



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 411: AGRICULTURAL MARKETING

DATE: 23/10/2020

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

Answer Question one and any other two Questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

Bibii is a student who is aspiring to start an agricultural related business.

- a) Explain five options that are available for her. (10 marks)
- b) Discuss Ten problems that hinder effective marketing of agricultural products. (10 marks)
- c) Explain how the following Ps of marketing affect the marketing of agricultural products
 - i) Product (2 marks)
 - ii) Price (2 marks)
 - iii) Promotion (2 marks)
 - iv) Place (2 marks)
 - v) Physical evidence (2 marks)

QUESTION TWO (20 MARKS)

- a) There are agencies that must be used in agricultural marketing. Explain five such agencies. (10 marks)
- b) Explain the marketing activities that can be found in an agricultural firm using examples. (10 marks)

QUESTION THREE (20 MARKS)

- a) Agricultural marketing needs a lot of support services for it to be effective. Explain five such support services. (10 marks)
- b) Explain the role of cooperatives in marketing of agricultural products products. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe five characteristics of Agri-products that make it not easy to market them. (10 marks)
- b) Explain how Agri-marketers should solve the negative characteristics of Agri-products. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the steps that can be taken to improve the Agri -sector in Kenya. (10 marks)
- b) Discuss the reasons that make most Kenyan farms perform poorly. (10 marks)