



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM

MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION AND FINANCE

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA411: AGRICULTURAL MARKETING

DATE:

TIME:

INSTRUCTIONS

- i. *The paper has five questions*
- ii. *Question I is compulsory 30 marks.*
- iii. *Answer any TWO questions each 20 marks*

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Distinguish between “advertisement” and “public relations” in marketing process. (4 marks)
- b) Discuss the importance of marketing process in Agriculture. (6 marks)
- c) Explain FIVE challenges facing agricultural marketers in Kenya. (10 marks)
- d) Explain FIVE factors that determine the price of an Agricultural item. (10 marks)

QUESTION TWO

- a) Discuss any FIVE characteristics of agricultural products that make their marketing unique (10 marks)
- b) Identify the 5 Ps of marketing and illustrate how they are interrelated. (10 marks)

QUESTION THREE

- a) Explain the relationship between “distribution” and “Marketing process” (4 marks)
- b) Describe the channels of distribution of Agricultural Products in Kenya (4 marks)
- c) Explain SIX challenges of distribution of Agricultural Products in Kenya. (12 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss any FIVE driving forces for decentralization of agricultural markets. (10 marks)
- b) Analyze any FIVE benefits for market integration. (10 marks)

QUESTION FIV

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