



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2019

EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE & COMMUNITY DEVELOPMENT

UNIT CODE: COCC 2208

UNIT TITLE: AGRICULTURAL MARKETING AND VALUE CHAIN ANALYSIS

DATE: DECEMBER, 2019

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Describe the 2C of agricultural marketing (4 marks)
- (b) Discuss FOUR categories of goods bought in consumer markets (4 marks)
- (c) Discuss FOUR policy options to overcome challenges in agricultural value chains (4 marks)
- (d) Discuss any FIVE characteristics of small holder agriculture (5 marks)
- (e) The functional analysis of the value chain provides a detailed profile of the industry structure. Outline FIVE elements examined during functional analysis (5 marks)
- (f) Discuss FOUR types of utilities of the product created by marketing (8 marks)

QUESTION TWO

- (a) Describe the term market structure (2 marks)
- (b) Describe TWO types of value chain maps which proved useful in project (6 marks)
- (c) Discuss SIX stages of vertical chains in agriculture (12 marks)

QUESTION THREE

- (a) Discuss FIVE benefits of a value chain map (10 marks)
- (b) Discuss FIVE differences between marketing of agricultural and manufactured goods (10 marks)

QUESTION FOUR

- (a) Discuss FIVE roles of smallholders in economic development (10 marks)
- (b) Describe FIVE types of markets through which agricultural produce is channelled

QUESTION FIVE

- (a) Explain any FIVE quantification methods of food loss and waste (FLW) (10 marks)
- (b) Describe any FIVE agricultural marketing organizations in Kenya (10 marks)