



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (AGRIBUSINESS MANAGEMENT AND TRADE)

AGB 405: AGRICULTURAL MARKETING MANAGEMENT

DATE:

TIME:

INSTRUCTIONS

Answer question ONE and any other TWO questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Explain how the following concepts can influence marketing decisions.
- (i) Customer value triad (2 marks)
 - (ii) Brand equity (2 marks)
 - (iii) Customer equity (2 marks)
 - (iv) Blue ocean strategy (2 marks)
- b) Explain why 'traditional' marketing communication techniques may soon become obsolete (5 marks)
- c) Marketers create needs and make people buy things they do not want. Critically analyze this statement. (5 marks)
- d) Explain three strategies an agricultural marketing organization can adopt to manage post purchase dissonance among its consumers (6 marks)
- e) Your firm provides farmer advisory services. Describe how you would apply any three elements of the marketing mix outside the traditional 4Ps to enhance marketing of your services. (6 marks)

QUESTION TWO (20 MARKS)

- a) With examples, explain how the Kenya Cooperative Creameries (KCC) can apply the **holistic** marketing management orientation in their firm. (8 marks)
- b) You have been hired as a consultant to develop a marketing communication strategy for Mbolea Ltd, a fertilizer marketing firm. Explain the steps you will follow in this assignment, highlighting the factors you will consider in each step. (12 marks)

QUESTION THREE (20 MARKS)

- a) ABC Ltd has just developed a new fertilizer brand. Explain what the firm can do in each stage of the adoption process to make marketing of the fertilizer successful. (10 marks)
- b) To be more profitable, Maziwa Ltd, a dairy firm, should specialize in making one uniform product for all people in the country. Critically analyze this statement.(10 marks)

QUESTION FOUR (20 MARKS)

- a) Limuru Dairy Ltd. has noticed a sharp increase in the number of companies selling dairy products that are similar to theirs. Elaborate four ways the firm can react to this. (8 marks)
- b) Explain how poultry cooperatives in Kenya can apply the concept of **branding** to enhance marketing of their products. (12 marks)

QUESTION FIVE (20 MARKS)

- a) Explain how you would use the following marketing management orientations to improve marketing of poultry products in your firm.
- i) Internal marketing (4 marks)
 - ii) Relationship marketing (6 marks)
- b) Fruity Ltd, a fruit processing firm, is experiencing loss in market share. With reasons, explain any five pricing strategies the company can use to regain market share. (10 marks)