

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
AGRICULTURAL EDUCATION

AGEC 231: AGRICULTURAL MARKETING PRINCIPLES

STREAMS: AGECE, AGBM

TIME:2 HOURS

DAY/DATE: TUESDAY 17/12/2024

11.30 A.M. –1.30 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)

- a) Using a diagram, discuss three levels at which a product can be marketed (6 Marks).
- b) Discuss with an example the three categories of pricing issues (6 marks)
- c) Explain four benefits that agricultural producers' surplus offers to policymakers (8 Marks)
- d) Define the following terms Market and Utility (2 marks)
- e) Explain three classifications of marketing functions (3 Marks)

Section B: Answer Any Three Questions (45 Marks)

Question Two (15 Marks)

- a) Discuss the process of developing a new product. (10 Marks)
- b) Explain five characteristics of a developed market (5Marks)

Question Three (15 Marks)

- a) Discuss with examples two product classifications (8 Marks)

- b) Discuss four components of a market structure (7 Marks)

Question Four (15 Marks)

- a) Discuss five problems that a marketer may encounter while marketing their product (10 marks)
- b) List five functions of wholesalers in agricultural marketing (5 Marks)

Question Five (15 Marks)

- a) Discuss four factors affecting marketable surplus (8 Marks)
- b) Explain four advantages of transport function (7 Marks)
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