

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

AGEC 232: AGRICULTURAL MARKETING

STREAMS: B.SC (AGEC) Y2S2

TIME: 2 HOURS

DAY/DATE: FRIDAY 16/8/2013

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **This paper consists of Two sections**
- **Section A is compulsory**
- **Section B – Answer any TWO Questions**
- **Do not write on the question paper**
- **Use relevant examples**
- **Use legible handwriting**

SECTION A – COMPULSORY

QUESTION ONE

- (a) You have been offered job as marketing manager in Kenya Seed Company.
Prepare marketing plan for 2014. [10 marks]
- (b) Discuss the role of marketing management philosophies in the agricultural marketing. [10 marks]
- (c) Explain factors influencing market power in the agriculture. [10 marks]

SECTION B – ANSWER ANY TWO QUESTIONS

QUESTION TWO

- (a) What are some of the market risks facing farmers? [10 marks]
- (b) Explain the chief functions of marketing boards in agriculture. [10 marks]

QUESTION THREE:

- (a) Discuss the need to improve Agricultural Extension for women farmers in Kenya.
[10 marks]
- (b) As a senior official in the Ministry of Agriculture, explain the role of Vision 2030 during (A.S.K) Agricultural Society of Kenya show in Meru in year 2013 to show patronage.
[10 marks]

QUESTION FOUR:

- (a) Explain the classification of advertising as farmer's means of communication to create demand for agricultural products.
[10 marks]
- (b) What are some of the challenges experienced by modern agricultural cooperatives?
[10 marks]
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