



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

SCHOOL OF AGRICULTURAL AND FOOD SCIENCES

**SECOND YEAR FIRST SEMESTER UNIVERSITY EXAMINATION FOR THE
DEGREES OF BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT
AND IN HORTICULTURE**

2018/2019 ACADEMIC YEAR

REGULAR

COURSE CODE: AAE 3214

COURSE TITLE: PRINCIPLES OF AGRICULTURAL MARKETING

EXAM VENUE: STREAMS: BSc. (Agribusiness & Horticulture)

DATE: EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer ALL questions in section A and ANY other 3 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 [30MARKS]
Answer ALL questions from this Section.

1. Agricultural marketing is defined as the selling of farm produce by a farmer. Why is this definition of agricultural marketing inadequate? **(5 Marks)**
2. a) Name 10 marketing tools. **(3 Marks)**
b) Of what use are these tools to a farmer? **(2 Marks)**
3. Marketing efficiency is usually subdivided and measured in terms of operational efficiency and pricing efficiency. Differentiate between operational efficiency and pricing efficiency. **(5 Marks)**
4. Highlight the five important questions to ask and find answers to when choosing a product to produce and sell. **(5 Marks)**
5. For a marketing system to be operative and effective, there are three general types of functions which it provides.
a) Name the three types of functions. **(2 Marks)**
b) Identify the functions within each type. **(3 Marks)**
6. a) What is market research? **(2 Marks)**
b) Why is market research needed before beginning any business venture? **(3 Marks)**

SECTION B: [40 MARKS]
Answer ANY TWO questions from this Section

7. Middlemen are frequently accused by farmers, extension workers, politicians, etc. of exploiting farmers by offering low prices to farmers while they sell produce purchased from the farmers at high prices and hence profits. Occasionally such accusations are justified. However, in many cases the accusations are not justified. Explain. **(20 Marks)**
8. To make informed decisions and manage risk, all stakeholders in the agricultural production-processing-marketing chain must have reliable and timely market information. Highlight the importance of market information for:
a) Farmers **(5 Marks)**
b) Traders **(5 Marks)**
c) Government **(5 Marks)**
d) Development agencies **(5 Marks)**
9. a) Highlight the advantages of farmer cooperation in marketing agricultural commodities. **(10 Marks)**
b) Name and define the three main forms of farmer cooperation. **(10 Marks)**