



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
ACADEMIC YEAR: 2022/2023**

**THIRD YEAR SECOND SEMESTER MAIN EXAMINATIONS FOR THE DEGREE OF
BSC.AGRIBUSINESS MANAGEMENT**

COURSE CODE: AEC 309/AEX 306

COURSE TITLE: AGRICULTURAL MARKETING APPLICATIONS

DATE: 11TH April 2023

TIME: 12-2 PM

**INSTRUCTION TO CANDIDATES: ALL Questions in section ONE (1 and any other
TWO (2) questions.**

TIME: 2 hours

MMUST observes ZERO tolerance to examination cheating

Q1.

a. Define a market

(3 marks)

b. What are the two main structures of markets?

(4 marks)

c. Name and briefly describe the 4 different types of imperfect market structures

(8 marks)

(8

d. Describe 5 characteristics of a Perfect Competition market situation.

(15 marks)

Q2.

a. What are Marketing functions?

(5 marks)

b. Describe any marketing functions of agricultural

(15 marks)

Q3.

Describe any ten

agents and organizations that are involved in the marketing of coffee

(20 marks)

Q4.

Discuss any five Factors influencing supply of a commodity

(20 marks)