UNIVERSITY OF FORT HARE

November Examinations 2018

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) Give the objectives for the following business philosophies;

  i. Production orientation. [5]

  ii. Selling orientation. [5]

  iii. Marketing orientation. [5]

(b) List and briefly explain the roles of the four marketing sub-systems. [10]

Question 2:

(a) Marketing boards can be used as instruments of national policy by governments. List and briefly explain any five of these strategic instruments. [10]

(b) List and briefly explain any three principal ways in which a co-operative might add value to the commodity. [9]

(c) List six distinguishing characteristics of successful indigenous private enterprises according to Abbott. [6]

Question 3:

(a) Justify why private companies tend to perform better for the following agricultural products;

  i. Perishable products [5]

  ii. Combined purchase of produce and sales of farm inputs and consumer goods [5]

  iii. Livestock and meats. [5]

(b) List and briefly explain any 5Ps of marketing. [10]

Question 4:

(a) List four exogenous and five endogenous variables that affect buyer behaviour. [9]

(b) List and briefly explain the five-stage model of the buying process. [10]

(c) Give two examples for each of the following market segmentation for agricultural inputs: farm size, crops and water source. [6]

Question 5:

(a) List any five marketing costs. [5]

(b) Graphically illustrate total revenue changes under the following conditions: Using your graph, calculate total revenue and indicate the direction of change (increase or decrease).

i.

- Demand for apples is assumed to be relatively inelastic.
- Initial price of apples = R20.
- What will happen to the apple famer's total revenue if the farmer reduces the price of apples by R3? [10]

ii.

- Demand for beef is assumed to be relatively elastic.
- Initial price of beef = R50.
- What will happen to the beef farmer's total revenue if the farmer increases the price of beef by 12? [10]