



**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 BACHELOR OF SCIENCE
IN HORTICULTURE**

2016/2017 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 2 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: [40 MARKS]

Answer ALL Questions in this section

1. What role does price play in demand and supply for a product?
(6 marks)
2. What are the functions of a wholesale market? (6 marks)
3. What is the difference between market information and market intelligence?
(4 marks)
4. What is the need for cooperation among farmers in marketing their produce?
(5 marks)
5. What are the functions of middlemen in the market place? (5 marks)
6. What is market research? (4 marks)

SECTION B: [40 MARKS]

Answer ANY TWO questions from this Section.

1. There are various marketing tools which can help farmers, traders and other value chain actors to influence or take advantage of supply and demand of their products in order to improve the profitability of their income-generating activities. Discuss any five such marketing tools.
(20 marks)
2. Discuss the costs related to product marketing. (20 marks)
3. Discuss the five important questions a farmer should ask and answer when choosing a product to produce and sell. (20 marks)
4. Management concerns many different areas of business practice: Discuss any five such areas. (20 marks)