
CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
RESIT/SPECIAL EXAMINATIONS**

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

AGEC 331: AGRICULTURE MARKETING

STREAMS:AGED

TIME: 2 HOURS

DAY/DATE: TUESDAY 24/07/2018

8.30 A.M – 10.30 A.M

INSTRUCTION:

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

SECTION A (25MARKS)

1. (i) A market is a sphere within which price determining forces operate. Discuss.
[5marks]
(ii) Discuss five unique characteristics of agricultural commodities and hence show how agricultural marketers adopt themselves in marketing of these commodities.
(iii) Before going abroad, the company must weigh several risks and answer many questions about its ability to operate globally. Discuss five statements that are relevant to the above.
[10marks]
2. (i) Biological characteristics largely affect the marketing of agricultural commodities in a big way. Explain four ways in which a farmer can overcome this challenges in order to improve the marketing of agricultural commodities. [8marks]
(ii) Discuss four types of market publics. [7marks]
3. (i) Define marketing environment. [1mark]
(ii) Discuss four ways in which Kenya can benefit from adopting technology in agriculture marketing. [8marks]

- (iii) Explain three ways on how marketers respond to ever changing agricultural marketing environment. [6marks]
4. (i) Discuss four characteristics of a marketing trainer. [8marks]
- (ii) Explain three reasons why a country needs a marketing trainer. [7marks]
5. (i) Explain the difference between oligopoly and monopolistic markets. [5marks]
- (ii) Explain five major decisions faced by agriculturalists in international marketing. [10marks]
6. (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]
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