



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2017/2018 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER**

**SECOND YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS  
BACHELOR OF SCIENCE- AGRICULTURAL  
ECONOMICS**

**COURSE CODE: ARE 1204/ AGB 2203**

**COURSE TITLE: AGRICULTURAL MARKETING I**

**DATE: 27<sup>TH</sup> APRIL, 2018**

**TIME: 0830 - 1030HRS**

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**INSTRUCTIONS TO CANDIDATES**

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

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

### **QUESTION ONE**

- a) A business firm AgriMark operates in a larger macro – environment whose forces influence the overall success of its business. Identify and describe how these forces shape the opportunities and threats of the firm **(12 marks)**
- b) Discuss the characteristics of agricultural commodities **(8 marks)**
- c) Explain the stages followed in a marketing audit **(5 marks)**

### **QUESTION TWO**

Brookside Dairy Company produces and sells yoghurt.

- a) Explain how this firm would identify and select its consumers for it to achieve its profit objective. **(10 marks)**
- b) Why is it important to satisfy a customer? **(5 marks)**

### **QUESTION THREE**

- a) Explain the importance of marketing information system in decision making process. **(7 marks)**
- b) Identify and explain the steps followed in a marketing research process. **(8 marks)**

### **QUESTION FOUR**

Write short notes on the following:

- a) Marketing mix **(5 marks)**
- b) Marketing concept **(5 marks)**
- c) Product adoption process. **(5 marks)**

### **QUESTION FIVE**

- a) Discuss the reasons why business firm will endeavor to estimate the future market demand for its products. **(8 marks)**
- b) Explain the reasons why sales' forecasting is particularly difficult to make in agribusiness firms. **(7 marks)**

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