



MACHAKOS UNIVERSITY COLLEGE

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

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT SCIENCES

SECOND SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF COMMERCE
(MARKETING OPTION)

BBA 441: AGRICULTURAL MARKETING

Date: 5/8/2016

Time: 2:00 – 4:00 pm

QUESTION ONE (compulsory)

- a) Why does fluid milk attract higher prices than that destined to be used to make cheese, yogurt and butter etc. (15 marks)
- b) Explain what is meant by the statement, “The income elasticity of demand for beef in particular, and other meat in general, tends to be strongly positive in LDCs” (15 marks)

QUESTION TWO

- a) Discuss how intermediaries improve the effectiveness and efficiency of a marketing system. (10 marks)
- b) Identify and discuss four Sources of conflict in distribution channels. (10 marks)

QUESTION THREE

- a) Highlight the main conflicts of interest between the key players in agricultural and food marketing system. (4 marks)
- b) Explain the principal goals of the standardization of weights and measures for agricultural products. (4 marks)

- c) Discuss the 4 sub-systems that comprise agricultural and food marketing systems. (4 marks)
- d) Identify and discuss three major objectives of Economic Structural Adjustment programs (4 marks)
- e) Discuss the main categories of organizational objectives pursued by agribusiness firms. (4 marks)

QUESTION FOUR

Explain the fundamental distinctions between structural adjustments and stabilization programs.

(20 marks)

QUESTION FIVE

Examine any three methods of evaluating the impact of agricultural and food market development programs.

(20 marks)