



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS 2015/2016 ACADEMIC YEAR

SECOND YEAR 2ND SEMESTER MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURAL
ECONOMICS & RESOURCE MANAGEMENT AND BACHELOR OF
AGRICULTURE & BIOTECHNOLOGY**

COURSE CODE: IAE 284/287

COURSE TITLE: AGRICULTURAL MARKETING (PRINCIPLES)

DATE: 3RD MAY 2016

TIME: 2PM – 4PM

INSTRUCTIONS TO CANDIDATES

Answer all Questions in section A and any other two (2) Questions in section B.

TIME: 2 Hours

This paper consists of 2 printed pages. Please Turn Over



KIBU observes ZERO tolerance to examination cheating

SECTION A: 30 MARKS COMPULSORY

Question One

- i. Distinguish between “marketing process” and “marketing mix” (4 marks)
- ii. Discuss the importance of marketing process in Agriculture. (6 marks)
- iii. State and explain five challenges facing agricultural marketers in Kenya. (10 marks)
- iv. Identify and briefly explain the factors that determine the price of an Agricultural item. (10 marks)

SECTION B: 40 MARKS ATTEMPT ANY TWO QUESTIONS

Question Two

Identify the 5 Ps of marketing and illustrate how they are interrelated. (20 marks)

Question Three

- i. Describe the channels of distribution of Agricultural Products. (5 marks)
- ii. Explain the relationship between “distribution” and “Marketing process” (4 marks)
- iii. Identify and briefly explain the challenges of distribution of Agricultural Products in Kenya. (11 marks)

Question Four

- a. Discuss the current problems of commodity marketing in the Kenya. (10 marks)
- b. State and explain the current exploited opportunities in commodity marketing in the Kenya. (5 marks)
- c. State and explain the current unexploited opportunities in commodity marketing in the Kenya. (5 marks)

Question Five.

- i. Distinguish between “advertisement” and “public relations” in marketing process. (4 marks)
- ii. Discuss the approaches of advertisement practices by marketers. (16 marks)