

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**  
**BACHELOR OF SCIENCE AGRICULTURE (HONOURS) DEGREE**

**AG403**  
**Department of Agricultural Economics, Education and Extension**  
**BSc Agriculture (Honours) Degree Part 4 Examination**  
**Agricultural Marketing**

**3 hours (100 Marks)**

**INSTRUCTIONS**

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

1. Discuss the importance of marketing function in Agricultural products. [25 marks]
2. Discuss the distinctive characteristics of Agricultural markets in Zimbabwe. [25 marks]
3. Using relevant examples, describe the concept of Agricultural marketing mix. [25 marks]
4. Explain the following terms as used in agricultural marketing [5marks]
  - (a) PESTEL model [5 marks]
  - (b) Potters Five forces [5marks]
  - (c) S-C-P framework [10marks]
  - (d) Value chain
- 5 (a) Explain problems associated with international marketing [10marks]  
(b) Explain the reasons why agricultural markets fail [15 marks]
6. (a) Define market segment. [5 marks]  
(b) Define transaction costs. [5 marks]  
(c) Why are transaction costs important in Agriculture? [5 marks]  
(d) Discuss the endogenous variables imping on buyer behaviour. [10 marks]

**END OF PAPER**