

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESITS/SPECIAL

EXAMINATION FOR THE AWARD OF BACHELOR AGRICULTURE EDUCATION  
AND EXTENSION

AGEC 331: AGRICULTURE MARKETING

STREAMS: AGED

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 03/02/2021

8.30 A.M. – 10.30 A.M.

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**INSTRUCTIONS:** Question **ONE** is compulsory (section A), then select **THREE** others from section B

**SECTION: A (25 MARKS)**

**QUESTION ONE**

- i. Explain the term 'Agriculture market' (1 mark)
- ii. Explain three utilities applicable in marketing of agricultural commodities. (4 marks)
- iii. Discuss **Five** unique characteristics of agriculture commodities and hence show how agricultural marketers adopt themselves in marketing of these commodities. (10 marks)
- iv. Explain five roles of cooperatives in agriculture marketing in Kenya (10 marks)

**QUESTION TWO (15 MARKS)**

- i. Biological characteristics largely affect the marketing of agricultural commodities in a big way. Explain **five** ways in which a farmer can overcome this challenge in order to improve the marketing of agricultural commodities. (10 marks)
- ii. Discuss five types of market publics (5 marks)

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**QUESTION THREE (15 MARKS)**

- i. Expound Marketing Environment (1 mark)
- ii. Discuss **four** ways in which Kenya can benefit from adopting technology in agriculture marketing. (8 marks)
- iii. Explain **three** ways on how marketers respond to ever changing agricultural marketing environment. (6 marks)

**QUESTION FOUR (15 MARKS)**

- i. Explain five tertiary functions in agriculture marketing (10 marks)
- ii. Explain five advantages of open air market (5 marks)

**QUESTION FIVE (15 MARKS)**

- i. Discuss five ways in which Kenya can benefit from adopting technology in agriculture marketing. (10 marks)
- ii. Explain three ways on how marketers respond to ever changing agricultural marketing environment. (5 marks)

**QUESTION SIX (15 MARKS)**

- i. Expound Marketing Publics (3 marks)
  - ii. Explain three types publics in agricultural marketing (6 marks)
  - iii. Explain three effects of government policies on marketing of agricultural commodities. (6 marks)
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