



## ZIMBABWE EZEKIEL GUTI UNIVERSITY

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### FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

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#### DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

#### EXAMINATION PAPER

**COURSE CODE** : CMA204  
**COURSE TITLE** : AGRIBUSINESS MARKETING  
**SPECIAL REQUIREMENTS** :  
**DURATION** : 3 Hours  
**LEVEL** : 2.1  
**DATE** : 15 NOV 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

Evaluate the measures taken by the government of Zimbabwe to promote agriculture and the agribusiness value chain? (25 marks)

### Question 2

Like any industry, agriculture marketing has its own challenges. Identify any five challenges in agricultural marketing and their mitigatory measures? (25 marks)

### Question 3

Giving practical examples, discuss the importance of research for institutions in the agribusiness value chain. (25 marks)

### Question 4

Discuss the impacts of technology in agribusiness marketing. (25 marks)

### Question 5

In the context of agribusiness, write short notes on the following:

- a) Management (5 mark)
  - b) Marketing (5 marks)
  - c) Price elasticity of demand (5 marks)
  - d) Product mix (5 marks)
  - e) Market intelligence (5 marks)
- (25 marks)