

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN AGRICULTURE AND RURAL DEVELOPMENT**

**AGEC 0231: AGRICULTURAL MARKETING PRINCIPLES**

**STREAMS: DIP. AGRICULTURE & RURAL DEVELOPMENT    TIME: 2 HOURS**

**DAY/DATE: MONDAY 16/12/2024**

**8.30 A.M – 10.30 A.M.**

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**INSTRUCTIONS:**

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

**QUESTION ONE (COMPULSORY 25 MARKS)**

- a) Discuss any TWO types of risks associated with the storage of agricultural commodities (5 marks)
- b) Explain FIVE characteristics a well-developed market possesses (5 marks)
- c) Explain FIVE advantages that co-operative marketing can confer on the farmer(5 marks)
- d) Discuss FIVE factors affecting the capital requirements of an agricultural marketing firm (10 marks)

**QUESTION TWO (15 MARKS)**

- a) Discuss FIVE factors affecting the capital requirements of an agricultural marketing firm (10 marks)
- b) Discuss FIVE benefits grading function offers in agricultural marketing. (5 marks)

**QUESTION THREE (15 MARKS)**

- a) Explain FIVE categories of facilitative middlemen that assist in the marketing process (5 marks)
- b) Describe the components of the market structure that determines the conduct and performance (10 marks)

**QUESTION FOUR (15 MARKS)**

- a) Discuss FIVE essences of agricultural marketing. (5 marks)
- b) Discuss FIVE different dimensions or bases that marketers use to classify markets. (10 marks)

**QUESTION FIVE (15 MARKS)**

- a) Explain FIVE distinguishing characteristics of agricultural commodities that make their marketing system unique. (10 marks)
  - b) Explain the THREE levels of a product citing relevant examples. (5 marks)
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