



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
AGRIBUSINESS MANAGEMENT AND TRADE

KBT 102: AGRICULTURAL MARKETING

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DATE: FRIDAY 26TH NOVEMBER 2010

TIME: 8.00 A.M. - 10.00 A.M.

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INSTRUCTIONS

Answer question ONE and any other TWO questions.

1.
 - a) Define agricultural marketing and list the 4 Ps of marketing. (5 marks)
 - b) Briefly explain the difference between selling and marketing. (5 marks)
 - c) Write short concise notes on the following
 - i) Market positioning
 - ii) Market targeting (5 marks)
 - d) Examine the role of packaging in agribusiness marketing (5 marks)
 - e) Discuss various factors a marketing manager in an agribusiness firm should consider when setting prices for the firm's products. (5 marks)
 - f) Evaluate the role played by middle men in agricultural marketing. (5 marks)
 - g) A company selling agricultural inputs is keen on running a marketing campaign on radio. Outline the key factors that the marketing manager should consider when choosing the specific radio stations to use for the campaign. (5 marks)

2. In details, explain the key advantages of branding agricultural products. (15 marks)
3. Discuss various factors external to an agribusiness enterprise which can affect the marketing manager's ability to achieve set marketing objectives. (15 marks)
4. New K.C.C. Ltd is in the process of developing a new yoghurt brand. Explain how you would use the 4 Ps of marketing to position it as the most preferred yoghurt for the young people between 15 and 25 years. (15 marks)