



"Investing in Africa's Future"

COLLEGE OF HEALTH, AGRICULTURE & NATURAL SCIENCES

MBA5204 MARKETING MANAGEMENT

END OF SECOND SEMESTER EXAMINATIONS

MAY 2026

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 **QUESTION 1** and any three other questions. (Provide relevant illustrations and examples to obtain full scores)

Question 1

Case Scenario

GreenFields Cooperative is a Zimbabwean medium-sized agribusiness cooperative supplying fresh vegetables to urban supermarkets and informal markets. Recently, the cooperative has experienced declining market share due to increased competition from contract farmers supplying supermarkets directly, unstable prices, and stricter food safety regulations. Climate variability has also affected supply consistency, while consumer demand for certified and traceable products is rising.

Required:

- a) Using relevant marketing management frameworks, **critically analyse** the internal and external marketing environment facing GreenFields Cooperative.
(15 marks)
- b) Evaluate the implications of market structure, regulation, and consumer trends on its competitiveness.
(15 marks)
- c) Propose a strategic marketing response that would enable the cooperative to regain and sustain market share.
(10 marks)

Question 2

Analyse how the unique characteristics of agricultural and food markets influence marketing management decisions in agribusiness value chains. Use relevant examples from smallholder-dominated economies.
(20 marks)

Question 3

Examine the challenges of integrating smallholder farmers into inclusive agribusiness markets and recommend marketing-led solutions.
(20 marks)

Question 4



Evaluate the role of marketing research in reducing uncertainty in agribusiness decision-making, with particular reference to demand forecasting and price volatility. (20 marks)

Question 5

Critically examine the contribution of digital platforms and e-markets to improving market access and efficiency in agribusiness supply chains. (20 marks)

