



**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: JANUARY 2025	PAPER: 2
DURATION: 3 HOURS	MARKS: 100

SECOND 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) Explain with two points, how seasonality influences the marketing of agricultural produces in your farming areas? [4]
- (b) Discuss the first three steps you need to consider as a marketer when arriving at a new marketing place? [6]
- (c) Discuss three methods marketers conduct to understand and know what customers need. [6]
- (d) "Companies must design effective marketing information systems". Explain with two points, how the marketing information systems can be used to the advantage of marketing in any business? [4]

Sub-Total Marks: [20]

Question 2

- (a) "Seasonality is one of the factors that influence production and pricing of the agricultural commodities". Explain how seasonality influences the following in your area in addition explain the strategies that you implement to maximize seasonality to your advantage as a farmer in each case. [6]
 - (i) Fruit's price
 - (ii) Livestock production
- (iii) (b) "The current marketing landscape is chaotic than before" Discuss four factors that influence the current and future marketing landscape. [8]
- (c) Explain with three points, how post-purchase experience of the customer is building a profitable relationship with a product brand? [6]

Sub-Total Marks: [20]

Question 3

- (a) "Imagine your company is forced to downsize". Discuss two possible ways that can force a company to downsize? [4]
- (b) "When developing a new product, a company goes through vigorous process". Explain with two points, how external idea sources become a good source in a product development process? [4]
- (c) Discuss the differences between market segmentation and market differentiation strategy. [4]
- (d) Discuss with two points the significance and importance of market research to any agribusiness. [4]
- (e) Explain the difference in nature and characteristics of the following marketing services. [4]
 - i. Service intangibility
 - ii. Service inseparability

Sub-Total Marks: [20]

Question 4

- (a) With three points discuss the characteristics of a good brand [6]
- (b) Discuss two important considerations that a firm needs to be aware of when setting product prices [4]
- (c) Explain with two points why cutting products' price in agribusiness is not considered to be the best action [4]
- (d) Discuss with three points what make the price the special component among other marketing mix components? [6]

Sub-Total Marks: [20]

Question 5

- (a) Explain with two points why pricing structure of agribusiness commodities need to change over time [4]
- (b) "Many firms that invent new products set high initial prices to skim revenues layer by layer from the market". With at least three points, discuss the conditions for market skimming pricing? [6]
- (c) Discuss three possible action a firm can take when competitor change the price? [6]
- (d) Discuss with two points the role marketing intermediaries play in the marketing Channels of agricultural commodities? [4]

Sub-Total Marks: [20]

Grand -Total [100]

End!