

Uganda Martyrs University

Faculty of Agriculture

B. Agriculture II, Semester II Final Assessment: 2015/2016

Course Unit: AGM 3101 Agriculture Marketing

Time: 09:30 am – 12:30 pm

Date: Thursday 28th April 2016

Instructions:

- *Attempt 4 questions*
 - *Do not write anything on a question paper*
 - *Time: Three hours*
 - *Read and understand the question before answering*
 - *Start each question on the new page*
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1. Agricultural marketing plays an important role not only in stimulating production and consumption, but in accelerating the pace of economic development. Discuss
2. Market information is an important marketing function which ensures the smooth and efficient operation of the marketing system. Explain the various ways through which farmers can access this information.
3. Explain how seasonal pattern of production in Uganda affect the market prices.
4. "The marketing of agricultural commodities is different from the marketing of manufactured commodities" Discuss.
6. Explain how the different market functionaries/marketing agencies help in the marketing of agriculture products.
5. Africa is characterised by poor infrastructure which hinders Marketing of farm products. Discuss.
7. As an extension officer, what steps would you give to the farmers who want to set up a co-operative marketing society and why would advise the farmers to carry out co-operative marketing.
8. a) Outline 5 difference between a ware house and farm store.
b) What could be the yardsticks of a good ware house?
c) Explain the various types of cold storage facilities.