



*“Investing in Africa’s future”*

**COLLEGE OF HEALTH AGRICULTURE AND NATURAL SCIENCES  
(CHANS)**

**AEC 302: AGRICULTURAL MARKETING  
END OF SECOND SEMESTER FINAL EXAMINATIONS**

**APRIL/MAY 2019**

**LECTURER: DR K. MUKUMBI**

**DURATION: 3 HRS**

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**INSTRUCTIONS**

Answer any **FOUR** questions

All questions carry equal marks (25).

Write legibly.



**Answer any FOUR questions**

**Question 1**

Create a marketing plan for one of the following Africa University (AU) farm products:

- AU fresh cream or
- AU frozen vegetables
- AU dried vegetables

Your response should include the following:

- a) Marketing objectives (4)
- b) Target market (2)
- c) Points of difference (3)
- d) Positioning (2)
- e) Product Strategy (4)
- f) Price Strategy (2)
- g) Promotion Strategy (4)
- h) Place strategy (4)

**Question 2**

Compare and contrast the following terms

- a) market and marketing (4)
- b) business market and consumer market (4)
- c) product orientation and production orientation (6)
- d) selling orientation and marketing orientation (6)
- e) societal orientation and relationship marketing (5)



**Question 3**

Dairibord would like to develop a plant based milk product using soybean. Describe the 7 steps in the new product development process that they would go through in developing the new product. (25)

**Question 4**

You work for a fertilizer company and have been asked to segment the market for fertilizer.

- a) What is market segmentation? (4)
- b) Why is it important for a fertilizer company to use market segmentation? (4)
- c) Identify four variables which you will use to segment the market for fertilizer? (4)
- d) List 4 market segments you have identified through market segmentation. (4)
- e) Recommend 3 target markets for the fertilizer company. Justify your choice. (6)
- f) Which strategic approach do you recommended (concentrated, differentiated or undifferentiated marketing?? Justify your choice. (3)

**Question 5**

Describe the 5 stage model of the buying process. (25)

**Question 6**

- a) What are the main reasons why new products fail? (13)
- b) What can be done to reduce the risk of new product failure? (12)

**End of Paper**