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**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF AGRICULTURAL AND FOOD SCIENCES**

**SECOND YEARSEMESTER ONE EXAMINATION FOR THE DEGREE OF**

**BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT**

**2017/2018ACADEMIC YEAR**

**REGULAR**

**COURSE CODE: AAE3214:**

**COURSE TITLE: Principles of Agricultural Marketing**

**EXAM VENUE: STREAM: BSc. AGRIBUSINESS MANAGEMENT**

**DATE: EXAM SESSION:**

**TIME: 2 HOURS**

**Instructions:**

1. **Answer ALL questions in section A and ANY other 2 Questions in section B**
2. **Candidates are advised not to write on question paper.**
3. **Candidates must hand in their answer booklets to the invigilator while in the examination room.**

**SECTION A [30 MARKS]**

**Answer ALL questions in this section**

Q1. (a)Describe how Supply chain aids flow of marketing activities [4marks]

(b) (i)Identify and briefly explain the main components of agricultural marketing [6marks]

(ii)Explain the concept of marketing margin in agriculture [3marks]

(c)(i)How does information asymmetry play a role in agricultural marketing [2marks]

(ii) State and briefly explain the functions of a marketing board in agricultural marketing [4marks]

(d)Discuss the role played by cooperatives in marketing of agricultural produce[4marks]

(e)(i)Explain the following concepts; Assembly, grading/sorting, transportation, risk bearing in agricultural marketing [4marks]

(ii) Explain the application of the concept of Globalization in agribusiness context [3marks]

**SECTION B: [40marks]**

**Answer Any TWO questions from this section**

Q2. (a)Discuss the bottlenecks surrounding agribusiness marketing in Kenya today [10marks]

(b)Current developments in use of technology has brought hope to marketing, describe how new innovations can help mitigate the marketing challenges [10marks]

Q3. (a)List and discuss the significance of functionaries of agricultural markets [10marks]

(b) Explain the relationship between marketing and production in agriculture [5marks]

(c) Outline some FIVE opportunities available for advancing agribusiness marketing [5marks]

Q4.Marketing channels are very important aspect in agricultural marketing. Using marketing of Food grains; explain the concept and the route this commodity will take to reach the final consumer[20marks]