

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**AGRIBUSINESS MARKETING – CBU 4206**

**SEPTEMBER 2008 SUPPLEMENTARY EXAM      TIME ALLOWED: 3 HRS**

**INSTRUCTIONS TO CANDIDATES**

- **ANSWER ALL QUESTIONS**
- **CREDIT WILL BE GIVEN FOR APPROPRIATE USE OF EXAMPLES**
- **QUESTIONS MAY BE ANSWERED IN ANY ORDER**

**QUESTION 1**

Write short notes on the following:

- (a) Social Marketing [5]
- (b) Agricultural and food Marketing sub – systems [5]
- (c) Market intelligence [5]
- (d) Factoring [5]

**QUESTION 2**

Discuss the challenges of rural to urban migration in less developing countries with a special focus on agribusiness marketing [20]

**QUESTION 3**

Critically evaluate the conflict of interest between the key players in the agricultural industry. [20]

**QUESTION 4**

“Marketing Boards play a pivotal role in agribusiness marketing in Sub – Saharan Africa” Discuss. [20]

**QUESTION 5**

Discuss the current trends and the characteristics of major structural changes in the world agricultural industry. [20]

**END OF PAPER**