

**SPECIFY TYPE OF
EXAMINATION**

FIRST ATTEMPT

FIRST RESIT

SECOND RESIT

RE-TAKE



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF AGRICULTURAL AND FOOD SCIENCES**

**SECOND YEAR SECOND SEMESTER UNIVERSITY EXAMINATION FOR THE
DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT**

2022/2023 ACADEMIC YEAR

REGULAR

COURSE CODE: AEB 1202

Stream: BSc. Agribusiness Management

COURSE TITLE: AGRIBUSINESS INDUSTRIAL ORGANIZATION

DATE:

TIME:

TIME: 2 HOURS

Instructions

- 1. Answer ALL questions in Section A (compulsory) and ANY TWO questions in Section B**
- 2. Candidates are advised not to write on the question paper**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room**



Registration No.....

SECTION A: 30 Marks (Answer all the questions in this section)

1. Distinguish between monopoly and monopolistic competition (2 marks).
2. Name the **THREE** sectors that agribusiness is involved in (3 marks)
3. Briefly explain the **SIX** conditions for a perfectly competitive market (6 marks)
4. Monopolies are classified according to the circumstances they arise from. Briefly describe the **THREE** types of monopolies (3 marks)
5. Identify and explain **THREE** normative arguments against monopoly (3 marks)
6. Briefly explain the **THREE** types of integration (6 marks)
7. Differentiation consists of creating differences in the organization's product or service offering by creating something that is perceived as unique and valued by the customers.
 - a) Describe **FOUR** scenarios in which differentiation would be the best strategy for an agribusiness to follow (4 marks)
 - b) State and briefly explain **THREE** potential pitfalls to a differentiation strategy (3 marks)

SECTION B: 40 Marks (Answer any two questions in this section)

8. Price discrimination is defined as the practice of charging different prices for the same commodity. It can be based on individual, locality, or use. In this context,
 - a) Discuss the necessary market conditions for firms that wish to employ price discrimination (10 marks)
 - b) Discuss the **THREE** types of price discriminations that different players in the market employ (10 marks)
9. Advertisement is a paid form of nonpersonal communication about an organization or its products that is transmitted to a target audience through a mass/broadcast medium.
 - a) Briefly explain the **TWO** main types of advertisement (4marks)
 - b) Discuss **FIVE** factors that businesses should consider when deciding the form of advertising to use (10 marks)
 - c) Briefly explain **THREE** uses of advertising (6 marks)
10. Game theory is a subfield of economics that studies how decisions are made in strategic situations.
 - a) Describe the basic assumptions of game theory (5 marks)
 - b) Briefly explain the most common criticisms regarding the application of game theory in marketing (5 marks)
 - c) Discuss the applications of game theory (10 marks)