

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF SCIENCE (AGRICULTURAL ECONOMICS) &
BACHELOR OF AGRIBUSINESS MANAGEMENT**

AGEC 231: PRINCIPLES OF MARKETING

STREAMS: BSc. (AGEC), B.AGBM Y2S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 23/4/2013

11.30 .AM. – 1.30 P.M.

INSTRUCTIONS:

1. Answer Question ONE (Compulsory) and any other TWO questions.
2. Do not write on the question paper.

QUESTION ONE:

- (a) Citing appropriate examples, discuss the major challenges facing agricultural marketing in Kenya. [10 marks]
- (b) Discuss the 4 facilitating functions of a marketing system. [10 marks]
- (c) Distinguish between agricultural marketing boards and cooperative societies and examine the roles of each in Kenya. [10 marks]

QUESTION TWO:

- (a) Distinguish between market skimming pricing and market penetration pricing and discuss factors which will tend to favor each of these approaches to pricing. [10 marks]
- (b) Discuss the external factors that has an influence on the pricing decision of a firm. [10 marks]

QUESTION THREE:

- (a) Evaluate major branding decisions which marketing management has to make in an organization of your choice. [10 marks]
- (b) Discuss the relationship between product adopters categories and the stages of the product life cycle. [10 marks]

QUESTION FOUR:

- (a) Discuss the steps of the marketing research process using a well defined problem in the market. [10 marks]
 - (b) Citing relevant examples, show the major factors that influence the distribution channels adopted by a company. [10 marks]
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