



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF AGRICULTURAL AND FOOD SCIENCES**

**YEAR THREE SEMESTER ONE EXAMINATION FOR THE DEGREE OF  
BACHELOR OF SCIENCE IN AGRICULTURE EDUCATION AND EXTENSION  
2017/2018 ACADEMIC YEAR**

**REGULAR**

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**COURSE CODE: AAE 3312:**

**COURSE TITLE: AGRICULTURAL MARKETING AND LIVESTOCK ECONOMICS  
STREAM: BSc. Agricultural Education and  
Extension**

**EXAM VENUE: LAB 11**

**STREAM: BSc. (Agricultural Education & Extension)**

**DATE: 12.12.17**

**EXAM SESSION: 9.00 – 11.00 AM**

**TIME: 2 HOURS**

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**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) Identify any FOUR (4) important roles played by Cooperative societies in agricultural marketing

[4marks]

(b) (i) Discuss the fact that Kenya Meat Commission faces challenges in livestock processing and marketing.

[4marks]

(ii) Explain factors enabling Small-scale farmers to be low cost producers of cereals, roots and tubers, livestock products and fruit and vegetables

[4marks]

(c)(i) Describe any THREE (3) health issues affecting production and marketing of poultry.

[3marks]

(ii) Citing relevant examples; explain the concept “commodity exchange”

[4marks]

(d) Explain any FOUR (4) opportunities for agribusiness in Kenya today

[4marks]

(e)(i) State and briefly explain managerial decisions a manager is faced with.

[5 marks]

(ii) What is the relevance of agricultural marketing plan?

[2marks]

## SECTION B:

[40 Marks]

**Answer Any TWO questions from this section**

Q2. (a) Identify and explain FIVE (5) players in market structures and operations of both livestock and crops

[10marks]

(b) Discuss any FIVE (5) innovative systems aiding marketing in agriculture today.

[10marks]

Q3. (a) Describe the channel operators in milk marketing, explaining their motives in trade. [10marks]

(b) Discuss the marketing strategies of Agricultural goods and Services

[10marks]

Q4. You recently graduated from the university and were lucky to be appointed as an Agribusiness Chief Officer of a County. A new product is to be launched during this time. Discuss the components of the questionnaire to aid you and your staff carry out a marketing Research

[20marks]