

Study Programme	: Bachelor of Industrial Studies Honours in Agriculture
Name of the Examination	: Final Examination
Course Code and Title	: AGM4363/AGM4535/AEM4235 <b>Agricultural Marketing</b>
Academic Year	: 2019/20

**SECTION II: Answer any four (04) questions**

1.
  - i. Define the term 'price elasticity of demand' (5 marks).
  - ii. Describe the factors affecting the demand for a commodity (10 marks).
  - iii. Explain the situations of creating **perfectly elastic** and **perfectly inelastic** demands using graphs. (10 marks)
  
2.
  - i. Explain the marketing problems faced by farmers (10 marks)
  - ii. Describe the marketing functions performed by 'Agent middlemen' (15 marks).
  
3. Write short notes on four (04) of the following;
  - i. Commercial farming
  - ii. Product promotions
  - iii. Processing of Agricultural products.
  - iv. Input marketing
  - v. Marketing channel of vegetables. (25 marks)
  
4.
  - i. Outline the essential conditions to be fulfilled for successful market segmentation (05 marks)
  - ii. Discuss the importance of considering the following variables in market segmentation.
    - a. Behavioural variables (10 marks)
    - b. Geographic variables (10 marks)
  
5.
  - i. Define the term food security (05 marks).
  - ii. Graphically illustrate how a shortage of food supply is created (05 marks)
  - iii. Discuss the role of the government in ensuring continuous food supplies to the nation (15 marks).
  
6. *'Innovative marketing strategies emerged to distribute essential commodities during the 'Covid 19 pandemic'*

Write an essay on 'COVID-19 Pandemic & Innovative Marketing Strategies' (25 marks)