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UNIVERSITY EXAMINATIONS



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

YEAR 2 SEMESTER TWO

MAIN EXAMINATION

FOR THE DEGREE OF Bsc. BAE

COURSE CODE: AEC 227 / IAE 284 / IAE 287.

COURSE TITLE: AGRICULTURAL MARKETING 1

DATE: 05/02/2021. TIME: ~~2 HOURS~~ 8-10 AM.

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

- (a) List four components of a market 4mks
- (b) Explain four forms of utility of agricultural products (8mks)
- (c) What are the advantages of processing in marketing (6mks)
- (d) What are the characteristics of a perfect market (4mks)
- (e) Outline the importance of international trade (4mks)
- (f) List six characteristics of agricultural product prices (4mks)

Question 2

- (a) How does agricultural marketing benefit a third world economy (10mks)
- (b) Describe four important functions of co-operative marketing societies (10mks)

Question 3

- (a) Discuss market classification on the basis of area of coverage (8mks)
- (b) State and explain four elements of marketing mix (12mks)

Question 4

- (a) i) What is the meaning of a regulated market (2mks)
- ii) Explain four features of regulated markets (8mks)
- (b) List and Explain five characteristics of agricultural goods (10mks)

Question 5

- a) Discuss three types of market integration (12mks)
- b) Compare speculation and hedging in marketing (8mks)