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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

YEAR 2 SEMESTER TWO

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF Bsc. BAE, BEE

COURSE CODE: IAE 284/287

COURSE TITLE: AGRICULTURAL MARKETING 1

DATE: 11TH OCTOBER 2018

TIME: 11:30 – 1:30 PM

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) Perfect market and imperfect market (2 mks)
- (ii) Speculation and hedging (2 mks)
- (iii) Physical functions and exchange functions of a market (2 mks)
- (b) Describe the services rendered by a forward market (6mks)
- (c) Briefly explain the features of a regulated market (8mks)
- (d) What are the problems arising from transportation of agricultural commodities (4mks)
- (e) State and explain the functions of warehousing (6mks)

Question 2

- (a) Identify and explain six advantages of packing and packaging (12mks)
- (b) Describe types of market strategies (8mks)

Question 3

- (a) Describe market classification on basis of area or coverage (12mks)
- (b) Discuss forms of market utilities (8mks)

Question 4

- (a) Explain four agricultural marketing concepts (10mks)
- (c) Describe methods of buying and selling farm products (10mks)