JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF AGRICULTURAL AND FOOD SCIENCES

THIRD YEAR SEMESTER ONE UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURAL EXTENSION EDUCATION 2022/2022 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: AEE 3312

COURSE TITLE: AGRICULTURAL MARKETING AND LIVESTOCK ECONOMICS

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

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

1. Define the following terminologies
   a) Market Intelligence (2 marks)
   b) Agribusiness Marketing (2 marks)
   c) Marketing Margin (1 mark)
   d) Forecasting (1 mark)
2. Give **FOUR** reasons why marketing boards and other state enterprises fail in Kenya (4 marks).
3. Name **THREE** objectives of marketing Boards (3 marks)
4. State **FOUR** functionaries of an agricultural market (4 marks).
5. List **FOUR** advantages of uniform standards of agricultural products (4 marks)
6. Quality differences in agricultural products arise for several reasons. Highlight **TWO** of these reasons (2 marks)
7. To a smart livestock producer, marketing means more than selling. List the **SEVEN** steps of livestock marketing (7 marks)

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

8. a) A market channel is a path traced in the direct or indirect transfer of a product title as it moves from a producer to an ultimate consumer or industrial user. Discuss the factors that affect agricultural marketing channels in Kenya (10 marks)

   b) Discuss the challenges to the sustainability of agribusiness in ensuring welfare in Kenya   (10 marks)

9. Discuss the problems associated with the agricultural marketing system in Kenya
                                                                                                    (20 marks)

10. For a marketing system to be operative and effective, there are three general types of functions that it provides. In this context discuss the concept of marketing functions
                                                                                                    (20 marks)