



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

AGB 405: AGRICULTURAL MARKETING MANAGEMENT

DATE: 26/10/2020

TIME: 2.00-4.00 PM

INSTRUCTIONS:

Answer **Question one** and **ANY TWO** other questions.

QUESTION ONE (30 MARKS)

- a) Explain the concept of brand equity as used in agribusiness marketing (3 marks)
- b) Explain why customer satisfaction is key to an agribusiness firm (3 marks)
- c) Describe three elements of the marketing mix that apply especially in marketing of agricultural services (3 marks)
- d) With relevant examples, differentiate between product line length and product line filling (4 marks)
- e) You are the marketing manager of ChicKen, a Kenyan poultry firm. Explain how you would apply the concept of integrated marketing communications in marketing of your products (5 marks)
- b) With examples, describe three factors that an agrochemical company may use to segment its market (6 marks)
- c) Waridi Ltd has been the only flower company in your county. Of late, four more companies have expressed interest in the flower business. Give three reasons why entry of these other firms may be beneficial to Waridi (6 marks)

QUESTION TWO (20 MARKS)

- a) Kenya Seed Company has just developed a new sorghum seed variety. Describe the adoption process of the product by farmers, explaining what the company can do in each stage to make product adoption successful (10 marks)
- b) To be effective, an agribusiness firm should always make uniform products that appeal to all people in the population. Discuss (10 marks)

QUESTION THREE (20 MARKS)

- a) With examples, describe how you can apply the **holistic** marketing management orientation in your 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. (12 marks)

QUESTION FOUR (20 MARKS)

- a) As an agribusiness expert, explain to a dairy firm how the following price adjustment strategies can guide the firm's product price setting:
- i. Discount and allowance pricing (4 marks)
 - ii. Segmented pricing (3 marks)
 - iii. Promotional pricing (3 marks)
- b) Ms. Auma intends to buy an improved dairy cow breed. Describe her buying decision process. (10 marks)

QUESTION FIVE (20 MARKS)

- a) You have noticed a consistent increase in the number of companies selling products that are similar to yours. If you choose not to exit the market, explain four strategies your firm can apply to survive in the market (8 marks)
- b) Explain three brand strategy decisions that Nafaka Ltd, a cereal trading company can use to enhance marketing of its products (12 marks)