

UNIVERSITY EXAMINATIONS



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**2019/2020 ACADEMIC YEAR**

**YEAR 2 SEMESTER TWO**

**SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF Bsc. BAE**

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

**COURSE TITLE:** AGRICULTURAL MARKETING 1 (PRICIPLES)

**DATE:** 14<sup>TH</sup> JANUARY 2022

**TIME:** 8 – 10 AM

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## **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 the characteristics of agricultural product prices (6mks)
- (b) Name and explain two types of members of cooperative marketing societies (6mks)
- (c) List and explain three agricultural price policy measures the government uses to protect farmers (6mks)
- (d) List any three types marketing costs (6mks)
- (e) List and explain six advantages of processing of farm produce (6mks)

### Question 2

- (a) Discuss five types of market based on location (10mks)
- (b) State and explain five advantages of packing and packaging in marketing (10mks)

### Question 3

- (a) Describe how four essential groups benefit from market information (8mks)
- (b) Discuss the relationship between marketable and marketed surplus (12mks)

### Question 4

- (a) List and explain any five market functionaries (10mks)
- (b) Describe the objectives of state trading (10mks)

### Question 5

- a) Discuss five functions and duties of a market committee (10mks)
- b) State and explain five ways of reducing marketing costs of farm products (10mks)