



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FOURTH YEAR SPECIAL/ SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

AGB 405: AGRICULTURAL MARKETING MANAGEMENT

DATE: 19/01/2021

TIME: 8.30-10.30 AM

---

## INSTRUCTIONS:

Answer **Question 1** and **ANY TWO** other questions. Question 1 carries 30 marks while the other questions carry 20 marks each.

### **QUESTION ONE (30 MARKS)**

- a) Differentiate the following concepts as used in agribusiness marketing:
  - i. Customer value triad and customer lifetime value (4 marks)
  - ii. Strategic group and blue ocean strategy (4 marks)
  - iii. Selective distortion and selective retention (4 marks)
- b) Giving examples, describe four types of competitors in agribusiness (4 marks)
- c) Explain why 'traditional' marketing communication techniques may soon become obsolete (4 marks)
- d) Elaborate any two product mix pricing strategies in agribusiness (4 marks)
- e) Describe three characteristics of an agricultural service that distinguish its marketing from that of a physical agricultural product (6 marks)

### **QUESTION TWO (20 MARKS)**

- a) Your firm has just developed two products for Nairobi market: fresh milk, and strawberry-flavored milk with chocolate. Using Maslow's hierarchy of needs, explain whether you would market most of each product in Kibera slums or Karen. (8 marks)

- b) When the number of firms selling similar products to those of your farm starts to increase, you should consider abandoning farm business to avoid losses. Discuss. (12 marks)

**QUESTION THREE (20 MARKS)**

- a) Your company produces and distributes mango juice. Describe the stimulus-response buyer behavior model of your consumers (8 marks)
- b) Explain how a marketer of dairy products can apply the following marketing management orientations to enhance marketing of their products:
- i. The production concept (3 marks)
  - ii. The product concept (3 marks)
  - iii. The selling concept (3 marks)
  - iv. The marketing concept (3 marks)

**QUESTION FOUR (20 MARKS)**

- a) You have been asked to develop a marketing communication strategy for Mbegu Ltd, a crop seed marketing firm. Describe the steps you will follow in this assignment. (10 marks)
- b) Kilimo Bora Ltd. is an agricultural information service provider. Elaborate on four factors the firm can use to segment its market for effective delivery of information on new agricultural technologies to farmers. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) You have been recruited as a marketing management expert for an agribusiness project. Expound on four roles that you will be expected to play. (8 marks)
- b) Your company produces hand-held sprayers for use in kitchen gardens. Describe four product strategies your firm can employ to enhance marketing of its products. (12 marks)