



(Knowledge for Development)

KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR

THIRD YEAR 2ND SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF SCIENCE AGRICULTURE
ECONOMICS AND RESOURCE MANAGEMENT

COURSE CODE: AEC 327
COURSE TITLE: AGRICULTURAL MARKETING II
(APPLICATIONS)
DATE: 9TH AUGUST 2023 **TIME:** 2 – 4 PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO Questions.

TIME: 2 Hours

This paper consists of 2 printed pages. Please Turn Over



KIBU observes ZERO tolerance to examination cheating

Question One.

- a) Explain how the political and economic environment interact with the legal environment to influence the marketing of maize in Kenya (10 marks)
- b) Outline any three real world firms and briefly state how they are adopted to different legal structures. (10 marks).
- c) Explain how cooperative agricultural marketing helps to uplift the living standards of small scale farmers in Kenya. (10 marks)

Question Two.

Explain any six objectives of cooperative marketing societies. (20 marks)

Question Three.

Explain how firms in perfectly competitive industry react to various forces that affect it, including changes in demand and cost. (20 marks)

Question Four.

Discuss objectives that governments actually have for their economic actions? (20 marks)

Question Five.

Explain the theory of competitive advantage with respect to the gains from specialization and trade. (20 marks)