

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS**

**BACHELOR OF SCIENCE IN AGRICULTURAL ECONOMICS & RESOURCE ECONOMICS**

**COURSE CODE: ARE 1204**

**COURSE TITLE:** **AGRICULTURAL MARKETING I**

**DATE: 17TH MAY 2017 TIME: 0830-1030HRS**

**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **THREE** questions

*This paper consists of* ***3*** *printed pages. Please turn over.*

**QUESTION ONE**

1. Write short notes on the following;
2. Marketing plan **(3mks)**
3. Marketing mix **(4mks)**
4. Agricultural marketing **(2mks)**
5. Village markets vs urban markets **(4mks)**

b) Discuss the conditions for market formation **(5mks)**

c) Explain the pricing objectives of an agricultural firm. **(7mks)**

**QUESTION TWO**

1. Discuss the key marketing functions **(9mks)**
2. Explain the process of price determination in marketing. (**6mks)**

**QUESTION THREE**

1. Explain the evolution of marketing (**6mks)**
2. Narok Farmers Company has approached you to advise on online marketing of their agricultural produce. Advice the company on what online marketing is, citing its advantages and pitfalls. (**9mks)**

**QUESTION FOUR**

a) Discuss the criteria for classifying markets (**8mks)**

b) Why is the marketing of agricultural products unique? (**7mks)**

**QUESTION FIVE**

a) Discuss the key challenges facing agricultural marketing in Kenya today     (**8mks)**

b) Explain the importance of planning in agricultural marketing (**7mks)**

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