



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY

HOMA-BAY CAMPUS-REGULAR/SCHOOL BASED

ABA 430: AGRICULTURAL MARKETING

Date: 10th June, 2017

Time: 9.00 - 12.00 noon

INSTRUCTIONS:

- Answer question ONE and any other THREE questions
- Question ONE carries 25 marks, the rest 15 marks each.



1. Describe agriculture's contributions to the economic development of Kenya.

(25marks)

2. Explain the components of markets as used in agricultural marketing.

(15marks)

3. Using relevant examples, describe the four major types of enterprises that perform the roles of middlemen in agricultural marketing. (15marks)

4. a) Define commodity marketing citing agricultural marketing examples.

(3marks)

b) Explain the stages of an agricultural commodity marketing. (12marks)

5. Describe the major functions of agricultural marketing. (15marks)

6. Evaluate the factors affecting the supply of agricultural products. (15marks)
