



*(University of Choice)*

**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY**

**(MMUST)**

**MAIN CAMPUS**

**ODEL**

**UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATION**

**FOR THE DEGREE**

**OF**

**BSC. AGRIBUSINESS MANAGEMENT**

**ODEL**

**COURSE CODE: AEC 201/IAE 385**

**COURSE TITLE: PRINCIPLES AND PRACTICES OF AGRICULTURAL  
MARKETING**

**DATE: 5/12/2023**

**TIME: 2-4 pm**

**INSTRUCTION TO CANDIDATES**

Question ONE (1) is compulsory

Answer THREE(3) questions

**TIME: 2 hours**

**MMUST observes ZERO tolerance to examination cheating**

*This paper consists of 2 printed pages. Please Turn Over*

**SECTION A-30 MARKS (COMPULSORY)**

Q1. Distinguish between the functional approach and the institutional approach

(4mks)

to agricultural Marketing  
from Bidii farm.  
What are the objectives of

(3mks)

i). Mr Koinange

(3mks)

ii). Mr Wainaina

(5mks)

c. Explain five reasons why there is need for market segmentation

(2mks)

d. State and explain two factors that affect transportation costs in agricultural marketing

**SECTION B-40 MARKS (ANSWER ANY TWO QUESTIONS)**

Q2a. There are several external factors that influence the ability of the market firm

(10mks)

in meeting its goods in the market, explain five factors

b. Explain the roles the Government play by intervening into agricultural marketing

(10mks)

to ensure fair play and also protect the farmers

Q3. Modernization in agricultural marketing could not keep with the Technological

Adoptions in agriculture due to many agricultural marketing problems . state and

(20mks)

explain the problems and the suggestions to improve the agricultural marketing

Q4. Agricultural marketing plays an important role not only in stimulating production

(20mks)

and consumption, but also in accelerating the pace of economic development.  
Discuss