



The Co-operative University of Kenya
END OF SEMESTER EXAMINATION DECEMBER-2016

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE AND
COMMUNITY DEVELOPMENT**
(YR II SEM I)

UNIT CODE: COCC 2208

UNIT TITLE: AGRICULTURAL MARKETING AND VALUE CHAIN ANALYSIS

DATE: 8TH DECEMBER, 2016

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Elaborate on the historical development of Agricultural marketing in Kenya since the colonial period till the recent years (10 marks)
- (b) with relevant examples, explain the meaning of standards in agricultural commodities (5 marks)
- (c) Describe the concept of Agricultural marketing and give reasons for a different study on it and how it is distinguished from industrial marketing (15 marks)

QUESTION TWO

- (a) Price can be influenced by supply, demand and market channels. Explain (6 marks)
- (b) Whereas price is determined by demand and supply, the two (demand and supply) are also influenced by many other factors. Explain (14 marks)

QUESTION THREE

- (a) Describe the four functions that would make a marketing system operative and effective (12 marks)
- (b) Why don't smallholder farmers carry out marketing of their own produce and become as rich as traders and other middlemen (8 marks)

QUESTION FOUR

- (a) Marketing through smallholder Associations is very ideal for smallholder farmers. Explain what it would take to run an effective smallholder association that would bring profits to its members (10 marks)
- (b) Identify and explain the opportunities that exist for agriculture co-operatives (10 marks)

QUESTION FIVE

- (a) Define the value chain concept (5 marks)
- (b) Why is it important to promote value chains (5 marks)
- (c) Draw a value chain map of either Tomato Value Chain, maize value chain pyrethrum (10 marks)