FACULTY	**AGRICULTURE, ENGINEERING AND NATURAL SCIENCES**		
SCHOOL	**AGRICULTURE AND FISHERIES**		
DEPARTMENT	**ANIMAL PRODUCTION, AGRIBUSINESS AND ECONOMICS**		
SUBJECT	**AGRICULTURAL MARKETING**		
SUBJECT CODE	**AAEC 3782**		
DATE	**NOVEMBER, 2023**		
DURATION	**3 HOURS**	**MARKS**	100

NOVEMBER FIRST OPPORTUNITY EXAMINATION

Examiner: Mr J. Muzanima and Dr B. Thomas
Internal Moderator: Prof HJ Sartorius von Bach

This question paper consists of TWO pages including this front page.

Instructions

- The question paper consists of five (5) questions
- **Answer ALL questions**
- All questions carry equal marks (20 marks each)
- Please write legibly and number your questions clearly

Question 1 **[20]**

Define the following concepts (1a-e)

a) Pricing efficiency (2)
b) Selling of products (2)
c) Monopsony (2)
d) Agricultural marketing research (2)
e) Skimming pricing (2)

Briefly answer the following questions (1f-j).

f) Define horizontal marketing in agriculture? (2)
g) How does horizontal marketing impact small-scale farmers or producers? (2)
h) Define agriculture supply chain? (2)
i) How does seasonality affect agriculture supply chains? (2)
j) Why do companies and farmers engage in contract farming? (2)

Question 2 **[20]**

a) Explain how you are going to use the marketing mix as a strategy to introduce a new product to the market. (10)
b) Agricultural marketing channels play a critical role in the agricultural industry
   i. What is an agricultural marketing channel? (2)
   ii. What role does quality control and standardization play in agricultural marketing channels? (2)
   iii. How can farmers and producers benefit from value-added processing in agricultural marketing channels? (2)
   iv. How do agricultural marketing channels help farmers and producers? (2)
   v. How does the use of technology influence agricultural marketing channels? (2)

Question 3 **[20]**

a) Discuss the classification of functions under the functional approach to the study of marketing. (10)
b) With two examples per stage explain how you would use a product life cycle in designing promotion activities of your product in the first and last stage of product life cycle. (10)

Question 4 **[20]**

a) Discuss the approaches you will employ to subdivide the Namibian beef market into segments with defined similar characteristics. (10)
b) What is agricultural vertical integration? (2)
c) What are the primary motivations for agricultural businesses to pursue vertical integration? (2)
d) With examples differentiate between backward vertical integration and forward vertical integration in agriculture. (4)
e) How does forward vertical integration benefit agricultural businesses? (2)

Question 5 **[20]**

Use the Porter's five forces model to analyse an agricultural industry of your choice to determine its competitive advantage in global market. (20)

THE END