

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

SCHOOL OF AGRICULTURAL AND FOOD SCIENCES

**SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF
BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT**

2013/014 ACADEMIC YEAR

AAE 3214: PRINCIPLES OF AGRICULTURAL MARKETING

INSTRUCTIONS:

1. This paper contains SIX questions
2. Answer ALL the THREE questions in Section A
3. Answer ANY TWO questions in Section B
4. Write answers Briefly and ELIGBLY

SECTION A: [40 MARKS]

1. Agricultural marketing plays an important role not only in stimulating production and consumption, but also in accelerating the pace of economic development. This can be considered from four different perspectives. Name the four perspectives and briefly explain each [15 Marks].

2. Producing successfully for the market requires producing high quality product for a low price and realizing a consistent level of production and this is possible only if a business is well managed. Good management is required if a farmer wants to earn a reasonable income from his production activity. Briefly discuss how good management will address the following concerns [10 marks].
 - a) Buying inputs [2 marks]
 - b) Production management [2 marks]
 - c) Sales management [2 marks]
 - d) Financial management [2 marks]
 - e) Labour management [2 marks]

3. An agricultural marketing system consists of 4 main sub-systems:
 - a) Name the four sub-systems and illustrate with a diagram [10 Marks].
 - b) Explain the conflict of interests that exist in a marketing system [5 Marks].

SECTION B [MARKS 30]

4. Since a marketing process is productive, it must have both input and output components.
 - a) What does the term “Efficient marketing” mean? [7 Marks]

 - b) What does an “improvement in marketing efficiency” mean? [8 Marks]

5. Middlemen are both a virtue and a curse. Discuss. [15 Marks]

6. a) What is market research? [10 Marks]

- c) Why would you require market research before you invest in a new venture to produce a product or service? [5 Marks]