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University Examinations 2024/2025

SECOND YEAR SECOND SEMESTER EXAMINATION FOR UPGRADING TO DIPLOMA IN ANIMAL HEALTH AND PRODUCTION

AAP 2358: MARKETING AND VALUE ADDITION OF ANIMAL PRODUCTS

DATE: JANUARY 2025

TIME: 1½ HOURS

INSTRUCTIONS:

Answer question ONE and any other TWO questions

QUESTION ONE (30 MARKS)

- a) List TWO primary objectives of Agricultural Marketing Information Systems (AMIS) (2 Marks)
- b) State three roles of marketing in agriculture (3 Marks)
- c) Explain the importance of grading and storage in agricultural marketing services. (6 Marks)
- d) State FOUR characteristics of a well-developed livestock business. (4 Marks)
- e) Describe perfect competition and give an agricultural example (5Marks)
- f) Give two reasons why government restrict trade (2 Marks)
- g) Give three value added dairy products (3 Marks)
- h) Name THREE agricultural marketing channels used in Kenya. (3 Marks)
- i) State TWO functions of marketing boards in Kenya (2 Marks)

QUESTION TWO (15 MARKS)

- a) List seven steps that will lead to success of livestock marketing. (7 Marks)
- b) Explain the 4 P 's of marketing (8 Marks)

QUESTION THREE (15 MARKS)

- a) Explain the benefits of collective marketing for farmers. (5 Marks)
- b) Discuss the principles of value addition in meat. (10 Marks)

QUESTION FOUR (15 MARKS)

- a) Explain ways the government controls imports and exports. (5 Marks)
- b) Describe the steps involved in honey processing, grading, and packaging (10 marks)