



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

**UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE IN
AGRIBUSINESS MANAGEMENT AND BACHELOR OF SCIENCE IN FOOD SECURITY**

2019/2020 ACADEMIC YEAR

RESIT

COURSE CODE: AAE 3411

COURSE TITLE: Agricultural Marketing Strategies

EXAM VENUE: STREAM: (BSc. Agribusiness & BSc. Food Security,

DATE: EXAM SESSION:

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. What is the importance of agricultural and food marketing to developing countries such as Kenya **(5 marks).**
2. Define a commodity marketing system **(5 marks).**
3. Highlight the three main strategic approaches which an enterprise can adopt in serving a segmented market **(5 marks).**
4. Describe the three levels of a given product **(5 marks).**
5. Middlemen are exploiters in the market place. Do you agree or disagree with this statement. Explain your answer **(5 marks).**
6. What are the steps that are suggested be followed when seeking to develop operational communication objectives? **(5 marks).**

SECTION B [40 MARKS]

Answer ANY TWO questions from this section

7. a) Explain the need for strategic market planning in today's world. **(10 marks).**
b) Highlight the specific principal benefits of strategic market planning identified by Aaker **(10 marks).**
8. a) Explain the terms "Endogenous factors" and "Exogenous factors" that impinge upon buyer behaviour **(10 marks).**
b) Giving three examples in each case explain Endogenous and Exogenous factors that impinge upon buyer behaviour **(10 marks).**
9. a) Explain the rationale for WTO Product and Process Standards? **(10 marks).**
b) Outline the effects of WTO Standards and Regulations on:
 - i. Processed Food Firms **(4 marks)**
 - ii. Farmers **(3 marks)**
 - iii. Consumers **(3 marks)**