



ZIMBABWE

MINISTRY OF HIGHER AND TERTIARY EDUCATION

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

HIGHER NATIONAL DIPLOMA

IN

MEAT HYGIENE

SUBJECT: Meat Marketing & Distribution

PAPER NO: 726/S03

JUNE 2011 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer ALL questions

This paper consists of 2 printed pages.

QUESTION 1

Explain how people can obtain products. (20 marks)

QUESTION 2

Discuss general characteristics of marketing functions. (20 marks)

QUESTION 3

Describe the composition of the marketing environment. (20 marks)

QUESTION 4

Explain the slaughter of pork and distribution in Zimbabwe. (20 marks)

QUESTION 5

Discuss how a consumer can handle dissatisfaction on a meat product. (20 marks)