MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2013/2014

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE DEGREE OF MASTER OF SCIENCE IN AGRICULTURAL ECONOMICS & MASTER OF SCIENCE IN AGRIBUSINESS MANAGEMENT

(HOMA BAY CAMPUS)

AEG 812: AGRICULTURAL MARKETING

Date: 13ᵗʰ April, 2014   Time: 2.00 - 5.00 p.m.

INSTRUCTIONS:

- Answer Question ONE (COMPULSORY) and any other FOUR questions.

AEG 811: AGRICULTURAL MARKETING TIME 3 HOURS

INSTRUCTIONS Answer Five Questions. Question one is compulsory Time. 3 hours

_QUESTION 1

(a) Describe the institutional functions in the grain marketing system in Kenya and explain why it has been difficult to eliminate the middlemen in the system.

(12 marks)

(b) With the aid of a suitable illustration, discuss in details the impact of a decline in price on the consumption of a named agricultural commodity in Kenya.

(8 marks)

QUESTION 2

Write short notes on

a)	Engels curves	(4 MARKS)
b)	Price discovery mechanisms	(4 MARKS)
c)	Value addition process in agricultural marketing	(4MARKS)
d)	Market economy	(4 MARKS)
e)	Operational efficiency markets	(4 MARKS)

QUESTION 3

(a) With the aid of suitable examples, explain in details the expectations of consumer in the Kenyan markets and describe the extent to which they have been met..

(12 marks).

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(b) Describe the classification of policy instruction that is to influence the behavior of participants in a commodity markets   (8marks)

QUESTION4

Discuss in details how marketing management functions bring about the desired exchanges for the purpose of mutual gains amongst the participants.   (20 marks)

(10 marks)

QUESTION 5

   a) Give an assessment of the marketing reforms and institutional changes as well as their impact in market coordination process in the agricultural sub sector in Kenya.   (12 Marks)

   b) Describe the functions performed in a maize marketing system (8Marks).

QUESTION 6

   a) Identify and describe the major types of objectives that firms seek to achieve through their pricing decisions. (10 marks)
   b)   Price elasticity of demand range from zero to infinity. Explain the implication of these variations to the consumer, producer and the marketer.
                                                                    (10 marks)