

SECTION A Multiple Choices (10 Marks)

1. Agricultural marketing benefits to the society by:
A. enhancing quality of life B. lower product prices
C. providing employment D. all of the above
2. Advantages of transport functions include:
A. widening of the market B. narrowing price difference over space
C. creation of employment D. all of the above
3. On a farm, marketable surplus depends on the following factor:
A. price of the commodity B. size of family
C. weather D. both a and B
4. Facilitating function includes:
A. financing B. storage
C. transportation D. processing
5. Cost of production are affected by:
A. climate B. technology
C. farm size D. all of the above
6. Factors considered while choosing a channel.
A. Nature of the product B. Price of the product
C. Characteristics of the user D. All of the above
7. Centralized Grading is:
A. based on the degree of supervision
B. grading of goods according to standards, which vary over time.
C. sorting of goods according to characteristics which are of fixed standards.
D. none of the above.
8. Important function of warehouse include:
A. scientific storage B. assembling the goods
C. market yard D. none of the above
9. Important feature of regulated markets include:
A. principle assembling market B. market area
C. both A and B D. none of the above
10. A trade surplus occurs when we;
A. sell more goods & services then we buy.
B. buy more goods & services then sell.
C. sell less goods & services then we buy.
D. none of the above.

SECTION B Short answer questions (30 Marks). Marks are allocated to each question.

11. Demonstrate your understanding of agricultural marketing. (2 marks)
12. Provide criteria for good market information. (2 marks)
13. Analyse the objectives of pricing for agricultural produce. (2 marks)
14. Analyse the role of agricultural marketing in our society. (3 marks)
15. Analyse annual and seasonal variability of agricultural produce. Provide examples (3 marks)
16. Apply the concept exchange function while purchasing a bundle of Taro. (3 marks)
17. Analyse marketing environments that affect organizations decision making and performance. (3 marks)
18. Analyse with examples the trends of food production, export and imports in Fiji. (3 marks)
19. What are some legislation in relation to agricultural marketing in Fiji? (3 marks)
20. Demonstrate the theory of marketable surplus. (3 marks)
21. Analyse price competition and non-price competition. (3 marks).

SECTION C Essay (60 marks)

There are nine questions in this section. Answer any 6 questions. One question is worth 10 marks.

1. Demonstrate the evolution of marketing concept. How it has changed over the years. What are the focus of the current marketing stage? (10 marks).
2. Analyse any TWO regional trade agreement and its importance to Fijian Trade. (10 marks)
3. The farm gate price of a kg of Cassava is \$2.30 and the wholesale price is \$3.80 / kg while the retail price in NZ is \$4.90 / kg. Calculate the Farmers Share, Wholesalers Margin, Retailers Margin and Total Margins. (10 marks)
4. Analyse the fresh produce marketing structure of Fijian agricultural sector. Explain the supply chains and supply chain stakeholders in this marketing channel. (10 marks)
5. Markets are classified in to many categories. Select any 2 market classification and analyze its importance to marketing of agricultural produce in Fiji. (10 marks)
6. Promotion mix is important for effective marketing. Demonstrate your understanding of promotion mix. (10 marks)
7. Kohls and Uhl have classified marketing functions for physical functions inclusive of storage and warehousing, grading, processing and transportation. Demonstrate your understanding of these activities. (10 marks)
8. A new agricultural product is introduced into the marketplace where it grows and when it loses appeal it is terminated. Agricultural marketing managers require knowledge of this

product life cycle. Demonstrate an agricultural product life cycle and determine factors contributing to its growth in the market. (10 marks)

9. The price mechanism is process through which the price is determined in a market system. Basically, the price will adjust until supply equals demand, at which point we have the equilibrium price. Demonstrate the changes in price and quantity when a determinant changes (using supply and demand curves). (10 marks)

THE END