



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR FOR COMMERCE.

BBA 411: AGRICULTURAL MARKETING

DATE: 8/5/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

Scolastica Mwende has just finished her Bachelor of Commerce from ABC University. She is contemplating on self-employment by starting a business in Agriculture.

- a) Analyse Five (5) options that are available for her in the agricultural business. (10 marks)
- b) Discuss Ten (10) problems prevailing in marketing of agricultural products. (10 marks)
- c) Explain Five (5) P,s of marketing as they relate to marketing of agricultural products (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain the marketing agencies used in marketing of agricultural product. (10 marks)
- b) Discuss the various marketing activities that can be found in an agri-business firm. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain the marketing support services for agricultural product. (10 marks)
- b) Analyze the role of cooperatives in agricultural marketing. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the characteristics of agricultural products that make it hard to market agricultural produce (10 marks)
- b) Explain how marketers can overcome the negative characteristics of agricultural products to be profitable (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain the ways that the Agricultural Sector in Kenya can be improved to be profitable. (10 marks)
- b) Give reasons why most farmers in Kenya perform poorly. (10 marks)