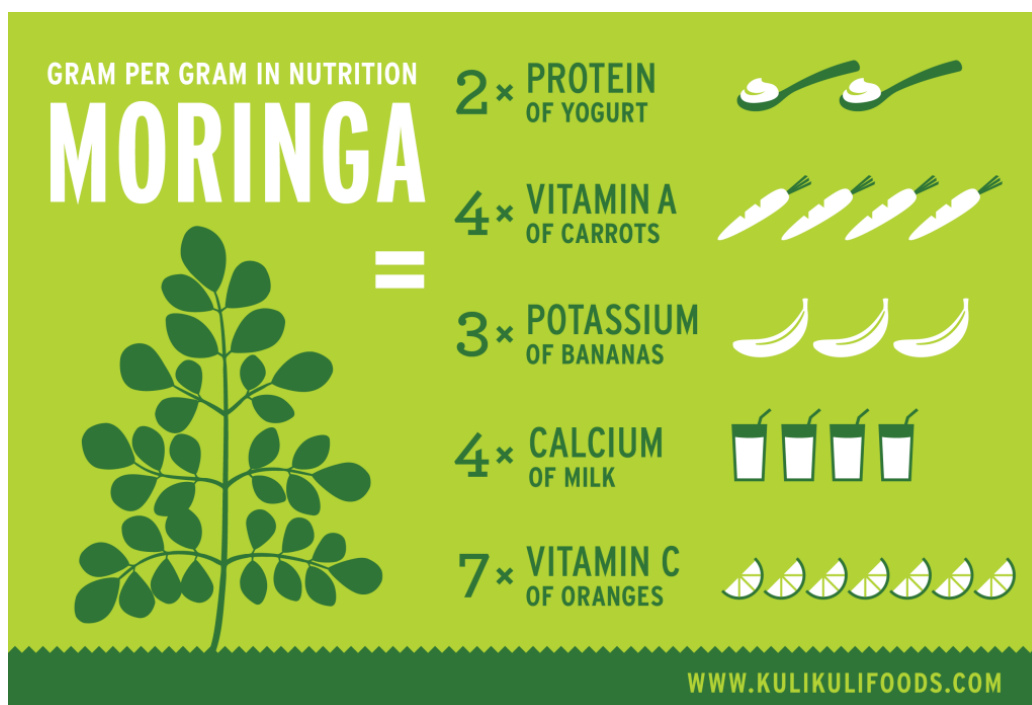
INSTRUCTIONS

Answer **ONE** question only

All questions carry equal marks (100)

QUESTION 1

Read the information below and answer the questions that follow.



A local company, *Hupenyu* has developed a new product- Moringa infused honey. The Moringa leaves are infused in raw cold honey for a period of time and then extracted, or the honey is simply mixed with Moringa powder. As an attachee at the company you have been asked by the Marketing Manager to do the following:

- a) Describe 10 strategies that can be done to ensure that the new product does not fail when launched. Explain why you think these 10 strategies are particularly important.
(20 marks)
- b) Prepare a marketing plan for the Moringa infused honey product line. Your marketing plan should include the following:
 - i. Name and describe two marketing philosophies you will use. Justify each choice.
(6 marks)
 - ii. Marketing Objectives – list 2 specific objectives for the marketing of the product. Explain why those objectives are important to you.
(4 marks)
 - iii. Target Market - Describe how you will segment the market. Describe your primary target customer in one or two sentences. Explain why you chose them as your target customer.
(5 marks)
 - iv. Points of Difference - what sets you apart from your competitors? What is your competitive advantage?
(4 marks)
 - v. Positioning - one or two sentences explaining where your product will be positioned in the market. Justify.
(3 marks)
 - vi. Product Strategy - discuss all product elements; product line, packaging (recommend different packaging to what is shown in the picture), quality, branding (develop a new brand name). Justify each choice.
(8 marks)
 - vii. Promotion strategy – describe the media and strategies you will use to promote the product. Justify each choice.
(10 marks)
 - viii. Pricing strategy – name and describe 3 pricing strategies you will use. Also include the exact price and your justification.
(10 marks)
 - ix. Place strategy – describe which distribution channels you will use and why.
(10 marks)

- c) You have been asked to conduct market testing for the Moringa infused honey.
- i. Which market testing methodology will you use? Justify your response.
(5 marks)
 - ii. Describe the steps you will take in conducting the market testing.
(5 marks)
- d) Explain how the 5 characteristics of innovations could influence adoption of Moringa infused honey?
(10 marks)

End of Question 1

QUESTION 2

Read the passage below and answer the questions that follow

Pawpaw (*Carica papaya*) is a widely cultivated fruit tree in the tropics and subtropics. It is grown in Kenya as a domestic fruit and small-scale cash crop. The fruits are low in calories and rich in vitamins A, B1, B2 & C, iron and potassium. Papayas enzymes promote digestion easing constipation. Sale of fresh papaya provides regular income for farmers since the fruits are produced throughout the year.

