

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

AGEC 231: PRINCIPLES AGRICULTURAL MARKETING

STREAMS: AGBM, AGECE

TIME: 2 HOURS

DAY/DATE: TUESDAY 05/12/2017

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer question ONE and any other three questions
- Do not write on the question paper

QUESTION ONE (COMPULSORY 25 MARKS)

- (a) Agricultural marketing plays a significant role not only in stimulating production and consumption, but also in accelerating the pace of economic development. Discuss. [10 marks]
- (b) Describe the risks inherent in agricultural marketing. [5 marks]
- (c) Discuss the special characteristics that distinguish agricultural sector from the manufactured sector with regards to marketing. [10 marks]

QUESTION TWO (15 MARKS)

You have been newly appointed as the marketing officer of FaidaNdogo Agricultural firm and you have been tasked with the following:

- (a) Discuss the new product development process. [10 marks]
- (b) Identify the promotion strategies that can be adopted to create awareness of the new product to customers. [5 marks]

**QUESTION THREE (15 MARKS)**

- (a) Explain with relevant examples the factors to be considered while selecting marketing channels. [10 marks]
- (b) Discuss the challenge posed by forward markets to agricultural producers. [2 marks]
- (c) Explain any three dimensions of a market. [3 marks]

**QUESTION FOUR (15 MARKS)**

- (a) Differentiate between market performance and market conduct. [6 marks]
- (b) Discuss the characteristics of agricultural prices. [9 marks]

**QUESTION FIVE (15 MARKS)**

- (a) Discuss the marketing agencies involved in agricultural commodities marketing. [10 marks]
- (b) Explain the difference between shopping and convenience consumer products. [5 marks]

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