



KIBABII UNIVERSITY COLLEGE (KIBUCO)

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2014 /2015 ACADEMIC YEAR**

FIRST YEAR FIRST SEMESTER EXAMINATIONS

MAIN EXAMINATION

DIPLOMA

IN

PRINCIPLES OF MARKETING

COURSE CODE: DMB 101

COURSE TITLE: AGRICULTURAL MARKETING

DATE: 13TH JANUARY 2015

TIME: 2.00-4.00 P.M

INSTRUCTIONS TO CANDIDATES:

Answer Question ONE and any other Two Questions

TIME: 2 Hours

SECTION A

1. Define the following terms
 - i) Marketing (2 marks)
 - ii) Marketing channels (2 marks)
 - iii) Agricultural marketing (2 marks)
 - iv) Cooperative society (2 marks)
 - v) Marketing Intermediaries (2 marks)
2. Identify the various types of marketing channels (5 marks)
3. Highlight the main functions of marketing (5 marks)
4. List problems facing Agricultural Marketing (5 marks)
5. State the various types of cooperative societies (5 marks)

SECTION B

6. What are the roles of Marketing channels in Agriculture (10 marks)
7. What are the functions of Agricultural Cooperative society (10 marks)
8. What is the role of Agriculture in Economic development in Kenya (10 marks)
9. Explain the special characteristics of Agricultural products (10 marks)
10. Explain the value of marketing in the society (10 marks)