

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD DEGREE OF
BACHELOR OF AGRICULTURE ECONOMICS, AGRIBUSINESS MANAGEMENT &
AGRICULTURE EDUCATION AND EXTENSION**

AGEC 232: AGRICULTURAL MARKETING MANAGEMENT

STREAMS: BSC.AGBM Y2 S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 9/04/2020

2.30 A.M - 4.30 P.M.

INSTRUCTIONS:

- **Answer Question ONE (COMPULSORY) and any other THREE Questions.**
- **Do not write on the question paper**

QUESTION ONE (25 MARKS)

- a) Discuss five reasons why agricultural products should be branded. [5 Marks]
- b) Describe the milk value chain system in Kenya and illustrate with a diagram. [10 Marks]
- c) Explain the discrete stages of the buying process undertaken by consumers. [5 Marks]
- d) Discuss five key decision areas pertaining to the appointment of intermediaries that a marketing manager should consider. [5 Marks]

QUESTION TWO (15 MARKS)

- a) Explain five major factors that influence what makes a given mix of promotional techniques appropriate. [10 Marks]
- b) Explain five main types of agricultural distribution systems. [5 Marks]

QUESTION THREE (15 MARKS)

- a) Explain five strategic approaches that an agribusiness may adopt in segmenting a market. [6 Marks]
- b) Explain five levels at which a product or a service can be marketed citing relevant examples. [9 Marks]

QUESTION FOUR

- a) Explain five expectations food processors have on agriculture as a supplier of their raw materials. [10 Marks]
- b) Explain five categories of adopters. [5 Marks]

QUESTION FIVE (15 MARKS)

- a) Explain five objectives that organizations seek to achieve through their pricing decisions. [10 Marks]
 - b) Explain five macro-environment factors that affect marketing activities of an Agribusiness. [5 Marks]
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