

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR AWARD OF THE DEGREE OF BACHELOR OF
SCIENCE IN AGRICULTURAL ECONOMICS**

AGEC 232: AGRICULTURAL MARKETING MANAGEMENT

STREAMS: AGECE, AGBM Y2S2 ODEL

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 16/04/2025

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- (i) Answer all questions in section A and any three in section B**
- (ii) Answer each question on separate pages**

SECTION A: ALL QUESTIONS ARE COMPULSORY (25 MARKS)

QUESTION ONE (25 MARKS)

- a) Discuss five stages of the consumer buying decision process. (10 Marks)
- b) Describe product line extensions and provide two reasons why a firm might pursue this strategy. (6 Marks)
- c) A new agrochemical company plans to launch a pesticide. Design a promotional mix considering the product's complexity and target farmers. (6 Marks)
- d) List three advantages and three disadvantages of branding for producers and consumers (3 Marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45 MARKS)

QUESTION TWO (15 MARKS)

- a) Discuss the four steps in the marketing research process. (8 Marks)
- b) Explain the three groups of marketing functions and give an examples (6 Marks)
- c) Define agricultural marketing (1 Mark)

QUESTION THREE (15 MARKS)

- a) Explain five groups of adopters of new technology (10 Marks)
- b) Provide two examples on how psychological pricing appeal to consumer emotions (4 Marks)
- c) Define distribution channel (1 Mark)

QUESTION FOUR (15 MARKS)

- a) Describe the structure of the maize grain marketing channel and explain two challenges faced by participants in this system. (8 Marks)
- b) Discuss four key decisions in channel management (7 Marks)

QUESTION FIVE (15 MARKS)

- a) Discuss four factors influencing the communications mix (8 Marks)
 - b) Discuss four expectations of food processors from agriculture as a supplier of their raw materials (7 Marks)
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