



EMBU UNIVERSITY COLLEGE

(A Constituent College of the University of Nairobi)

2015/2016 ACADEMIC YEAR

SECOND SEMESTER EXAMINATION

**FOURTH YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE
(HORTICULTURE), (AGRICULTURE) AND BACHELOR OF SCIENCE
(AGRICULTURAL EDUCATION AND EXTENSION)**

AEC 410: AGRICULTURAL MARKETING

DATE: APRIL 8, 2016

TIME: 11:00AM-01:00PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions

QUESTION ONE :

- a) Discuss five major functions of marketing boards in Kenya. (5 Marks)
- b) Explain two benefits of strategic market planning. (2 Marks)
- c) Citing relevant examples from the agricultural sector explain two types of consumer sales promotion. (2 Marks)
- d) Give two conditions under which penetration pricing is likely to be the most effective and desirable approach. (2 Marks)
- e) Discuss the following functions involved in the agricultural marketing process:
 - i) Processing and Storage. (3 Marks)
 - ii) Transportation. (3 Marks)

- iii) Wholesaling and Retailing. (3 Marks)
- f) Explain the following factors relating to the concept of the marketing mix:
 - i) People. (2 Marks)
 - ii) Process. (2 Marks)
 - iii) Physical Evidence. (2 Marks)
- g) Discuss four primary functions of agricultural cooperative societies. (4 Marks)

QUESTION TWO:

- a) Briefly discuss “societal marketing orientation” as a marketing concept philosophy. (5 Marks)
- b) Marketing can be defined as “A social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging of products of value with others.”

In the light of the above definition briefly discuss the following core concepts in marketing: The above definition can be broken into the following core concepts:

- i) Needs, wants and demands. (5 Marks)
- ii) Products (goods, services and ideas). (5 Marks)
- iii) Value, costs and satisfaction. (5 Marks)

QUESTION THREE:

- a) Discuss five major challenges facing marketing of agricultural produce in the Kenyan local markets. (5 Marks)
- b) Briefly discuss the following marketing concept philosophies:
 - i) Production orientation (5 Marks)
 - ii) Product orientation (5 Marks)
 - iii) Sales orientation (5 Marks)

QUESTION FOUR:

- a) Discuss five major challenges faced by Kenyans in the marketing of agricultural produce in the Common Market for East and South African (COMESA) region. (5 Marks)

- b) Citing relevant examples in Kenya explain what an agricultural cooperative society is. (5 Marks)
- c) Discuss five main reasons why a marketing plan can fail. (5 Marks)
- d) Discuss five characteristics features of the Kenyan agricultural marketing system. (5 Marks)

QUESTION FIVE:

- a) Discuss five challenges limiting agricultural cooperative societies from performing their primary functions in Kenya. (5 Marks)
- b) Explain how the following factors lead to the emergence of agricultural marketing organizations in Kenya.
- i) Weakness of farmers as bargainers in the market. (5 Marks)
 - ii) Inelastic Supply. (5 Marks)
 - iii) Inelastic Demand. (5 Marks)

--END--