



STRATHMORE BUSINESS SCHOOL
MASTER OF MANAGEMENT IN AGRIBUSINESS

END OF SEMESTER EXAMINATION

**MMA 8109 AGRICULTURE MARKETING, INTERNATIONAL & DOMESTIC
MARKETS**

Date: Friday, 19th May 2023

Time: 3 Hours

INSTRUCTIONS:

- 1. ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**
- 2. Ensure that all your work is tidy, answers are clearly numbered, and your writing is Legible.**

Question One (40 Marks) – Compulsory

Arising from our class discussion regarding the attached article titled '*Brokers, Farmers and the Food Market Story*,' there is potential to analyse the issues from a marketing research perspective with a view to better understand the value chain, the stakeholders and how to improve their relationships in the Food Markets.

Required:

In this regard, develop a brief *Marketing Research Proposal* guided by the following:

1. Topic (1 mark)
2. Executive summary (3 marks)
3. Introduction and background (4 marks)
4. The Marketing Research Problem (5 marks)
5. The Research Design (4 marks)
6. Population & sampling (4 marks)
7. Data collection instrument (3 marks)
8. Describe Data Collection Sources and Methods (4 marks)
9. Field Research (4 marks)
10. Data Analysis (4 marks)
11. Ethical issues in marketing research (2 marks)
12. Conclusion (2 marks)

Question Two (30 Marks)

You are required to defend your global marketing growth strategy to the Board of Directors of *Healthy Living International* which is involved in the growing and processing of a variety of nutritious food brands targeting middle income earners in Europe. The firm has learnt that there is a fast-growing middle class in the highly competitive East and Central Africa Region and therefore intends to expand into this emerging market targeting men, women and children in the next one year.

Required:

Describe how you will undertake an external and internal environmental analysis that will provide the input to this strategy development and facilitate strategic marketing decisions for *Healthy Living International*.

Question Three (30 Marks)

- a) All for-profit organizations and many nonprofit organizations set prices on their goods or services. Whether the price is called rent (for an apartment), tuition (for education), fare (for travel), or interest (for borrowed money), the concept is the same. In the entire marketing mix, price is the one element that produces revenue; the others produce costs. A firm must set a price for the first time when it develops a new product, introduces its regular product into a new distribution channel or geographical area, or enters bids on new contract work.

Required:

Advance this discourse by outlining the typical procedures that agribusiness firms can utilize in setting a product's price for the first time, so as to implement effective marketing programs - cite specific local and international agribusiness examples to support your points. Begin by explaining the concept of price in marketing. **(14 Marks)**

- b) *The business market consists of all the organizations that acquire goods and services used in the production of other products or services that are sold, rented, or supplied to other customers. In general, more money and items are involved in sales to business buyers than to consumers.*

Required:

With reference to relevant agribusiness examples to validate your points, outline the typical stages involved in the organizational buying process exemplified in the above preamble.

(16 marks)

Question Four (30 Marks)

- a) With reference to relevant examples, analyse the concept of *Holistic Marketing* and exemplify how various departments/functions in local/global agribusiness firms should work together in a seamless manner by adopting a customer-minded approach in order to achieve success in their business. **(22 marks)**
- b) Comment on the likely Covid-19 induced implications on the concept of *Holistic Marketing* on various agribusiness firms going forward. **(8 marks)**

Question Five (30 Marks)

- a) *Beneficial Foods Plc.* a renowned global agribusiness firm which has been growing and processing organic farm produce in Kenya for the last 15 years targeting various age groups, is contemplating the possibility of introducing *Wazee Vegies* brand targeting the elderly segment in Kenya now that eating a healthy diet regularly has been recommended as a preventive measure against Covid-19. Having graduated recently with your MMA degree you are required to advise the Top Management of *Beneficial Foods Plc.* on product strategy for the new *Wazee Vegies* brand. Recommend several possible actions the company can take to improve the quantity and quality of its marketing intelligence prior to launching this new brand. Begin by explaining what marketing intelligence entails. **(18 marks)**
- b) As illustrated in the ‘Kellogg's Indian Experience’ case discussed in class, understanding buyer behaviour helps local and global agribusiness firms and marketers answer questions on the actions that consumers display when searching for, purchasing, using, evaluating and disposing of products and services. In doing so, there is need to comprehend the decision-making process of how consumers use their resources to acquire products and services especially during the prevailing Covid-19 pandemic.

Required:

With reference to appropriate examples, discuss the questions that domestic and international agribusiness firms/marketers need to address in order to comprehend buyer behaviour, explaining why each factor is important in marketing as a way of persuading customers to purchase your products and services and in particular managing the effects of Covid-19 induced implications. **(12 marks)**