



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2018/2019 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS  
BACHELOR OF SCIENCE IN AGRICULTURAL  
ECONOMICS**

**COURSE CODE: ARE 411**

**COURSE TITLE: AGRICULTURAL MARKETING  
(APPLICATIONS)**

**DATE: 3<sup>RD</sup> DECEMBER, 2018**

**TIME: 8.30 - 10.30 A.M**

---

**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **THREE** questions

*This paper consists of **TWO** printed pages. Please turn over.*

### **QUESTION ONE**

- a) Describe the factors that influence the form of marketing organization. **(7 Marks)**
- b) Explain the roles of intermediaries marketing of agricultural produce. **(6 Marks)**
- c) Outline the factors that may hinder firms from cooperating in order to survive in the market. **(6 Marks)**
- d) Grading agricultural products is more difficult as compared to grading of industrial products. Why? **(6 Marks)**

### **QUESTION TWO**

- a) Discuss the goals of market performance in analyzing agricultural markets in any economic system. **(12 Marks)**
- b) Explain the meaning of market conduct in the industrial organization model. **(3 Marks)**

### **QUESTION THREE**

- a) Discuss the possible wide range of objectives that organizations seek to achieve through their pricing decisions. **(9 Marks)**
- b) Describe the criteria for establishment of marketing boards in Kenya. **(6 Marks)**

### **QUESTION FOUR**

- a) Distinguish between centralized marketing channels and decentralized marketing channels. **(5 Marks)**
- b) Discuss the role of prices in agricultural produce. **(10 Marks)**

### **QUESTION FIVE**

- a) Distinguish between market integration and market diversification. **(5 Marks)**
- b) Discuss the role of the government in promoting markets for agricultural products. **(10 Marks)**

**//END**