



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

**SCHOOL OF AGRICULTURAL AND FOOD SCIENCES**

**FOURTH YEAR SECOND SEMESTER UNIVERSITY EXAMINATION FOR THE  
DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT AND IN  
FOOD SECURITY**

**FOURTH YEAR 1<sup>ST</sup> SEMESTER 2017/2018 ACADEMIC YEAR**

**REGULAR**

---

**COURSE CODE: AAE 3411**

**COURSE TITLE: AGRICULTURAL MARKETING STRATEGIES**

**EXAM VENUE: LAB 18    STREAM: BSc. (Agribusiness Management and Food Security )**

**DATE: 19/12/17**

**EXAM SESSION: 9.00 – 11.00 AM**

**TIME: 2 HOURS**

---

**Instructions:**

- 1. Answer ALL questions in section A and ANY other TWO 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 [30 MARKS]**

**Answer ALL questions from this Section**

1. a) Identify the four subsystems of a marketing system and name at least two key players in each subsystem (5 Marks)
- b) Identify the conflict of interest among the key players in agricultural/food marketing systems (5 Marks)
2. Explain the following terms:
  - a. Corporate strategy (2 Marks)
  - b. Business policy (2 Marks)
  - c. Marketing planning (2 Marks)
  - d. Strategic business units (2 Marks)
  - e. Marketing strategy (2 Marks)
3. Define the following terms and give at least one example of each:
  - a. Cost-plus methods of price determination (2 Marks)
  - b. Discriminatory pricing (2 Marks)
  - c. Psychological pricing (2 Marks)
  - d. Geographical pricing (2 Marks)
  - e. Administered pricing (2 Marks)

**SECTION B [40 MARKS]**

**Answer ANY TWO questions from this Section.**

4. a) Differentiate between the Pull and Push Strategies that an agribusiness may adopt in its marketing plan (10 Marks)
- b) Middlemen are exploiters in the market place. Do you agree or disagree with this statement. Discuss your answer (10 Marks)
5. a) What are the steps that are suggested be followed when seeking to develop operational communication objectives? (10 Marks)
- b) Discuss the content of a briefing that those who commission marketing research must give to the individuals charged with carrying out marketing research (10 Marks).
6. a) What is the rationale for WTO Product and Process Standards? (11 Marks)
- b) What are the effects of WTO Standards and Regulations on:
  - i. Processed Food Firms? (3 Marks)
  - ii. Farmers? (3 Marks)
  - iii. Consumers? (3 Marks)