



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF AGRICULTURAL AND FOOD SCIENCES

**SECOND YEAR SEMESTER ONE EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT
2017/2018 ACADEMIC YEAR
REGULAR**

COURSE CODE: AAE 3214

COURSE TITLE: PRINCIPLES OF AGRICULTURAL MARKETING

EXAM VENUE: LAB 9

**STREAM: BSc. AGRIBUSINESS
MANAGEMENT**

DATE: 20/12/17

EXAM SESSION: 2.00 – 4.00PM

TIME: 2 HOURS

Instructions:

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

SECTION A**[30 MARKS]****Answer ALL questions in this section**

- Q1. (a) Describe how Supply chain aids flow of marketing activities [4marks]
- (b) (i) Identify and briefly explain the main components of agricultural marketing [6marks]
- (ii) Explain the concept of marketing margin in agriculture [3marks]
- (c) (i) How does information asymmetry play a role in agricultural marketing [2marks]
- (ii) State and briefly explain the functions of a marketing board in agricultural marketing [4marks]
- (d) Discuss the role played by cooperatives in marketing of agricultural produce [4marks]
- (e) (i) Explain the following concepts; Assembly, grading/sorting, transportation, risk bearing in agricultural marketing [4marks]
- (ii) Explain the application of the concept of Globalization in agribusiness context [3marks]

SECTION B:**[40marks]****Answer Any TWO questions from this section**

- Q2. (a) Discuss the bottlenecks surrounding agribusiness marketing in Kenya today [10marks]
- (b) Current developments in use of technology has brought hope to marketing, describe how new innovations can help mitigate the marketing challenges [10marks]
- Q3. (a) List and discuss the significance of functionaries of agricultural markets [10marks]
- (b) Explain the relationship between marketing and production in agriculture [5marks]
- (c) Outline some FIVE opportunities available for advancing agribusiness marketing [5marks]
- Q4. Marketing channels are very important aspect in agricultural marketing. Using marketing of Food grains; explain the concept and the route this commodity will take to reach the final consumer [20marks]