



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

**UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE IN
AGRICULTURAL EXTENSION AND EDUCATION
THIR YEAR FIRST SEMESTER 2016/2017 ACADEMIC YEAR**

REGULAR

COURSE CODE: AEE 3312

COURSE TITLE: AGRICULTURAL MARKETING & LIVESTOCK ECONOMICS

EXAM VENUE: LAB 7

STREAM: (BSc. Extension & Education)

DATE: 20/12/16

EXAM SESSION: 2.00 – 4.00 PM

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. Name the four sub-systems and illustrate with a diagram **(5 marks).**
2. Explain the conflict of interests that exists in a marketing system **(5 marks).**
3. Name the factors that affect the demand and supply for a product **(5 marks).**
4. Marketing efficiency is usually subdivided and measured in terms of operational efficiency and pricing efficiency. Differentiate between operational efficiency and pricing efficiency **(5 marks).**
5. What do you understand by the term Transaction Costs? Give two examples of transaction costs **(5 marks).**
6. What are the advantages of Cooperation for small-scale farmers? **(5 marks).**

SECTION B [40 MARKS]

Answer ANY TWO questions from this section

7. Discuss the importance of Agricultural Marketing in a developing country like Kenya. **(20 marks).**
8. For a marketing system to be operative and effective, there are three general types of functions which it provides: Name the types and identify the specific functions within each type **(20 marks).**
9. Discuss the important questions to ask when choosing a product to produce and sell. **(20 marks).**