



KAIMOSI FRIENDS UNIVERSITY
SECOND YEAR SECOND SEMESTER UNIVERSITY
EXAMINATIONS

2025/2026 ACADEMIC YEAR

SPECIAL/SUPPLEMENTARY EXAMINATIONS
FOR THE DEGREE OF BACHELOR OF SCIENCE AGRICULTURAL
ECONOMICS

COURSE TITLE: AGRICULTURAL MARKETING

COURSE CODE: AEC 201

DAY/DATE:

TIME:

INSTRUCTIONS TO STUDENTS

1. ANSWER QUESTION ONE AND ANY OTHER TWO FROM THE CHOICES GIVEN.
2. PHONES, SMART WATCHES, EAR PHONES OR ANY OTHER UNAUTHORIZED DIGITAL AND AI GADGETS AND APPLICATIONS ARE NOT ALLOWED IN THE EXAMINATION ROOM.
3. ANSWER ALL QUESTIONS IN THE EXAM ANSWER BOOKLET PROVIDED.
4. DO NOT WRITE ON THIS QUESTION PAPER.
5. ALL KAFU EXAMINATION RULES AND REGULATIONS APPLY.
6. DURATION OF EXAMINATION: **TWO (2) HOURS**

KAFU observes ZERO tolerance to examination cheating.

*This paper consists of **THREE** printed pages. Please turn over.*

QUESTION ONE (30 MARKS) – COMPULSORY

(a) Define the following terms: *(6 marks)*

- i. Agricultural marketing
- ii. Marketing channel
- iii. Value chain

(b) Explain five functions of agricultural marketing. *(10 marks)*

(c) Discuss four factors affecting agricultural prices. *(8 marks)*

(d) Explain the role of market information systems in agricultural marketing. *(6 marks)*

QUESTION TWO (20 MARKS)

Discuss the structure and performance of agricultural markets.
In your answer, include:

- i. Types of market structures
- ii. Characteristics of agricultural markets
- iii. Measures of market performance

QUESTION THREE (20 MARKS)

Examine the role of intermediaries in agricultural marketing.
Discuss:

- i. Types of intermediaries
- ii. Functions they perform
- iii. Advantages and disadvantages of their involvement

QUESTION FOUR (20 MARKS)

Analyse the challenges facing agricultural marketing in developing countries.
Suggest possible solutions to these challenges.

QUESTION FIVE (20 MARKS)

Discuss the concept of agricultural value chains.

Include:

- i. Stages in the value chain
- ii. Importance of value addition
- iii. Role of agribusiness in enhancing value chains