



**Strathmore**  
UNIVERSITY

**STRATHMORE BUSINESS SCHOOL**

**MASTER OF MANAGEMENT IN AGRIBUSINESS**

**END OF SEMESTER EXAMINATION**

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

**Date:** Friday 20<sup>th</sup> May 2022

**Time:** 3 Hours

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**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer **QUESTION ONE** and **ANY OTHER TWO** questions.
3. Ensure that all your work is tidy, answers are clearly numbered

**Question 1 (40 Marks) (Compulsory)**

*It is contended that segmentation, targeting and positioning marketing strategies are vital to international and domestic agribusiness in selecting profitable markets to grow your market share, including the use of market research and data analytics to identify such opportunities.*

**Required:**

With reference to our class discussion regarding the attached case 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:

1. Analyze the issues in the case from a marketing perspective focusing on the segmentation, targeting and positioning approach employed by *IDE-India*. **(15 marks)**
2. How can this private supply chain that provides a small profit at each step support sustainability and reduce dependency on funding? **(5 marks)**
3. What are the consequences of different pricing strategies for *IDE-India*? **(5 marks)**
4. Evaluate the different approaches that *IDE-India* can take to market their products. **(15 marks)**

## Question 2 (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 3 (30 Marks)

- a) *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)**

- b) *Healthy 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 *Healthy 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)**

#### **Question 4 (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 5 (30 Marks)**

*While reimagining business amid COVID-19, scholars, executives and businesspeople from across industries have pondered what the next generation of companies will look like in the aftermath of the coronavirus, and what to do now to stay ahead of the curve.*

#### **Required:**

In view of the unprecedented business disruption occasioned by the Covid-19 epidemic globally, advance this discourse by critically analyzing the extent to which the Stages of the Product Life Cycle and the New Product Diffusion Process will be impacted by Covid-19 engendered factors going forward and propose the marketing interventions agribusiness firms need to initiate in every dimension of the two processes to guarantee business success in their products. Illustrate your points with suitable local, regional, and international examples.