

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: Agri- Business Marketing

COURSE CODE: CMA204

DATE: NOVEMBER/ DECEMBER 2015

DURATION: 3 HOURS 30 NOVEMBER 2018

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer ANY **FOUR** questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

Question 1

Which marketing form of communication is suitable for smallholder farmers in Zimbabwe? Give reasons for your answer. (25 marks)

Question 2

Discuss the importance of the three steps for setting marketing communication objectives in operating marketing communication for Zimbabwean farmers. (25 marks)

Question 3

Discuss the following terms with the aid of practical examples:

- i) Public relations (5 marks)
- ii) Marketing Mix (5 marks)
- iii) Customer service (5 marks)
- iv) Post purchase behaviour (5 marks)
- v) Segmentation (5 marks)

(Total 25 marks)

Question 4

Evaluate the role of food marketing Boards in Zimbabwe. (25 marks)

Question 5

Using a diagrammatic illustration justify facilitating functions in marketing. (25 marks)

END OF PAPER