



# UNIVERSITY OF EMBU

---

2020/2021 ACADEMIC YEAR

TRIMESTER EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE DEGREE OF MASTERS PLANT ECOSYSTEM  
AND ENVIRONMENT

ART 602: MARKETS AND MARKETING FOR AGRICULTURAL PRODUCTS-

DATE: AUGUST 18, 2021

TIME: 2:00-5:00PM

INSTRUCTIONS:

Answer ANY FOUR Questions.

---

QUESTION ONE (25 MARKS)

- a) You have been invited by an undergraduate class to make a presentation entitled, "Factors considered in the determination of prices and the approaches to price setting of agricultural products". Explain the contents of your discussion? (8 Marks)
- b) Discuss the maturity stage of an agricultural product of your choice. Clearly describe the managerial interventions that may be recommended for a product in this stage. (8 Marks).
- c) Citing relevant examples, explain the importance of agricultural and food marketing to developing countries (9 Marks)

QUESTION TWO (25 MARKS)

- a) The central mission of the entire organization is seen as the satisfaction of customer requirements at a profit. Discuss this statement clearly explaining the benefits of customer satisfaction to an organization. (10 Marks)



ISO 27001:2013 Certified

*Knowledge Transforms*



ISO 9001:2015 Certified

- b) Discuss the marketing concepts and their significant role in marketing of agricultural products (15 Marks)

**QUESTION THREE (25 MARKS)**

- a) Explain the importance of strengthening rural markets (10 Marks)  
b) Discuss the strategies for reforming agricultural marketing parastatals (15 Marks)

**QUESTION FOUR (25 MARKS)**

- a) Discuss the impediments to private sector participation in agricultural markets (10 Marks).  
b) Discuss the steps in involved in setting marketing communication objectives (15 Marks)

**QUESTION FIVE (25 MARKS)**

- a) Differentiate between private and public markets (5 Marks)  
b) In a marketing meeting, two senior managers argued that it was a waste of company money in airing a radio commercial in a local vernacular radio station. As a marketing manager, explain to them the factors to consider in the selection of a medium of communication for agricultural products (10 Marks)  
c) Discuss the new product development process and the consumer buyer behavior model (10 Marks)

--END--

