



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2019

EXAMINATION FOR THE DEGREE OF BACHELOR OF AGRIBUSINESS MANAGEMENT

UNIT CODE: DAFS 1208

UNIT TITLE: AGRIBUSINESS CONCEPTS AND MARKETING

DATE: DECEMBER, 2019

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Describe the group that participate in marketing of agribusiness products (6 marks)
- (b) Discuss the role of marketing in the development and delivery of agribusiness products to the market (8 marks)
- (c) Promotion can be described as the way in a business make its products known to the customers, both current and potential. Explain the main methods of agribusiness product promotion (10 marks)
- (d) Explain why organization operating in a competitive environment need to adopt market orientation (6 marks)

QUESTION TWO

- (a) Discuss the factors that affect the demand of agribusiness products to the markets (8 marks)
- (b) Discuss the significance associated with marketing information system (8 marks)
- (c) Discuss the key aspects of agribusiness marketing management process (4 marks)

QUESTION THREE

- (a) Explain the importance of agribusiness firm to expand beyond domestic markets (8 marks)
- (b) Explain the benefits that will accrue to buyers and sellers when agribusiness decides to brand its products and services (8 marks)
- (c) There are a variety of strategies which a business can use to enter a foreign market. Discuss these market entry strategies (4 marks)

QUESTION FOUR

- (a) Discuss the market research process used by agribusiness firms (8 marks)
- (b) Discuss the importance of firms understanding the law of diminishing returns to agribusiness (4 marks)
- (c) Explain the factors that influence the choice of distribution network chosen by agribusiness firms (8 marks)

QUESTION FIVE

- (a) Discuss the strategies agribusiness firms use to price products and services (6 marks)
- (b) Discuss the significance of the state of the economy to the growth of the agribusiness markets (6 marks)
- (c) Discuss the market development strategies used by agribusiness firms (8 marks)