



**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** :

*fonted*

**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]