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University Examinations 2024/2025

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE IN AGRIBUSINESS MANAGEMENT.

AAB 3150: AGRICULTURAL MARKETING I

DATE: JANUARY 2025

TIME: 2

HOURS

INSTRUCTIONS:

1. Answer Question ONE, and any other TWO

QUESTION ONE (30 MARKS)

- a) Define marketing (2 marks)
- b) State the components of a market (3 marks)
- c) State five basic criteria of coming up with a market segment. (5 marks)
- d) Explain the generic marketing strategy (5 marks)
- e) Define promotion mix and state its components (5 marks)
- f) State the advantages of advertisement as a promotion mix (5 marks)
- g) Highlight the factors that influence the internal marketing environment of a farm (5 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the characteristics of agricultural products that make them different from industrial products (10 marks)
- b) Explain the common steps taken by a consumer while purchasing and after purchasing a product (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the stages of developing a new product (12 marks)
- b) Explain the four major components of a Marketing Information System (8 marks)



QUESTION FOUR (20 MARKS)

- a) Discuss the cyclic nature core marketing concepts. (12 marks)
- b) Explain four factors affecting the characteristics of consumer behaviour. (8 marks)

