



**EMBU UNIVERSITY COLLEGE**  
**(A CONSTITUENT COLLEGE OF THE UNIVERSITY OF NAIROBI)**

**FIRST SEMESTER EXAMINATIONS 2014/2015**

**THIRD YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE**  
**IN AGRIBUSINESS MANAGEMENT**

**AEB 305: PRINCIPLES OF AGRICULTURAL MARKETING**

**DATE: DECEMBER 15, 2014**

**TIME: 08:00 – 10:00AM**

---

---

**INSTRUCTIONS:**

**Answer Question ONE and ANY Other TWO Questions.**

---

---

**QUESTION ONE**

- a) Define the following terms as used in agricultural marketing
- i) Agricultural Input (2 marks)
  - ii) Market Analysis (2 marks)
  - iii) Risk Management (2 marks)
  - iv) Channel of Distribution (2 marks)
  - v) Market-Orientation (2 marks)
- b) Differentiate between future markets and future contracts. (4 marks)
- c) Explain why it is important to develop future agricultural markets. (3 marks)
- d) Discuss the role played by wholesalers and retailers in agricultural marketing. (6 marks)
- e) Discuss what supply chain in agricultural marketing concerns itself with. (4 marks)
- f) Explain the role of collective action in agricultural marketing. (3 marks)

**QUESTION TWO**

- a) Discuss why agricultural markets are special. (12 marks)
- b) Discuss what a contract specifies. (8 marks)

**QUESTION THREE**

- a) By giving appropriate example, explain the principles of marketing as used in agricultural marketing. (12 marks)
- b) Explain the parties involved in a future contract. (8 marks)

**QUESTION FOUR**

- a) Using appropriate examples, explain the characteristics of agricultural markets. (12 marks)
- b) Explain any two value addition activities of agricultural marketing. (8 marks)

**QUESTION FIVE**

- a) Using appropriate example, explain the components of a strategic marketing plan. (10 marks)
- b) Discuss the role of agricultural marketing. (10 marks)

---END---