

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**YEAR 4 SEMESTER II EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE AGRIBUSINESS MANAGEMENT AND ENTERPRISE DEVELOPMENT**

**AME 2404: AGRIBUSINESS MARKETING**

**DATE: April/May 2014 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A AND ANY TWO IN SECTION B**

**SECTION A (60 MARKS): ANSWER ALL QUESTIONS**

**QUESTION ONE**

1. Define the broad definition of marketing. (4marks)
2. Discuss the components of a market as perceived by agribusiness managers. (6marks)

**QUESTION TWO**

Explain briefly the main features of the three types of marketing enterprises. (10marks)

**QUESTION THREE**

1. Define strategic value added marketing. (2marks)
2. What is relationship marketing and its benefits? (8marks)

**QUESTION FOUR**

Describe the marketing channels of manufactured products and indicate how they are connected with various types of flows of marketing activities. (10marks)

**QUESTION FIVE**

1. Define sales management (2marks)
2. Explain the sales management process (8marks)

**QUESTION SIX**

Discuss the meaning of marketing intelligence and its strategic role in competitive marketing.

**SECTION B: 40 MARKS**

**QUESTION SEVEN (20 marks)**

Discuss how to identify and choose market segments according to:

1. Need for market segmentation (5marks)
2. Market segmentation (5marks)
3. Market targeting process. (10marks)

**QUESTION EIGHT (20 marks)**

1. Explain marketing management process. (4marks)
2. Define a marketing plan and its functions (6marks)
3. Describe the elements of a marketing plan (10marks)

**QUESTION NINE (20 marks)**

1. Explain the components of a marketing mix. (3marks)
2. What is the purpose of advertising, and its functions? (10marks)
3. Discuss sales promotion and how it enhances sales and marketing of products and services. (3marks)
4. Indicate how advertising is related to market research. (4marks)