



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE
DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURAL
ECONOMICS, AGRIBUSINESS MANAGMENT WITH
INFORMATION TECHNOLOGY**

MAIN CAMPUS

AEG 311: APPLIED AGRICULTURAL MARKETING

Date: 19th June, 2017

Time: 3.30 - 6.30pm

INSTRUCTIONS:

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

SECTION A: 40 MARKS

1. What do you understand by the following terminologies used in marketing?
 - a) Marketing (2 marks)
 - b) Food marketing (2 marks)
 - c) Push strategy (2 marks)
 - d) Whole selling (2 marks)
 - e) Personal selling (2 marks)
 2. Discuss briefly the characteristics affecting consumer behavior (4 marks)
 3. What are the components of product planning? (6 marks)
 4. Outline the controllable and uncontrollable factors influencing the price determination (6 marks)
 5. Enlist the advantages of outdoor advertising (4 marks)
 6. a) Outline the main types of distribution channels (4 marks)
b) Discuss briefly arguments against middlemen in marketing (6 marks)
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SECTION B: 30 MARKS

7. What is a marketing environment? Discuss in details external micro-factors affecting it (15 marks)
 8. Discuss in details the agricultural input situation in Kenya (15 marks)
 9. Is the institutional approach to agricultural marketing in Kenya a success or a failure? Discuss (15 marks)
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