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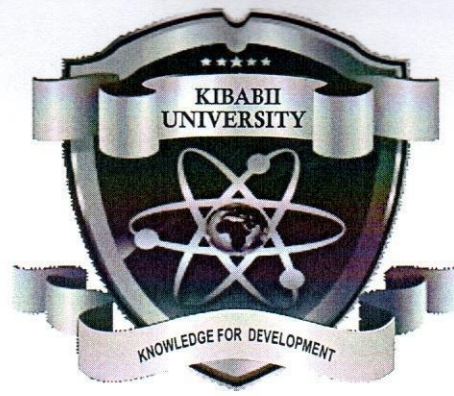
**EXAMINATIONS**  
**SCIENCE AGRICULTURE**  
**RESOURCE MANAGEMENT**  
**CULTURAL MARKETING II (APPLICATIONS)**  
AE 385/387  
JANUARY 2022  
ANS TO QNO CANDIDATES

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:** 21<sup>ST</sup> JANUARY 2022

**TIME:** 8 – 10 AM

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**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