

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS  
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
AGRIBUSINESS MANAGEMENT**

**AGEC 232: AGRICULTURAL MARKETING MANAGEMENT**

**STREAMS: AGBM Y2S2 (ODEL)**

**TIME:2 HOURS**

**DAY/DATE: WEDNESDAY 11/12/2024**

**8.30 A.M. –10.30 A.M.**

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**Instructions: Answer QUESTION ONE and any other THREE QUESTIONS**

**QUESTION ONE**

- a) Discuss five Endogenous factors that shape the behaviour of consumers. (10Marks)
- b) Explain the relevance of agricultural marketing management in developing countries. (5 marks)
- c) Discuss five reasons why the adoption of modern agricultural technologies such as new crop varieties is still low in Sub-Saharan Africa . (10Marks).

**QUESTION TWO (15 MARKS)**

- a) Distinguish between a product mix and a product line. (5Marks)
- b) Describe the market research process that agribusiness firms undertake. (10Marks)

**QUESTION THREE (15 MARKS)**

- a) Discuss five key considerations about the appointment of distribution intermediaries. (10 marks)
- b) Outline five reasons that justify the existence of middlemen in agricultural marketing. (5 marks)

**QUESTION FOUR (15 MARKS)**

- a) Describe the discrete stages of the consumer buying process. (5 marks)
- b) Explain five expectations that agribusiness enterprises have of the agricultural sector.

(10 marks)

**QUESTION FIVE (15 MARKS)**

- a) Explain 5 groups of adopters of new technology and illustrate with a diagram(10Marks)
  - b) Discuss 5 disadvantages of maize grain through the informal market channel (5Marks)
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