



MACHAKOS UNIVERSITY

University Examinations for 2024/2025 Academic Year

SCHOOL OF AGRICULTURE, ENVIRONMENT & HEALTH SCIENCES

DEPARTMENT OF AGRICULTURAL SCIENCES

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (AGRICULTURAL EDUCATION AND EXTENSION)

BACHELOR OF EDUCATION (B.ED -SCIENCE AND SPECIAL NEEDS)

AGB 205: PRINCIPLES OF AGRICULTURAL MARKETING

DATE:

TIME:

INSTRUCTIONS: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE (30 MARKS)

- a) Describe how a hedging strategy help manage price fluctuations in agricultural markets (5 marks)
- b) Explain five reasons that motivate farmers to form agricultural cooperatives (5 marks)
- c) Describe five non-price factors that influence demand for agricultural products (5 marks)
- d) Describe five contemporary methods of marketing agricultural products, providing relevant examples in Kenya (5 marks)
- e) Distinguish between perfectly competitive markets and imperfect markets (10 marks)

QUESTION TWO (20 MARKS)

- a) Describe three functions of an agricultural marketing system, with suitable examples (10 marks)
- b) It is often argued that any economy left to the market forces is unlikely to operate efficiently. Discuss this statement (10 marks)

QUESTION THREE (20 MARKS)

- a) Describe five non-tariff barriers that impede international trade of agricultural products (10 marks)

- b) Discuss the policy instruments that the government imposes to manage the volatility of agricultural prices in Kenya (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe the key components of a marketing plan (10 marks)
b) Discuss five macro-environment forces that affect the marketing decisions of agricultural products, providing relevant examples (10 marks)

QUESTION FIVE (20 MARKS)

- a) Describe the S-T-P approach in marketing management, including relevant examples (10 marks)
b) (i) Identify and describe five challenges that impact the marketing of agricultural products in Kenya (5 marks)
(ii) Suggest strategies to effectively overcome the challenges mentioned in 3(b)(i) above (5 marks)