



# ZIMBABWE EZEKIEL GUTI UNIVERSITY

---

## FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

---

### DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

### EXAMINATION PAPER

<b>COURSE CODE</b>	:	CMA204
<b>COURSE TITLE</b>	:	AGRIBUSINESS MARKETING
<b>SPECIAL REQUIREMENTS</b>	:	
<b>DURATION</b>	:	3 Hours
<b>LEVEL</b>	:	2.1
<b>DATE</b>	:	23 September 2020 (0900 – 1200 hrs)

#### INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]

**Question 1**

Why is pricing an important aspect of agribusiness marketing? (25 marks)

**Question 2**

Discuss the importance of market research in agribusiness marketing. (25 marks)

**Question 3**

Outline and discuss the difference between agribusiness and traditional business. (25 marks)

**Question 4**

Draw a marketing plan for any start up agribusiness venture of your choice. (25 marks)

**Question 5**

Do you think that the command agriculture programme benefitted the agribusiness value chain in Zimbabwe? (25 marks)