

UGANDA MARTYRS UNIVERSITY

FACULTY OF AGRICULTURE

Bachelor of Science in Agriculture

Year 4 Special/Supplementary Examination: Academic Year 2014-2015

September, 2015

Module AG/14: Market Chain Management

INSTRUCTIONS:

- *Read and understand the question before answering*
 - *Select and answer any **Four Questions***
 - *Start each answer on a separate answer sheet*
 - *You are allowed **Three Hours** for the examination*
1. A farmer is growing 5 acres of Maize for the export market. Would you advise him to sell the maize in raw form or processed and why? Explain advantages and disadvantages of each.
 2. Describe giving local examples the 4 P's of marketing.
 3. Write short notes on each of the following: -
 - a. Certificate of Origin
 - b. Bill of lading
 - c. Phytosanitary inspections as regards to agro product exportation
 - d. Letter of Credit
 4. a. What do you understand by the term marketing communications mix?
b. Explain 5 sources of market information in your local area.
 5. a. What do you understand by the term value addition?
b. Explain the advantages of value addition to a Ugandan local farmer.
 6. Given that the total annual market for Bananas is 20,000,000Ushs. Farmer group A produces 40% of this market while farmer group B produces 50% for this market.
 - a. Calculate the markets shares for both A and B.
 - b. What is the residual marketing share?
 - c. What are the probable reasons as to why B has a larger market share than A?
 7. Explain the fair trade concept and how it can foster development of rural farmers.