

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR SCIENCE IN
AGRICULTURAL EDUCATION AND DEVELOPMENT**

AGEC 331: AGRICULTURE MARKETING

STREAM: BSC AGED SB

TIME: 2 HOURS

DAY/DATE: FRIDAY 10/08/2018

2.30 P.M – 4.30 P.M

INSTRUCTION:

- **Question one is compulsory(section A)then select three questions from section B**

SECTION A (25MARKS)

- (i) Explain the four P's as demonstrated in agriculture marketing. [8marks]
 - (ii) With the use of a diagram clearly explain the product life cycle. [7marks]
 - (iii) Discuss five unique characteristics of agriculture commodities and hence show how agricultural marketers adopt themselves in marketing of these commodities. [10marks]
- (i) Biological characteristics largely affect the marketing of agricultural commodities in a big way. Explain four ways in which a farmer can overcome this challenge in order to improve the marketing of agricultural commodities. [8marks]
 - (ii) Differentiate between the following terms:
 - (a) Value addition and value chain [4marks]
 - (b) Processing and branding [3marks]
- (i) Discuss four ways in which Kenya can benefit from adopting technology in agriculture marketing. [8marks]
 - (ii) Explain three ways on how marketers respond to ever changing agricultural marketing environment. [6marks]

4. (i) Explain the difference between oligopoly and monopolistic markets. [5marks]
(ii) Explain five effects of culture on marketing of agricultural commodities. [10marks]
5. (i) Define marketing publics [3marks]
(ii) Explain three types publics in agricultural marketing. [6marks]
(iii) Explain three effects of government policies on marketing of agricultural commodities. [6marks]
-