



Strathmore
UNIVERSITY

STRATHMORE BUSINESS SCHOOL

MASTER OF MANAGEMENT IN AGRIBUSINESS

END OF SEMESTER EXAMINATION

**MMA 8109: AGRICULTURE MARKETING: INTERNATIONAL AND
DOMESTIC MARKET**

Date: Monday 12th August 2024

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 typed answer is legible

Question 1 (Compulsory) (40 Marks)

It is considered that segmentation, targeting and positioning marketing strategies are vital to international and domestic agribusiness in selecting profitable markets to grow your market share, supplemented by the use of the marketing mix tool, market research and data analytics to identify such opportunities, among various marketing approaches.

Required:

With reference to our class discussion regarding the attached case (abridged version) on: *IDE-India (B): To the Bottom of the Pyramid in Agriculture*, address the following issues clearly indicating the strategic choices available to the firm under each.

[An ideal answer will be guided by the following points discussed in relation to a comprehensive the following issues on *IDE-India* – with well-articulated points guided by the marks as indicated below

- a) Analyse the issues in the case from a marketing perspective focusing on the segmentation, targeting and positioning approach employed by *IDE-India*. **(15 marks)**
- b) How can this private supply chain that provides a small profit at each step support sustainability and reduce dependency on funding? **(5 marks)**
- c) What are the consequences of different pricing strategies for *IDE-India*? **(5 marks)**
- d) Evaluate the different approaches that *IDE-India* had utilized to take to market their products while utilizing among others the 7Ps of marketing strategies. **(15 marks)**

Question 2 (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:

Progress 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 3 (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 various ailments including cancer and dementia. 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.*

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. *(12 marks)*

Question 4 (30 marks)

It is contended that packaging, labelling, warranties and guarantees can all be used strategically as marketing mechanisms to increase consumer interest and purchases in agribusiness organizations.

Required:

Advance the above discourse by discussing the following concepts and justifying how they contribute to the product strategy, while citing appropriate examples in agribusiness to exemplify how they are and can be applied.

1. Packaging *(10 marks)*
2. Labelling *(10 marks)*
3. Warranties and guarantees *(10 marks)*

Question 5 (30 Marks)

Today's agribusinesses investors are more committed than ever to promoting businesses and business concepts with Environmental, Social and Corporate Governance (ESG) values at their core. From a marketing perspective, ESG-focused Agribusinesses firms tend to operate more efficiently and profitably than their competitors, as they allow their values to drive their investment decisions.

Required:

Using specific local and international agribusiness examples to validate your points, discuss the environmental, social and corporate governance considerations related to agribusiness, illustrating clearly how the industry will likely have more ESG considerations than most to consider in order to succeed in their marketing strategies going forward. Begin by explaining broadly what the ESG concept entails.