



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR

SECOND YEAR 2ND SEMESTER SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURAL
ECONOMICS & RESOURCE MANAGEMENT**

COURSE CODE: IAE 284/ 287

COURSE TITLE: AGRICULTURAL MARKETING 1(PRINCIPLES)

DATE: 22ND SEPT. 2017

TIME: 11:30 AM – 1:30 PM

INSTRUCTIONS TO CANDIDATES

Answer all Questions in section A and any other two (2) Questions in section B.

TIME: 2 Hours

This paper consists of 2 printed pages. Please Turn Over



KIBU observes ZERO tolerance to examination cheating

SECTION A = 30 MARKS

Q1.

- a) Explain the following terminologies as used in agricultural marketing
- i) Cash forward contracts **(2 marks)**
 - ii) Futures contracts **(2 marks)**
- b) With the aid of a well labeled diagram, discuss the stages of new product adoption **(10 marks)**
- c) Describe the four P'S of marketing **(8 marks)**
- d) Discuss the economic concerns of producers in agricultural marketing **(8 Marks)**

SECTION B = 40 MARKS

Q2.

- a) Explain the factors influencing new product adoption in Kenya **(12 marks)**
- b) Explain any four bases for consumer market segmentation **(8 marks)**

Q3.

Using specific examples, Discuss various ways of marketing primary produce in agricultural markets. **(20 marks)**

Q4.

“Consumers are said to be the kingpins of the production process”, discuss this statement. **(20 marks)**