



# **SOUTH EASTERN KENYA UNIVERSITY**

## **UNIVERSITY EXAMINATIONS 2017/2018**

### **FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE IN AGRICULTURAL RESOURCE MANAGEMENT**

#### **ART 602: MARKETS AND MARKETING OF AGRICULTURAL PRODUCTS**

**DATE: 07<sup>TH</sup> DECEMBER, 2017**

**TIME: 9.00 -12.00 PM**

**Instructions: Answer ALL questions in Section I and any other THREE questions in  
Section II**

#### **Section 1: Compulsory (30 Marks)**

1. (a) By defining 'Agricultural marketing' critically explain when marketing starts  
(5 marks)
- (b) Discuss the attributes that make the marketing of agricultural commodities unique and  
different from the marketing of other industrial products (10 marks)
2. Market liberalization was one of the aims of the structural adjustment programmes  
advocated by the World Bank and IMF.  
(a) Briefly describe the objectives of this market liberalization and the expected outcomes  
of the structural adjustment programme (9 marks)
- (b) Briefly discuss the determinants of buyer behaviour and their effect on marketing  
efficiency (6 marks)

#### **Section II: Answer any TWO Questions (40 Marks)**

3. (a) Briefly discuss the facilitating function of the marketing process highlighting its  
importance in the development of the agricultural sector in Kenya (12 marks)
- (b) Explain briefly the difficulties inherent in using the price theory in the price  
determination of agricultural commodities in Kenya (8 marks)

4. (a) Through an analysis of the steps undertaken in the process of market research, discuss the challenges that you would face in carrying out an effective marketing research for fruits in Kenya (12 marks)
- (b) Briefly explain the role of county governments in the marketing of agricultural commodities in Kenya (8 marks)
5. (a) Identify any two actors in the marketing of green gram and discuss the challenges that each would face in ensuring efficient marketing outcome (10 marks)
- (b) Critically discuss why international markets have not translated into increased sustainable streams of income for the rural small scale farmers in Kenya (10 marks)