

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**AGRI- BUSINESS MARKETING – CBU 4206**

**FINAL EXAMINATION – JUNE 2010**

**TIME ALLOWED: 3 HOURS**

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**INSTRUCTIONS TO CANDIDATES**

Answer any **four** questions.

**INFORMATION TO CANDIDATES**

1. All questions carry **25** marks each.
2. Questions may be answered in any order.
3. Credit will be given for the use of appropriate examples.
4. This question paper contains **seven** questions.

**QUESTION 1**

- a) As an agri-business marketing manager, conduct a five forces analysis for any agri-business firm (food or fibre manufacturing firm) in Zimbabwe.  
**[15 marks]**
- b) Using any **one** of the strategic positioning options available to agri-business managers, describe how you can mitigate the effects of these forces.  
**10 marks]**

**QUESTION 2**

Governments usually implement agricultural policies with the goal of achieving a specific outcome in the domestic agricultural product markets.

- a) Briefly explain any three outcomes that can be achieved through the implementation of agricultural policies by government.  
**[15 Marks]**
- b) Discuss the various policy tools that are used by government in a bid to encourage local production.  
**[10 Marks]**

**QUESTION 3**

Briefly explain ten barriers to entry into the agri-business market. **[25 Marks]**

#### **QUESTION 4**

- a) Describe the different types of channel intermediaries in the agribusiness industry using relevant examples. **[15 Marks]**
- b) What are the benefits offered by these channel members to producers or firms in the industry? **[10 Marks]**

#### **QUESTION 5**

Discuss the **three** pricing strategies that are used by managers in the agribusiness markets.

**[25 Marks]**

#### **QUESTION 6**

Heightened levels of consolidation within the agribusiness industry have negative impacts on small farmers and consumers worldwide.

- a) Discuss the three processes by which consolidation in the agribusiness industry occur. **[15 marks]**
- b) Discuss the effects of consolidation in the agribusiness industry.

**[10 Marks]**

#### **QUESTION 7**

1 Describe the different types of agribusiness market structures.

**[25 Marks]**

**END OF EXAMINATION**