



# MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)  
University Examinations for 2015/2016 Academic Year

## SCHOOL OF AGRICULTURE AND NATURAL RESOURCES MANAGEMENT DEPARTMENT OF AGRICULTURE

### FIRST YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF EDUCATION (SCIENCE) BIOLOGY – AGRICULTURE (SCHOOL BASED PROGRAM)

#### KBT 102: AGRICULTURAL MARKETING

Date: 4/12/2015

Time:

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#### INSTRUCTIONS: Answer question ONE and any other TWO questions

- 1) a) Define the following terms:
  - i) Agricultural marketing (3 Marks)
  - ii) Market agent (3 Marks)
  - iii) Marketing channel (3 Marks)
  - iv) Marketing environment (3 Marks)
- b) Explain the major processes involved in marketing of agricultural products. (6 Marks)
- c) Briefly highlight the steps taken for successful development of a new product. (6 Marks)
- d) Explain pricing objectives in agricultural marketing. (6 Marks)
- 2) Identify and explain the marketing mix components (4Ps). (20 Marks)
- 3) Explain the agricultural marketing challenges in Kenya. (20 Marks)
- 4) Discuss cooperatives as marketing organisations in Kenya. (20 Marks)
- 5) Discuss the major product characteristics that affect acceptance by consumers. (20 Marks)