

UNIVERSITY OF FORT HARE

Supplementary Examinations 2018/2019

Marketing of Agricultural Products (AGE 121)

Time: 3 Hours

Marks 100

This paper consists of two pages, excluding the cover page

Internal Examiners

External Examiner

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Instructions

Answer any four questions of your choice

Question 1:

- (a) List and briefly explain three levels that can be used to create different market effects for a product. [6]
- (b) List and briefly explain three principal ways in which a co-operative might add value to the commodity. [9]
- (c) List and briefly explain five areas of marketing where private companies tend to perform better than other forms of marketing enterprises. [10]

Question 2:

- (a) List 3 strategies that can be used for a directional objective of an agribusiness. [9]
- (b) List three motivations to form co-operatives. [6]
- (c) Graphically illustrate total revenue changes under the following conditions;
 - i.
 - a. Demand for all meats is assumed to be relatively inelastic.
 - b. Initial price of all meats = R60.
 - c. What will happen to the farmer's total revenue if the farmer reduces the price of all meats by R10? [10]

Question 3:

- (a) List and briefly explain five characteristics of a clear objective. [10]
- (b) List internal and external environmental features of a SWOT analysis. [5]
- (c) List and briefly explain five measurements of a social responsibility marketing strategy. [10]

Question 4:

- (a) List and briefly explain the five-stage model of the buying process. [10]
- (b) List six members of a decision making unit (DMU) for an organisation. [9]
- (c) With the aid of diagrams illustrate the following market coverage strategies;

- a. Selective specialisation. [2]
- b. Product market concentration. [2]
- c. Market specialisation. [2]

Question 5:

- (a) List and briefly explain any five marketing costs. [10]
- (b) Graphically illustrate the theoretical advertising response curve. [5]
- (c) Graphically illustrate total revenue changes under the following conditions;
 - i.
 - a. Demand for apples is assumed to be relatively elastic.
 - b. Initial price of apples = R10.
 - c. What will happen to the apple farmer's total revenue if the farmer increases the price of apples by R2? [10]