

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF AGRIBUSINESS
MANAGEMENT AND AGRICULTURAL ECONOMICS**

AGEC 231: PRINCIPLES OF AGRICULTURAL MARKETING

STREAMS:AGBM AGECE Y2S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 13/12/2018

2.30 P.M -4.30 P.M

INSTRUCTIONS:

Answer question one and any other three questions

Do not write on the question paper

1. (a) Explain five differences in marketing of agricultural and manufactured goods. [10 marks]
 - (b) With the aid of a diagram, illustrate and explain the product life cycle. [10 marks]
 - (c) Explain the dynamics of agricultural market structure. [5 marks]
 2. (a) Explain the role of market information in agricultural marketing. [10 marks]
 - (b) Explain 5 features of an appropriate agricultural price policy. [5 marks]
 3. (a) Explain 4 consumer product categories citing relevant examples. [8 marks]
 - (b) Explain 7 reasons for the need to store agricultural products. [7 marks]
 4. Explain all the dimensions of market classifications giving relevant examples. [15 marks]
 5. (a) Explain 3 types of risks associated with agricultural marketing and provide suitable solutions to minimize them. [10 marks]
 - (b) Explain the following terms as used in new product development process:
 - (i) Concept development and testing [2 marks]
 - (ii) Marketing strategy [3 marks]
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