

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**MASTERS IN MARKETING**  
**AGRI-BUSINESS MARKETING – CBU 5205**  
**TIME ALLOWED: 3 HOURS**  
**Supplementary Exam March 2008**

**Instructions**

- Answer all questions
- Use examples where necessary

**Question 1**

Discuss the impact of people on agribusiness marketing. **[20 marks]**

**Question 2**

Discuss the developing countries' commodities problem with particular reference to an agricultural commodity you know. **(20 marks)**

**Question 3**

Critically evaluate traditional finance and structured finance. **[20 marks]**

**Question 4**

- i. Discuss the current trends and the characteristics of major structural changes in the world agricultural industry. **[10 marks]**
- ii. How can African countries come up with interventional measures that will make them become competitive in industry with particular reference to African countries you know? **[20 marks]**

**Question 5**

With particular reference to an agricultural commodity you know, highlight the effects of northern subsidies and protection on African states? **(10 marks)**