

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
EXAMINATION FOR THE AWARD OF BACHELOR OF SCIENCE IN
AGRIBUSINESS MANAGEMENT**

AGEC 232: AGRICULTURAL MARKETING MANAGEMENT

STREAMS: BSC AGBM Y2S2 ODEL

DAY/DATE: THURSDAY 07/08/2025

TIME: 2 HOURS

8.30 A.M. – 10.30 A.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 (25 Marks)

- a) Explain five objectives that organizations seek to achieve through their pricing decisions. (5 marks)
- b) Ms. Auma intends to buy an improved dairy cow breed. Describe her buying decision process. (5 marks)
- c) Briefly explain five reasons why agricultural products should be branded. (5 marks)
- d) Kenya Seed Company has developed a new sorghum seed variety. Describe the product adoption process and suggest one activity the company can undertake at each stage to promote adoption. (10 marks)

QUESTION TWO (15 Marks)

- a) Explain the concept of customer loyalty and how you can enhance customer loyalty to your products. (5 marks)
- b) With examples, explain three factors that an agrochemical company may use to segment its market. (6 marks)
- c) Briefly explain the importance of marketing planning and control in agribusiness. (4 marks)

QUESTION THREE (15 Marks)

- a) Explain five macro-environment factors that affect marketing activities of an agribusiness. *(5 marks)*
- b) Company ABC plans to conduct marketing research. Outline the steps they should follow. *(5 marks)*
- c) State five benefits of conducting marketing research in agribusiness. *(5 marks)*

QUESTION FOUR (15 Marks)

- a) Describe five major factors that influence what makes a given mix of promotional techniques appropriate in agribusiness marketing. *(10 marks)*
- b) Explain five factors that influence pricing decisions in agribusiness. *(5 marks)*

QUESTION FIVE (15 Marks)

- a) Explain any five sales promotion tools used in agricultural marketing. *(5 marks)*
 - b) Identify and explain five types of agricultural distribution systems. *(5 marks)*
 - c) Briefly describe five psychological factors that influence consumer behavior. *(5 marks)*
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