



**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
HORTICULTURE
SECOND YEAR FIRST SEMESTER 2023/2024 ACADEMIC YEAR
REGULAR**

COURSE CODE: AEB 1201

COURSE TITLE: PRINCIPLES OF AGRICULTURAL MARKETING

EXAM VENUE: **STREAM: (BSc. Agribusiness
Management)**

DATE: **EXAM SESSION:**

TIME: 2HOURS

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. Marketing is not an activity to which an organization turns its attention at the end of the production phase of operations but rather marketing is directing production in accordance with clear signals from the marketplace.
 - a) Why would a farmer need to understand marketing? **[3Marks]**
 - b) Explain why whole sale markets are important in agricultural Marketing. **[3Marks]**
 - c) Identify and briefly explain the challenges to agricultural marketing in Kenya. **[6 Marks]**

2. It is clear that supply and demand variables are important when deciding when to put an agricultural produce in the market. How can farmers take advantage of the following to optimize on returns?
 - a) Seasonality **[2 Marks]**
 - b) Taste and Preference **[2 Marks]**
 - c) Technology **[2 Marks]**

3. Differentiate between the following terms as used in agricultural marketing:
 - a) Technical market efficiency and Pricing market efficiency **[2 Marks]**
 - b) Market Information and Market Intelligence **[2 Marks]**
 - c) Transaction cost and Farm gate price **[2 Marks]**

4. What are the advantages of selling agricultural produce through cooperatives? **[6Marks]**

SECTION B [40 MARKS]

Answer any TWO QUESTIONS in this Section.

5. To make informed decisions and manage risk, all stakeholders in the agricultural production-processing-marketing chain must have reliable and timely market information. Discuss the market information needs and respective decisions for the following marketing stakeholders:
 - a) Farmers **[5 Marks]**
 - b) Traders/Processors **[5 Marks]**
 - c) Government **[5 Marks]**
 - d) Development and relief agencies **[5 Marks]**

6. ‘Middlemen are a necessary evil.’ Discuss this statement in relation to agricultural marketing. **[20 Marks]**

7. There are various ways to influence or take advantage of supply and demand. Discuss how marketing tools which can help farmers and agricultural traders to improve the profitability of their income-generating activities. **[20 Marks]**