MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER

SCHOOL OF BUSINESS & ECONOMICS
BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

COURSE CODE: ARE 2203
COURSE TITLE: AGRICULTURAL MARKETING 1

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

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

QUESTION ONE
a) Describe the requirements for effective market segmentation.
(6 Marks)
b) Explain the roles of intermediaries in marketing of agricultural produce.
(6 Marks)
c) Outline the objectives of standardization for agricultural marketing.

(6 Marks)
d) Distinguish between market skimming pricing and market penetration   pricing.
(4 Marks)
e) Grading agricultural products is more difficult as compared to grading   of   industrial   products.   Why?
(3 Marks)

QUESTION TWO
a) Explain the buyer decision process that consumers go through before   buying   products.
(6 Marks)
b) Discuss the macro environmental factors that are critical to the success   of   marketing   efforts.
(9 Marks)

QUESTION THREE

a) Using a suitable illustration, discuss a new product development process.

(10 Marks)

b) Explain the concept of customer satisfaction and its importance in marketing.
(5 Marks)

QUESTION FOUR

a) Citing relevant examples, explain the types of consumer goods that an organization can distribute using intensive, selective and exclusive distribution strategies.
(9 marks)

b) "Marketing drives the company and the economy." Explain this statement showing the importance of marketing.
(6 Marks)

QUESTION FIVE

a) Discuss the pricing strategies that a company may consider using in pricing its product.
(8 Marks)

b) Explain the factors a distribution manager should take into consideration in selection of channels of distribution.
(7 Marks)

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