



KIBABII UNIVERSITY COLLEGE

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UNIVERSITY EXAMINATIONS

2012 /2013 ACADEMIC YEAR

**FOR THE DIPLOMA OF
BUSINESS MANAGEMENT**

COURSE CODE: DBM 101

COURSE TITLE: AGRICULTURAL MARKETING

DATE: 23rd August 2013

TIME: 2.00pm- 500pm

Instructions to Candidates

- Section A is compulsory therefore answer all the questions
- Section B attempt any two questions
- Read the questions carefully before answering and write legibly

SECTION A (30 MARKS): ANSWER ALL THE QUESTIONS

- 1) What is your understanding of the word agricultural marketing (3 marks)
- 2) Why is it important to understand your customers in the agricultural sector? (5 marks)
- 3) Agricultural marketing is necessitated by the supply and demands for the product, given discuss the various steps of marketing management process in agricultural marketing (8 marks)
- 4) Explain how business markets from consumer markets (8 marks)
- 5) Discuss how to design business portfolios (6 marks)

SECTION B: (40 MARKS) ANSWER ANY TWO QUESTIONS

- 6) (a) Discuss the factors leading to Emergence of Agricultural Marketing Organization (15 marks)
(b) Asses and explain marketing's role in strategic planning (5 marks)
- 7) Define marketing boards, its types and functions (20 marks)
- 8) Describe the elements of a customer-driven marketing strategy and mix, and the forces that influence it (20 marks)
- 9) Explain why companies use marketing channels and discuss the functions these channels perform (20 marks)