



## **MASENO UNIVERSITY**

### **UNIVERSITY EXAMINATIONS 2016/2017**

**FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH  
INFORMATION TECHNOLOGY**

### **MAIN CAMPUS**

### **ABA 430: AGRICULTURAL MARKETING**

Date: 3<sup>rd</sup> August, 2017

Time: 8.30 - 11.30 am

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#### **INSTRUCTIONS:**

- Answer Question ONE (COMPULSORY) and any other THREE questions
- Question ONE Carries 25 marks, the rest 15 marks each.
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### QUESTION ONE

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- a) Discuss the importance of agricultural marketing in Kenya and list the 4 Ps of marketing. **(10marks)**
- b) A company selling agricultural inputs is keen on running a marketing campaign on radio. Outline the key factors that the marketing manager should consider when choosing the specific radio stations to use for the campaign **(15marks)**
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### QUESTION TWO

- a) Distribution of farm inputs is carried out by producers, wholesalers, stockists and retail traders. The inputs are thus made accessible to farmers who readily acquire them. Due to disparity of income distribution and poverty level, some inputs (fertilizers, seeds etc) are packaged into smaller quantities to facilitate small-scale farming from this context examine the role of packaging in agribusiness marketing **(7 marks)**
- b) Define Marketing concept and how it is applicable to agricultural marketing **(8marks)**

### QUESTION THREE

- a) The cobweb model or cobweb theory is an economic model that explains why prices might be subject to periodic fluctuations in certain types of markets. From this context describe the cobweb model **(7 marks)**
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- b) In details, explain the key advantages of branding agricultural products. **(8 marks)**

### QUESTION FOUR

- a) Describe the four approaches to the analysis of agricultural marketing **(8 marks)**

- b) New K.C.C. Ltd is in the process of developing a new yoghurt brand. Explain how you would use the 4 Ps of marketing to position it as the most preferred yoghurt for the young people between 15 and 25 years(7marks)

#### **QUESTION FIVE**

- a) Agricultural products differ in nature and content from industrial goods. State the characteristics of agricultural goods that make them distinct from other goods (8 marks)
- b) Describe the agricultural marketing function (7 marks)

#### **QUESTION SIX**

Agricultural commodities are generic, undifferentiated products that, since they have no other distinguishing and marketable characteristics, compete with one another on the basis of price. Commodities contrast sharply with those products which have been given a trademark or branded in order to communicate their marketable differences. In details, explain the key advantages of branding agricultural products (15 marks)