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

**SCHOOL OF AGRICULTURAL AND FOOD SCIENCES**

**YEAR THREE SEMESTER ONE EXAMINATION FOR THE DEGREE OF**

**BACHELOR OF SCIENCE IN AGRICULTURE EDUCATION AND EXTENSION**

**2017/2018ACADEMIC YEAR**

**REGULAR**

**COURSE CODE: AAE 3312:**

**COURSE TITLE: Agricultural Marketing and Livestock Economics**

**EXAM VENUE: STREAM: BSc. Agricultural Education and Extension**

**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)Identify any FOUR (4)important roles played by Cooperative societies in agricultural marketing

[4marks]

(b) (i) Discuss the fact that Kenya Meat Commission faces challenges in livestock processing and marketing. [4marks]

(ii)Explain factors enabling Small-scale farmers to be low cost producersof cereals, roots and tubers, livestock products and fruit and vegetables [4marks]

(c)(i) Describe any THREE(3) health issues affecting production and marketing of poultry. [3marks]

(ii) Citing relevant examples; explain the concept “commodity exchange” [4marks]

(d) Explain any FOUR(4)opportunities for agribusiness in Kenya today [4marks]

(e)(i)State and briefly explain managerial decisions a manager is faced with. [5 marks] (ii)What is the relevance of agriculturalmarketing plan? [2marks]

**SECTION B: [40 Marks]**

**Answer Any TWO questions from this section**

Q2. (a) Identify and explain FIVE (5) players in market structures and operations of both livestock and crops [10marks]

(b) Discuss any FIVE (5) innovative systems aiding marketing in agriculture today.

[10marks]

Q3. (a) Describe the channel operators in milk marketing, explaining their motives in trade. [10marks]

(b)Discuss the marketing strategies of Agricultural goods and Services [10marks]

Q4. You recently graduated from the university and were lucky to be appointed as an Agribusiness Chief Officer of a County. A new product is to be launched during this time. Discuss the components of the questionnaire to aid you and your staff carry out a marketing Research [20marks]