



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF HEALTH, NATURAL RESOURCES AND APPLIED SCIENCES
SCHOOL OF AGRICULTURE AND NATURAL RESOURCES SCIENCES
DEPARTMENT OF AGRICULTURAL SCIENCES AND AGRIBUSINESS**

QUALIFICATIONS: BACHELOR OF SCIENCE IN AGRICULTURE	
QUALIFICATION CODE: 07BAGA	LEVEL: 7
COURSE CODE: PAM 621S	COURSE NAME: PRINCIPLES OF AGRIBUSINESS MARKETING
DATE: NOVEMBER 2024	PAPER: 1
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER:	DR. TEOFILUS SHIIMI
MODERATOR:	MR. SALOMO MBAI

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer all the questions.2. Write neatly and clearly.3. Mark all answers clearly with their respective question numbers.4. All written work MUST be done in blue or black ink.5. No books, notes and other additional aids are allowed.

PERMISSIBLE MATERIALS

1. Calculator
2. Examination paper
3. Examination script

**THIS QUESTION PAPER CONSISTS OF 2 PAGES
(Excluding This Front Page)**

Question 1

- (a) Differentiate the marketing concept from selling concept. Mention at least two points. [4]
- (b) Discuss four strategies that you can implement to enjoy better prices in the marketing of agricultural products. [4]
- (c) Explain how you retain your customers when marketing a product/brand. [2]
- (d) As an agribusiness manager, how do you manage your customer relationship in a profitable way? [2]
- (e) Explain with two points, why it is important for the firm/company to have the market divided into segments. [4]
- (f) Explain how the explosive growth in digital technology has fundamentally changed the way we do the marketing of agricultural products. [4]

Sub-Total Marks: [20]

Question 2

- (a) "Assume you are an agribusiness manager, and you would want to understand how your neighbor successfully marketing his/her products that are similar to your products". With three points, explain how you will "couch" the head of marketing intelligence to monitor neighbour's marketing activities? [6]
- (b) As a marketer, explain with two points why is it important to understand the needs, wants, and demands of your buyers? [4]
- (c) "Assume you are a Board Member of a newly established tomatoes sauce company in Namibia". With three points, explain how you advise other Board Members on how the company can create value for the customer. [6]
- (d) Explain with two points, why customer relationship management is an important concept in modern marketing? [4]

Sub-Total Marks: [20]

Question 3

- (a) "When designing a winning marketing strategy (WMS), there are two important questions that you need to consider," Mention two questions that you need to ask yourself when designing WMS. [2]
- (b) "Assume you are a Board Member of a newly established poultry company in Namibia". Discuss any three strategies you will recommend to the company to penetrate the market and establish its ground/market share. [6]
- (c) Explain with two points why it is necessary for all major functional departments to collaborate with the marketing department? [4]
- (d) Discuss the integrated marketing mix with special focus on the four marketing Ps, and further elaborate on how the four Ps translating into the four As. [8]

Sub-Total Marks: [20]

Question 4

(a) "Market segmentation is a strategy of dividing market into distinct groups of buyers with different needs, characteristic or behaviours". Discuss with three points, when is the market segment is considered less attractive? [6]

(b) Discuss three steps that need to be followed when differentiating and positioning the brand. [6]

(c) Discuss with two points, what makes concentrated marketing more attractive. [4]

(d) "Engaging business buyers with digital and social marketing has changed the face of the business-to-business buying and marketing process". Discuss the benefit of e-procurement with at least two points. [4]

Sub-Total Marks: [20]

Question 5

(a) With at least two points, explain why a business cannot appeal to all buyers in the marketplace. [4]

(b) "The brand is a name, term, sign, symbol or design or combination of these that identifies the makers or seller of a product or service". Discuss three points, what make the brand so special? [6]

(c) Discuss with four points, the function of packaging beyond holds and protect. [4]

(d) "Distribution channels are complex behavioural systems in which people and companies interact to accomplish individual, company, and channel goals". Discuss factors that influence the marketing channel objectives. [6]

Sub- Total Marks: [20]

Grand – Total [100]

End!