

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**

**FACULTY OF AGRICULTURE AND ENVIRONMENTAL  
SCIENCE**

**Department of Agricultural Economics, Education and Extension BSC Agricultural  
Sciences Part II Examination  
Principles of Agricultural Marketing**

**3 hours (100 Marks)**

MAR 2023

**INSTRUCTIONS**

Answer any **FOUR** questions. Each question carries **25 marks**.

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1. (a) Explain unique characteristics of Agricultural Marketing. [10marks]  
 (b) Explain the importance of 7Ps in Agricultural Marketing. [15marks]
- 2 (a) The marketing process must add "utility" to the products consumers want.  
 Define the term "utility" [2marks]  
 (b) Explain some utilities to be received from purchasing an agricultural product. [8marks]  
 (c) Discuss the importance of Agricultural marketing in the development of  
 Smallholder sector of Zimbabwe. [15marks]
3. Explain the following terms as they are used in Agricultural marketing
  - a) Skimming [5marks]
  - b) Penetration [5marks]
  - c) Loss leader [5marks]
  - d) Cost plus [5marks]
  - e) Promotion [5marks]
4. Explain the conflicting interests of four sub-systems of Agricultural Marketing system that have to be resolved if the system is to work efficiently and effectively. [25marks]
5. (a) Explain the phrase marketing communications. [5marks]  
 (b) Explain five objectives of marketing communication in Agricultural Marketing. [20marks]

6. Describe the roles of Agricultural Marketing Boards in Zimbabwe.

[25Marks]

**End of Paper**