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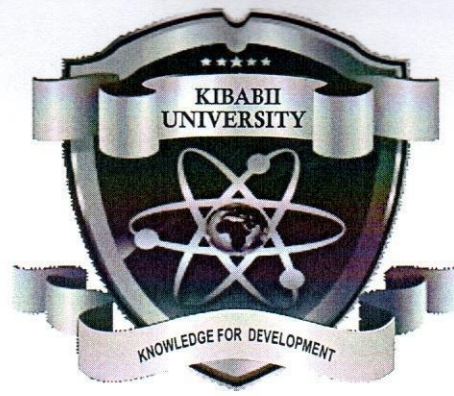
EXAMINATIONS
SCIENCE AGRICULTURE
RESOURCE MANAGEMENT
CULTURAL MARKETING II (APPLICATIONS)
LAE 385/387
2022
MAY
CANDIDATES
TIME: 8 - 10 AM

Answer Question ONE and any other TWO Questions.

TIME: 2 Hours

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(Knowledge for Development)

KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS
2020/2021 ACADEMIC YEAR

THIRD YEAR 2ND SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATIONS

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

COURSE CODE: AEC 327/IAE 385/387

COURSE TITLE: AGRICULTURAL MARKETING II (APPLICATIONS)

DATE: 21ST JANUARY 2022

TIME: 8 – 10 AM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO Questions.

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QUESTION ONE

30 MARKS

- a) Define Agricultural Marketing and explain the utilities applicable to marketing of agricultural commodities. (5 Marks)
- b) Explain the concept of pricing strategies as it relates to agriculture marketing (5Marks)
- c) What is the economic foundation for government intervention in agriculture marketing (10 Marks)
- d) Macro environment involves a set of environmental factors that influence the Firm's activities to a significant extent but are beyond the control of a firm. Briefly discuss these factors (10Marks)

QUESTION TWO

20 MARKS

The commodity approach helps to pinpoint the specific marketing problems as well to develop the market for a specific commodity. Use this approach to trace the path between producer and consumer of fresh milk in Kenya.

QUESTION THREE

20 MARKS

The Government of Kenya pursues maize sector policy objectives via two main instruments - the National Cereals and Produce Board (NCPB) which procures and sells maize at administratively determined prices; and a variable tariff on maize imports. Explain the effects of these policies on maize market prices in Kenya.

QUESTION FOUR

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 FIVE

20 MARKS

As a Marketing specialist, explain with available theories the need for Kenya to trade with other countries