

**BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF AGRICULTURE AND ENVIRONMENTAL SCIENCE
AG403**

**Department of Agricultural Economics, Education and Extension
BSC Agricultural Sciences Part 4 Examination
Agricultural Marketing**

3 hours (100 Marks)

INSTRUCTIONS

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

OCT 2024

1. (a) Explain unique characteristics of Agricultural Marketing. **[10marks]**
(b) Marketing mix explain how the organization has to communicate with the customer through the strategic window. Identify the elements of marketing mix and how they are related to each other. **[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 differences between Value chain marketing and traditional marketing system. **[25marks]**
5. (a) Explain the phrase marketing communications. **[5marks]**
(b) Explain five objectives of marketing communication in Agricultural Marketing. **[20marks]**
6. Explain the problems associated with stabilizing agricultural products prices. **[25marks]**

END OF PAPER