

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**DEPARTMENT OF AGRICULTURAL ECONOMICS, AGRICULTURAL EDUCATION
AND EXTENSION AND AGRIBUSINESS MANAGEMENT**

AGEC 231: PRINCIPLES OF AGRICULTURAL MARKETING

STREAMS: BSC. AGECE Y2S1 (ODEL)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 16/04/2025

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer all questions in **SECTION A** and any three in **SECTION B**.
- Do not write on the question paper.

SECTION A: ALL QUESTIONS ARE COMPULSORY (25 MARKS)

QUESTION ONE

- a) Define the following terms:
- Agricultural Marketing (2 marks)
 - Market Structure (1 mark)
 - Price Discovery (1 marks)
 - Market Segmentation (1 mark)
- b) Describe three key functions of agricultural marketing. (6 marks)
- c) Explain four major principles of marketing efficiency. (8 marks)
- d) Describe three mechanisms used in agricultural markets to determine prices. (6 marks)

SECTION B

QUESTION TWO

- a) Explain five major risks faced in agricultural marketing and suggest possible solutions for managing them. (10 marks)
- b) Differentiate between monopoly and oligopoly in agricultural markets. (5 marks)

QUESTION THREE

Explain the components of the marketing mix (7Ps) and their relevance in agricultural marketing. (15 marks)

AGEC 231

QUESTION FOUR

- a) Explain the major roles of marketing boards in agricultural markets. (5 marks)
- b) Describe three challenges faced by small-scale farmers in accessing formal markets. (5 marks)
- c) Explain how digital and e-marketing platforms have influenced modern agricultural marketing. (5 marks)

QUESTION FIVE

- a) Explain three key policies that governments implement to support agricultural marketing. (9 marks)
 - b) Define traceability in agricultural marketing and explain two reasons why it is important for both farmers and consumers. (6 marks)
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