



(Knowledge for Development)

KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS
2021 / 2022 ACADEMIC YEAR

SECOND YEAR 2ND SEMESTER
SUPPLEMENTARY / SPECIAL EXAMINATION

**FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURAL
ECONOMICS & RESOURCE MANAGEMENT**

COURSE CODE: AEC 227/IAE 287/IAE 284

COURSE TITLE: AGRICULTURAL MARKETING 1 (PRINCIPLES)

DATE: 26TH JULY 2022

TIME: 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



KIBU observes ZERO tolerance to examination cheating

Q1.

- a) Explain any four sources of marketing information (8 marks)
- b) Discuss the agricultural marketing problems faced by milk sellers in Kenya (8 marks)
- c) Explain the agricultural marketing problems faced by milk sellers in Kenya (10 marks)
- d) Differentiate between price determination and price discovery (4 marks)

Q2.

“The Kenyan economy is where it’s now because of agricultural marketing”. Discuss this statement in the light of agricultural marketing. (20 marks)

Q3.

The role played by the government in marketing cannot be down played. Explain the roles played by the Kenyan government in agricultural marketing. (20 marks)

Q4.

Discuss the various marketing functions (20 marks)

Q5.

- a) With the aid of a well labeled diagram, discuss the stages of new product adoption (12 marks)
- b) Using a specific agricultural commodity, explain the marketing mix (8 marks)