

*(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:** 26<sup>TH</sup> JULY 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 

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)