

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF AGRIBUSINESS MANAGEMENT**

AGEC 231: AGRICULTURAL MARKETING PRINCIPLES

STREAMS: AGBM Y2S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/12/2019

11.30 AM – 1.30 PM

INSTRUCTIONS:

- **Answer Question One and any other Three Questions**
- **Do not on the question paper**

QUESTION ONE (COMPULSORY) – 25 MARKS

- (a) Explain five challenges facing agricultural marketing in Kenya. [10 marks]
- (b) Describe five functions of cooperative marketing societies. [5 marks]
- (c) Discuss five types of promotion tools agricultural marketers can use. [10 marks]

QUESTION TWO – 15 MARKS

- (a) Explain the process of developing new product. [8 marks]
- (b) Explain any seven-relevance agricultural marketing in Kenya. [7 marks]

QUESTION THREE – 15 MARKS

- (a) Explain five marketing philosophies under which agribusiness firm can conduct their activities. [10 marks]
- (b) Discuss five types of market on the basis of degree of competition. [5 marks]

QUESTION FOUR – 15 MARKS

- (a) Discuss seven significance of processing as an important marketing function in the present-day marketing of agricultural commodities. [7 marks]
- (b) Explain four categories of products giving relevant examples. [8 marks]

QUESTION FIVE – 15 MARKS

- (a) Explain five factors that agricultural marketers need to consider while selecting a marketing channel. [10 marks]
 - (b) Describe five characteristics of agricultural product prices. [5 marks]
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