



(Knowledge for Development)

KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS
2020/2021 ACADEMIC YEAR

THIRD YEAR 2ND SEMESTER
MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF SCIENCE AGRICULTURE
ECONOMICS AND RESOURCE MANAGEMENT

COURSE CODE: AEC 327
COURSE TITLE: AGRICULTURAL MARKETING II
(APPLICATIONS)

DATE: 8TH OCTOBER 2021 **TIME:** 2 – 4 PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO Questions.

TIME: 2 Hours

This paper consists of 2 printed pages. Please Turn Over



KIBU observes ZERO tolerance to examination cheating

QUESTION ONE

30 MARKS

- a) In Using the functional approach to agricultural market performance analysis, a marketer looks at the facilitating functions of the market. Define facilitating functions and explain what would be covered in the analysis. (10 Marks)
- b) Define the term barriers to entry and Discuss four barriers to entry that prevail in agricultural markets in Kenya (10 marks)
- c) Explain the micro-environment factors that affect marketing activities of agricultural produce (10Marks)

QUESTION TWO

20 MARKS

Agricultural marketing plays an important role not only in stimulating production and consumption but also in accelerating the pace of economic development. Discuss the role of agriculture in economic development

QUESTION THREE

20 MARKS

Distinguish between the following terms

- (i) Input-output system and power system
- (ii) Market structure and market Conduct
- (iii) Technical efficiency and allocative efficiency
- (iv) Form Utility and Possession utility
- (v) Behavioral systems approach and commodity approach

QUESTION FOUR

20 MARKS

- a) Expound the term marketing environment (6 mark)
- b) Briefly explain how can Kenya benefit from adopting technology in agriculture marketing? (8 marks)
- c) Explain three ways marketers utilize information provided by analysis of the agricultural marketing environment. (6 Marks)

QUESTION FIVE

20 MARKS

- a) Is trade really important among developed and developing countries? Give reasons to support your position. 10 Marks
- b) Outline five common arguments for restricting trade among countries (10 marks)