



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF SCIENCE IN AGRICULTURAL
ECONOMICS AND RESOURCE
MANAGEMENT**

COURSE CODE: ARE 3106

COURSE TITLE: AGRICULTURAL MARKETING II

DATE: 7TH DECEMBER 2018

TIME: 8.30 -10.30 AM

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

- a) Briefly explain how standardization facilitates marketing **(9 Marks)**
- b) Explain the role of marketing intelligence as a facilitating function in agricultural analysis. **(6 Marks)**
- c) Describe the major sources of barriers to entry in the market. **(10 Marks)**

QUESTION TWO

- a) In agricultural marketing analysis there are two basic models FIB and SCP. Within the F-I-B model, clearly describe the main concern of the institutional approach. **(15 Marks)**

QUESTION THREE

- a) Differentiate between pricing efficiency and technical efficiency. **(5 Marks)**
- b) Discuss the general effects of market integration. **(10 Marks)**

QUESTION FOUR

- a) Discuss the conditions that are necessary for a market to exist. **(9Marks)**
- b) Describe the basic difference between merchant middlemen and agent middlemen. **(6 Marks)**

QUESTION FIVE

- a) When one is interested in gaining and understanding the scope of marketing problem, he/she will be concerned with three but related problems. Explain this statement by enumerating and explaining each one of them. **(12 Marks)**
- b) Differentiate between predatory price cutting and price squeeze as a form of eliminating business rivals in the market. **(3 Marks)**

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