



(Knowledge for Development)

KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR

THIRD YEAR 2ND SEMESTER
MAIN EXAMINATION

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

COURSE CODE: AEC 327
COURSE TITLE: AGRICULTURAL MARKETING II
(APPLICATIONS)
DATE: 20TH APRIL 2023 **TIME:** 9 – 11 AM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO Questions.

TIME: 2 Hours

This paper consists of 2 printed pages. Please Turn Over



KIBU observes ZERO tolerance to examination cheating

Question one.

- a) List any three components of the direct environment of any product market (3 marks)
- b) State how the political and economic environment affect the marketing of maize in Kenya.(5 marks)
- c) Define P-E-S-T-E-L as far as the changing marketing environment is concerned.
(4 marks)
- d) Define marketing mix and explain how does it applies in the marketing of dairy products.
(4 marks)
- e) Explain these terms that are used in international trade.
 - i. General Agreement on Tariffs and Trade.(GATT)
 - ii. World Trade Organization
- f) Define protectionism and its importance. (5 marks)
- g) Explain the role that agricultural cooperatives play in the marketing agricultural produce
(2 marks)

Question two.

“The rapid pace of technological change opens up new opportunities, but it also poses challenges for marketers.” Discuss. (20 marks)

Question three.

“When demand and supply interact to determine the allocation of resources between various lines of production, they also determine the incomes of the owners of inputs that are used in making the outputs.” Discuss? (20 marks)

Question four.

Explain how input markets operate in a free market economy (20 marks)

Question five.

In a free market economy, there is always a conflict between labor and capital, explain this phenomenon. (20 marks)