



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 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: 24/7/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS:

Answer question ONE and any other TWO questions

QUESTION ONE

- a) Explain the following terms used in agricultural marketing management
- i. Blue ocean strategy (2 marks)
 - ii. Market segmentation (2 marks)
 - iii. Strategic group (2 marks)
 - iv. Buzz marketing (2 marks)
 - v. Value innovation (2 marks)
 - vi. Customer value triad (3 marks)
- b) Explain why 'traditional' marketing communication techniques may soon become obsolete (3 marks)
- c) Describe four types of competitors in marketing of agricultural commodities (4 marks)
- d) Explain five company objectives that can inform price setting by a crop seed marketing firm (5 marks)
- e) Describe the consumer buyer behavior model (5 marks)

QUESTION TWO (20 MARKS)

- a) Your company has identified dairy farming as a viable enterprise. Describe four marketing strategies you can use to reach your target market (8 marks)
- b) With examples, describe the following marketing management orientations
- i. The production concept (3 marks)
 - ii. The societal marketing concept (4 marks)
 - iii. The relationship marketing concept (5 marks)

QUESTION THREE (20 MARKS)

- a) Using five promotion tools, explain how the marketing manager of a fertilizer marketing company can communicate customer value to buyers of the firm's products (10 marks)
- b) You have been hired by Matunda Ltd, a fruit processing firm, to write a brand marketing plan for them. Describe the main sections you will have in the plan (10 marks)

QUESTION FOUR (20 MARKS)

- a) Kilimo Ltd has been the only horticultural firm in your county. Of late, four more companies have expressed interest in the horticultural business. Give four reasons why entry of these other firms may be beneficial to Kilimo (8 marks)
- b) You are the marketing manager of a meat processing company. Describe any four price strategies you can use to achieve your firm's marketing objectives (12 marks)

QUESTION FIVE (20 MARKS)

- a) Ali intends to buy a drip irrigation system. Describe his buying decision process (10 marks)
- b) You have been hired as a consultant to develop a marketing communication strategy for Kuku Ltd, a poultry firm. Explain the steps you will follow in this assignment (10 marks)