



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: [info@must.ac.ke](mailto:info@must.ac.ke) Email: [info@must.ac.ke](mailto:info@must.ac.ke)

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## University Examinations 2024/2025

### SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN AGRICULTURE

#### AAD 2504: AGRICULTURAL MARKETING

DATE: DECEMBER 2024

TIME: 1½ HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

#### QUESTION ONE (30 MARKS)

- (a) Define the following:
  - (i) Agricultural marketing (2 marks)
  - (ii) Standardization (2marks)
- (b) Highlight characteristics of agricultural products (4 marks)
- (c) Highlight the modern developments in agricultural marketing (4 marks)
- (d) Describe key features of a production concept (3 marks)
- (e) What is a monopolistic competition (3 marks)
- (f) Identify four sources of marketing information (4 marks)
- (g) State two types of distribution channels and distinguish (4 marks)
- (h) Highlight roles of middlemen in the marketing channels (4 marks)

## **QUESTION TWO (15 MARKS)**

- (a) Discuss the classification of agricultural markets and explain the key characteristics of each market type (10 marks)
- (b) Discuss the role of regional markets in the distribution of agricultural products (5 marks)

## **QUESTION THREE (15 MARKS)**

- (a) Identify the different types of market structures and explain how they affect agricultural producers and consumers (10 marks)
- (b) Highlight pricing strategies commonly used by firms in oligopolistic markets (5 marks)

## **QUESTION FOUR (15 MARKS)**

- (a) Discuss the importance of transportation in the agricultural supply chain and the key factors that influence transportation decisions (10 marks)
- (b) Define grading and highlight its importance in the agricultural supply chain (5 marks)