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University Examinations 2024/2025

THIRD YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE IN AGRICULTURE

AND

FOURTH YEAR, FIRST SEMESTER EXAMINATION OF DEGREE OF BACHELOR OF
SCIENCE IN AGRICULTURAL EDUCATION AND EXTENSION

AAB 3426: AGRICULTURAL MARKETING

DATE: JANUARY 2025

TIME: 2 HOURS

INSTRUCTIONS:

1. Answer Question ONE, and any other TWO

QUESTION ONE (30 MARKS)

- a) Discuss the role of value addition in enhancing agricultural profitability. (5 Marks)
- b) Identify and explain five key challenges faced by smallholder farmers in accessing agricultural markets. (5 Marks)
- c) Identify three types of market Intermediaries in the agriculture sector and explain their roles. (6 Marks)
- d) A tech startup develops a mobile app that allows farmers to sell their produce directly to urban consumers, by passing traditional markets. What are the potential benefits and drawbacks of using technology-based platforms in agricultural marketing? (10 Marks)
- e) Outline four elements of a market (4 Marks)



QUESTION TWO (20 MARKS)

A smallholder farmer grows maize, and the price fluctuates widely during the year, leading to unstable income. During harvest, prices drop drastically, but a few months later, prices are much higher.

- a) Explain the causes of price fluctuations in agricultural markets. (4 Marks)
- b) What market Interventions can stabilize prices for both farmers and consumers? (4 Marks)
- c) Suggest a risk management strategy for the farmer to deal with fluctuating prices. (2 Marks)
- d) Discuss five strategies used in price determination (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss five factors that determine the quality of commodities in a market (10 Marks)
- b) Explain the role of trade agreements in expanding market opportunities for agricultural products (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain five marketing orientations that can be adopted by an organization (10 Marks)
- b) Identify and briefly explain five marketing functions of agricultural commodity market (10 Marks)

