JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF AGRICULTURAL AND FOOD SCIENCES

UNIVERSITY SPECIAL EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

SUPPLIMENTARY EXAM 2016/2017 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: AAE 3411

COURSE TITLE: AGRIBUSINESS MARKETING STRATEGIES

EXAM VENUE: LAB 1 **STREAM: (BSc Agribusiness Management)**

DATE: 05/05/2016 **EXAM SESSION: 2.00 – 4.00 PM**

TIME: 2.00 HOURS

Instructions:

1. **Answer ALL question in Section A (compulsory) and ANY other THREE 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 [40 Marks]

Answer ALL question in section A

1. Define the following terms:
    a. Marketing intelligence. [2 Marks]
    b. Marketing. [2 Marks]
    c. Agricultural and food marketing system. [2 Marks]
    d. Cognitive inconsistency. [2 Marks]
2. Differentiate between a product mix and a product line. [4 Marks]
3. Outline the principal benefits of strategic market planning. [5 Marks]
4. Describe the three levels at which a product can be marketed. [6 Marks]
5. Explain factors tend to influence the degree of price elasticity of demand. [8 Marks]
6. Explain three Marketing functions in involved agricultural and food marketing processes that adds value to a product. [9 Marks]

SECTION B [60 Marks]

Answer ANY other THREE questions in Section B

7. Discuss the importance of agricultural and food marketing to developing countries. [20 Marks]
8. Discuss the various Marketing Sub-systems and the conflicting interests of players within them. [20 Marks]
9.
    a. Outline the main headings found in a marketing plan. [8 Marks]
    b. Explain the stages of customer decision processes. [12 Marks]
10.
    a. Explain five criteria that used in measuring the customer service levels achieved. [10 Marks]
    b. Discuss the main advantages and disadvantages of the elements of promotional mix. [10 Marks]