



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA204
COURSE TITLE : AGRIBUSINESS MARKETING
DURATION : 3 Hours behaviour
DATE : 28 May 2019

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

Parastatals have been a liability to the fiscus and Agro-driven ones are not an exception. Using Grain Marketing Board (GMB) as an example, discuss 3 elements which may justify Government's continued support of loss-making institutions like GMB. [25 marks]

Question 2

- a) Define giving examples the Agriculture Management Information Systems. [10 marks]
- b) Discuss giving examples the Importance of Agriculture Management Information System. [15 marks]

Question 3

Discuss the importance of the following transformational roles in agriculture marketing:

- i. Processing (5 marks)
- ii. Transport (5 marks)
- iii. Storage (5 marks)
- iv. Price formation (5 marks)
- v. Ownership transformation (5 marks)

Question 4

Make brief notes on how to mitigate the following challenges in agriculture marketing:

- i) Perishability of products (5 marks)
- ii) Long distance to markets (5 marks)
- iii) Services too time specific (5 marks)
- iv) High risky in production (5 marks)
- v) Length of production cycle (5 marks)

Question 5

- a. Define giving examples the term value chain (10 marks)
- b. State and explain the merits and demerits of value (15 marks)