



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF AGRICULTURAL AND FOOD SCIENCES
UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE IN
HORTICULTURE
4TH YEAR 1ST SEMESTER 2017/2018 ACADEMIC YEAR
REGULAR

COURSE CODE: AHT 3414

COURSE TITLE: SUMMER CUT FLOWERS

EXAM VENUE: LR 6

STREAM: (BSc. Horticulture)

DATE: 20/12/17

EXAM SESSION: 2.00 – 4.00PM

TIME: 2.00 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**
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SECTION A [30 MARKS]
Answer ALL questions in this section

1. Define the following terms as used in summer cut flower and give an example:
 - a) Filler/greenery (2 marks)
 - b) Dried flower (2 marks)
2. Describe the agricultural product value chain for summer flowers. (6 marks)
3. Briefly explain why the following summer cut flowers are popular with smallholder growers
 - a) Arabicum (3 marks)
 - b) Ammi majus (3 marks)
4. Highlight the impact of wild harvesting of summer flowers and foliage export on Kenyan genetic resources. (4 marks)
5. Distinguish between the following marketing terms for summer cut flowers:
 - a) Direct sales (2 marks)
 - b) Dutch auction (2 marks)
6. Discuss the six elements of floral design (6 marks)

SECTION B [40 MARKS]

Answer ANY TWO questions from this section

6. Discuss the requirements summer cut flowers and foliage should have to comply with the European market? (20 marks)
7. Briefly describe the key actors in the summer cut flowers value chain and give five key challenges faced by the farmer. (20 marks)
8. You have presentation to make on a summer flower you are producing, give the notes of your presentation to a farmers' group. (20 marks)