



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS 2022/2023 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

**COURSE TITLE:** AGRICULTURAL MARKETING II  
(APPLICATIONS)

**DATE:** 9<sup>TH</sup> AUGUST 2023

**TIME:** 2 – 4 PM

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#### **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) Explain how the political and economic environment interact with the legal environment to influence the marketing of maize in Kenya (10 marks)
- b) Outline any three real world firms and briefly state how they are adopted to different legal structures. (10 marks).
- c) Explain how cooperative agricultural marketing helps to uplift the living standards of small scale farmers in Kenya. (10 marks)

**Question Two.**

Explain any six objectives of cooperative marketing societies. (20 marks)

**Question Three.**

Explain how firms in perfectly competitive industry react to various forces that affect it, including changes in demand and cost. (20 marks)

**Question Four.**

Discuss objectives that governments actually have for their economic actions? (20 marks)

**Question Five.**

Explain the theory of competitive advantage with respect to the gains from specialization and trade. (20 marks)