



(University of Choice)
**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

MAIN EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT AND
MARKETING**

COURSE CODE: AEC 201

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

DATE: 15/4/2024

Time: 8-10 AM

INSTRUCTIONS TO CANDIDATES

Instructions: Answer all questions in section A and any two questions in B

SECTION A: Answer ALL questions in this section (30mks)

1. a) Briefly state and explain the four types of facilitative middlemen (4mks)
b) Explain the following concepts as used in Agricultural Marketing.
 - i) Market intermediaries (2mrks)
 - ii) Wholesalers (2mks)
 - iii) Grading and standardization (2mks)
 - iv) Perfect markets (2mks)Perfect markets have the following conditions;
 - v) Regulated markets (2mks)
2. a) state and briefly explain any 4 components of a market (4mks)
b) Outline 4 drivers of agricultural marketing in Kenya (4mks)
c) State and briefly explain the 4 types of utility (4mks)
3. State and briefly explain any 4 characteristics of agricultural products (4mks)

SECTION B (20marks each)

4. Agricultural marketing is a very important driver of economic development in Kenya. Discuss (20 marks)
5. Agricultural markets can be classified based on different marketing dimensions. Discuss (20mks)
6. Discuss the different functions of agricultural marketing (20 marks)
7. a) Explain the concept of agricultural marketing (5 marks)
b) Discuss problems facing agricultural marketing (5 marks)
c) Discuss solutions to the above named challenges to agricultural marketing (10marks)