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

NOVEMBER SECOND 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]**

a) What is the agricultural marketing mix? (4)

b) How does the elements of the agricultural marketing mix apply to farming and agriculture? (8)

c) With the aid of an agricultural example, explain the concept of hedging. (8)

Question 2 **[20]**

a) Explain why agricultural product markets are believed to tend towards pure (perfect) competition, (10)

b) Agricultural pricing is very important in selling agricultural products in marketplaces.

i. Differentiate between cost-plus pricing and value-based pricing in agriculture? (4)

ii. Explain the concept of price discrimination in agricultural pricing. (2)

iii. How does seasonal pricing impact agricultural products like fresh produce? (2)

iv. How do farmers use forward contracting as a pricing strategy? (2)

Question 3 **[20]**

a) Why is customer relationship important in agriculture? (2)

b) Describe the different forms of marketing that can be used to build customer relation (8)

c) What is agricultural market segmentation? (2)

d) Why is market segmentation important in agriculture? (2)

e) What are the two examples of key criteria for segmenting agricultural markets? (2)

f) How does market segmentation help agricultural businesses in product development? (2)

g) What is the relationship between market segmentation and marketing strategies in agriculture? (2)

Question 4 **[20]**

a) Consumer buying behaviour is influenced by a wide range of factors, and understanding these influences is crucial for agricultural businesses to develop effective marketing strategies. Discuss the psychological and social factors that influence the buying process of agricultural products. (12)

b) Product differentiation is critically important for several reasons, and it plays a significant role in a company's overall success in the marketplace.

i. What is product differentiation? (2)

ii. How does product differentiation impact pricing strategy? (2)

iii. What role does market research play in product differentiation? (2)

iv. How can companies communicate their product differentiation to consumers effectively? (2)

Question 5 **[20]**

a) The marketing process is continually changing in its organization and functional combinations. Explain the major types of problems which are associated with the behavioural systems approach. (10)

b) Branding agricultural products is significant in the modern agricultural industry. Discuss the importance of branding agricultural products. (10)

THE END