



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE
DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURAL
ECONOMICS WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

AEG 105: PRINCIPLES OF AGRICULTURAL MARKETING

Date: 14th June, 2017

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer ALL Questions in Section A and any other TWO in Section B



SECTION A: 40 MARKS

1. a. Clearly define the term Marketing (2 Marks)
b. Outline five roles of marketing in the development of the agricultural industry (10 Marks)
2. State and explain four marketing approaches (8 marks)
3. Packaging and storage are critical aspects of agricultural marketing. Discuss. (10 marks)

4. Clearly distinguish between marketing functions and marketing functionaries. (10 marks)

SECTION B: 30 MARKS

5. Exhaustively discuss the components of marketing functions. (15 marks)
 6. Discuss the challenges of agricultural marketing in Kenya. (15 Marks)
 7. Discuss the uses and limitation of marketing margin. (15 Marks)
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