



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

**MAIN CAMPUS  
UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATION**

**FOR THE DEGREE OF  
AGRICULTURE EXTENSION AND EDUCATION**

**COURSE CODE: AEC 201**

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

**DATE: 17<sup>TH</sup> April 2023**

**TIME: 8-10 AM**

**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 (COMPULSORY) 30 MARKS

### Question one (30marks)

- a) State four objectives for each of the following marketing players
  - i. Agricultural producers. (4mks)
  - ii. Marketing firms (Middlemen). (4mks)
- b) List seven core concepts (pillars of marketing) of marketing (7mks).
- c) Outline five conditions that must be satisfied in order to have a potential exchange and transaction (5mks)
- d) The marketing of agricultural commodities is different from the marketing of manufactured commodities because of special characteristics. Explain five special sector possesses and which are different from those of the manufactured sector. (10mks)

## SECTION B (40mks)

### ANSWER ANY TWO QUESTIONS.

#### Question Two

- a) State and explain five roles of agricultural cooperative societies in Kenya. (10mks)
- b) Briefly explain ten weaknesses of cooperative societies (10mks)

#### Question Three

- a) Explain five factors that affect transportation costs in marketing of agricultural Produce (10mks)
- b) Discuss five agricultural marketing problems (10mks)

#### Question Four

- a) Outline and describe five macro/external forces that influence the ability of a marketing firm in meeting its goods in the market (10mks)
- b) Describe five interventions by the government in a partially liberalized agricultural sector (10mks)