



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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS  
2021/2022 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER EXAMINATION  
FOR THE DEGREE  
OF**

**BED AGRICULTURE EXTENSION AND EDUCATION**

**COURSE CODE: AEC 201**

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

**DATE: 26/04/2022**

**TIME: 12-2 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

### Question One

- a) Distinguish between the functional approach and the institutional approach to agriculture marketing (4mks)
- b) Citing a specific agricultural product describe the institutional approach to agricultural marketing (5mks)
- c) Mrs Njenga buys milk from Mr kandie shop . Mr kandie purchases milk from furaha farm. What are the objective of ;
  - i) Mr Njenga (2mks)
  - ii) Mr Kandie (3mks)
  - iii) Furaha Farm (3mks)
- d) State four roles of cooperative societies (4mks)
- e) Outline five conditions necessary for existence of a market (5mks)
- f) Describe imperfect market as a dimension for market classification (4mks )

## SECTION B (40MARKS)

Answer any two questions from this section

### Question Two

- a. Discuss the importance of agricultural marketing (10mks)
- b. The marketing of agricultural commodities is different from the marketing of manufactured commodities because of special characteristics. Explain five characteristics (10mks)

### Question Three

Discuss ten problems in agricultural marketing. And for each describe a possible solution (20mks)

### Question Four

- a. Explain any five macro/external environment forces that influence the ability of the market firm in meeting its goods in the market (10mks)
- b..State and explain five reasons for the need for market segmentation (10mks)