



**NGETTA CAMPUS
FACULTY OF AGRICULTURE**

BACHELOR OF AGRICULTURAL ECONOMICS AND AGRIBUSINESS MANAGEMENT

MKT 3106: PRINCIPLES OF AGRIBUSINESS MARKETING

FINAL ASSESSMENT

ACADEMIC YEAR 2023/2024 SEMESTER ONE

BAEM III

DATE: 4TH/DEC/2023

TIME ALLOWED: 3 HOURS (9:00AM-12:00PM)

INSTRUCTIONS:

- *Attempt any four questions of choice*
 - *All questions carry equal marks*
 - *Start every question on a new page*
 - *Do not write anything on the question paper*
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1. a) Distinguish between target markets and market segments as used in marketing. (4mks)
b) Explain the types of target markets common in most countries. (8mks)

A marketing strategy is a long term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding the channels you use to reach the customers. Discuss the customer driven strategies you can use to attract customers back to your business. (15mks)

2. a) Describe the steps involved when selling products to consumers by marketers. (6mks)
b) Assess the roles of selling products in a planned economy. (12mks)
c) Most customers get attracted to purchase more products in an Organization or company primarily because of the sales managers. Discuss the salient qualities of a good sales manager. (7mks)

3. a) Distinguish between a market and marketing. (4mks)
b) Examine the principles of marketing that businesses can use to promote their products or

- services (10mks)
- c) Marketing analysis plays a crucial role in the success of any business. Discuss the reasons for conducting marketing analysis. (11mks)
4. a) Explain the different dimensions of classifying markets (8mks)
- b) Discuss the components of market structure that determine the conduct and performance of markets. (17mk)
5. a) Explain the criteria for measuring market performance and the efficiency of the market structure (12mks)
- b) “For satisfactory market performance the market structure should keep pace with specific changes” Discuss (13mk)
6. a) Define the term agricultural marketing (4mks)
- b) Discuss the key aspects of agricultural marketing (10mks)
- c) Explain the importance of agricultural marketing in accelerating the pace of economic development (11mks)
7. a) Briefly explain the types of utilities created by marketing (8mks)
- b) Examine the characteristics of agricultural commodities common by most farmers. (8mks)
- c) Agricultural marketing requires drivers of growth, explain these drivers of growth of agricultural marketing. (9mks)
8. a) Explain the defects that agricultural marketing encounters (10mks)
- b) Analyse the factors affecting marketable surplus in Uganda. (8mks)
- c) What are the advantages of packing and packaging in the marketing process of agricultural commodities? (7mks)

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