Pawpaw fruits are sold and eaten locally as fresh fruit, with high demand from the hotels, local grocery, fruit salad vendors, supermarkets and export market. The fruits are dried and exported as part of a dried fruit mixture. They can also be used to make ice-cream flavour, refreshing drinks, jam, jelly, candies and crystallized fruits. The latex produced by the unripe fruit is harvested and used in the production of papain, used in canned meats and pharmaceutical industries. Papaya seed oil is extracted from the seed of the papaya fruit (paw paw). It is rich in the omega 6 and 9 essential fatty acids, vitamins A and C and Potassium. It's oleic acid levels are very similar to that of olive oil so it oil is very stable with a long shelf life (2-3 years). Papaya seed oil is easily absorbed and adds excellent conditioning properties to the skin. It also contains the enzyme papain, which helps dissolve excess sebum and impurities on the skin, gently removes dead skin cells and can be used on oily or problem skin. It has antibiotic properties and may benefit skin irritations.

After the establishment of AU farm's pawpaw orchard, AU farm has asked you to develop a value added pawpaw product.

- a) Which pawpaw value added product will you develop? (1 mark)
- b) Describe the steps that you would take to develop the new product. (24 marks)
- c) Develop a marketing plan for the pawpaw value added product. Your response should include the following
 - i. Name and describe two marketing philosophies you will use. Justify each choice. (6 marks)
 - ii. Marketing Objectives – list 2 specific objectives for the marketing of the product. Explain why those objectives are important to you. (4 marks)
 - iii. Target Market - Describe how you will segment the market. Describe your primary target customer in one or two sentences. Explain why you chose them as your target customer. (5 marks)

- iv. Points of Difference - what sets you apart from your competitors? What is your competitive advantage? (4 marks)
 - v. Positioning - one or two sentences explaining where your product will be positioned in the market. Justify. (3 marks)
 - vi. Product Strategy - discuss all product elements; product line, packaging, quality, branding (develop a new brand name). Justify each choice. (8 marks)
 - vii. Promotion strategy – describe the tools and strategies you will use to promote the product (10 marks)
 - viii. Pricing strategy – name and describe, pricing strategies you will use. Also include the exact price and your justification. (10 marks)
 - ix. Place strategy – describe which distribution channels you will use and why. (10 marks)
- d) You have been asked to conduct a study to gather information on AU students' perceptions of your pawpaw value added product. Your study should include the following:
- i. A description of the methodology of how you will conduct the study. (5 marks)
 - ii. A list of 5 questions you will ask AU students in order to gather data. (5 marks)
 - iii. Explain how, as a marketer, you can apply concepts from the Adoption Curve to marketing the pawpaw value added product. (5 marks)

End of Question 2

QUESTION 3

- a) Do you think that middlemen are still needed in agriculture value chains of your home country? Why or why not? (20 marks)

After graduation you decide to start an agribusiness training enterprise offering short courses on agribusiness.

- b) Develop a marketing plan for the agribusiness training enterprise. Your response should include the following.
- i. Name and describe two marketing philosophies you will use. Justify each choice. (6 marks)
 - ii. Marketing Objectives – list 2 specific objectives for the marketing of the product including expansion and growth plans. Explain why those objectives are important to you. (4 marks)
 - iii. Target Market - Describe how you will segment the market. Describe your primary target customer in one or two sentences. Explain why you chose them as your target customer. (5 marks)
 - iv. Points of Difference - what sets you apart from your competitors? What is your competitive advantage? (4 marks)
 - v. Positioning - one or two sentences explaining where your product will be positioned in the market. Justify. (3 marks)
 - vi. Product Strategy - discuss all product elements; quality, branding (develop a new brand name). Justify each choice. (8 marks)
 - vii. Promotion strategy – describe the tools and methods you will use to promote the product. (10 marks)
 - viii. Pricing strategy – name and describe, pricing strategies you will use. Also include the exact price and your justification. (10 marks)
 - ix. Place strategy – describe which distribution channels you will use and why. (10 marks)
- c) Despite the benefits of using drip irrigation. There has been low uptake of drip irrigation among smallholder farmers in Zimbabwe even when given the drip kits

for free by NGOs.

- i. Explain how the 5 characteristics of innovations could be influencing adoption of drip irrigation among smallholder farmers? (10 marks)
- ii. How would you apply knowledge on the adoption curve to your work as a marketing manager at DripTech (an irrigation equipment supplier)?

(10 marks)

End of Question 3