



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
SPECIAL REQUIREMENTS :
DURATION : 3 Hours
LEVEL : 2.1
DATE :

Printed

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

With the aid of examples, discuss the significance of agribusiness marketing. [25 marks]

Question 2

What is the major role of government in promoting a level playing field in the agribusiness value chain? [25 marks]

Question 3

Explain some of the major mistakes made by marketing managers while setting prices. [25 marks]

Question 4

Evaluate the extent to which the command agriculture programme has benefitted the agribusiness value chain in Zimbabwe. [25 marks]

Question 5

Explore the various dimensions of Agribusiness. [25 marks]