



(Knowledge for Development)

# KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

YEAR 2 SEMESTER TWO

MAIN EXAMINATION

FOR THE DEGREE OF BSc.BAE,BAB

**COURSE CODE:**IAE 284/287

**COURSE TITLE:**AGRICULTURAL MARKETING 1

**DATE:** 31<sup>ST</sup> JULY 2018

**TIME:** 2 PM – 4 PM

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## INSTRUCTIONS TO CANDIDATES

Answer Question One and Any other TWO (2) Questions.

TIME: 2 Hours

This Paper Consists of 2 Printed pages Please Turn Over.

**Question 1 (30mks)**

(a) Distinguish between the following agricultural marketing terms.

(i) Monopoly and Oligopoly (2 mks)

(ii) Monopolistic competition and perfect competition (2mks)

(iii) Marketing strategy and marketing management (2 mks)

(b) List and explain two types of market information (6mks)

(c) What are the advantages of processing (6mks)

(d) Explain the term "futures marketing" (2mks)

(e) Briefly explain important channels of market distribution (4mks)

(f) State and explain three types of marketing risks (6mks)

**Question 2**

(a) Discuss four types of market functions (12mks)

(b) Describe two types of market integration (8mks)

**Question 3**

(a) Describe market classification on basis of location (10mks)

(b) Discuss four elements of market mix (10mks)

**Question 4**

(a) Discuss five importance of agricultural marketing (10mks)

(c) State and Explain challenges encountered in marketing of agricultural commodities (10mks)