

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF MARKETING

COURSE: AGRIBUSINESS MARKETING

COURSE CODE: CMA 204

DATE: 19 JUNE 2017

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

Explain the role of marketing in 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) Brand Quality *(5 Marks)*
- c) Commodity *(5 Marks)*
- d) Market Intelligence *(5 Marks)*
- e) Agrimarketing *(5 Marks)*

(Total: 25 Marks)

Question Three

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

(25 Marks)

Question Four

Agricultural government subsidies do more harm than good to the economies of developing countries. Put forward your argument for and/or against this statement.

(25 Marks)

Question Five

Outline the importance of information Communication Technology (ICT) in Agribusiness.

(25 Marks)