

# ZIMBABWE EZEKIEL GUTI UNIVERSITY



## DEPARTMENT OF BUSINESS STUDIES

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COURSE: AGRIBUSINESS MARKETING

COURSE CODE: CMA 204

DURATION: 3 HOURS

### 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 One**

State and explain any five pricing objectives for the Agribusiness industry.

**(25 Marks)**

**Question Two**

In the context of Agribusiness, write short notes on the following terms:

- a) Product mix (5 Marks)
- b) The Augmented product (5 Marks)
- c) Price Elasticity of demand (5 Marks)
- d) Agricultural subsidy (5 Marks)
- e) Contract farming (5 Marks)

**(Total: 25 Marks)**

**Question Three**

Conduct a value chain analysis for an Agribusiness enterprise of your choice.

**(25 Marks)**

**Question Four**

Discuss the need to study demographic and technological factors in Agribusiness.

**(25 Marks)**

**Question Five**

The challenge facing the world today is that of producing food and fiber materials in an environmentally sustainable manner. Discuss.

**(25 Marks)**

**End of paper**