

**SPECIFY TYPE OF
EXAMINATION**

FIRST ATTEMPT

FIRST RESIT

SECOND RESIT

RE-TAKE



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF AGRICULTURAL AND FOOD SCIENCES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE
AGRIBUSINESS MANAGEMENT
2ND YEAR 1ST SEMESTER 2021/2022 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: AEB 1201

COURSE TITLE: PRINCIPLES OF AGRICULTURAL MARKETING

DATE:

TIME:

TIME: 2 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**



Registration No.....

SECTION A: 30 Marks (Answer all the questions in this section)

1. What role does price play in demand and supply for a product? (5 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. Why is Agricultural Marketing particularly important to developing countries? (5marks).
5. What is the need for cooperation among farmers in marketing their produce? (5 marks)
6. Management concerns many different areas of business practice: Name any five such areas. (5 marks)

SECTION B: 40 Marks (Answer any two questions in this section)

7. a) Marketing tools are the various ways to influence or take advantage of supply and demand. Discuss the various marketing tools which can help farmers and agricultural traders to improve their profitability (10 marks).
b) Discuss the conflict of interests by the different players in an agricultural marketing system(10 marks)
8. a) Discuss the costs related to product marketing. (10 marks)
b) What are the functions of middlemen in the market place? (10 marks)
9. a) Discuss the reasons why rural processing ventures frequently fail (10 marks)
b) Discuss the five important questions a farmer should ask and answer when choosing a product to produce and sell (10 marks)