UGANDA MARTYRS UNIVERSITY
FACULTY OF EDUCATION
SEMESTER ONE SUPPLEMENTARY/SPECIAL EXAMINATION 2018/19
BACHELOR OF EDUCATION (PRIMARY) YEAR THREE
AGRICULTURE EDUCATION

PAPER TWO: AGRICULTURAL MARKETING AND FARMERS ORGANIZATIONS

Date: Wednesday 28ᵗʰ August 2019 Duration: 3hrs   Time: 9:30am- 12:30pm

Instructions:
- Follow the instructions on this question paper and the answer booklets carefully.
- **Answer FOUR questions, choosing <u>TWO</u> questions from EACH section.**
- Clearly indicate the QUESTION NUMBER you attempt.
- Write your essays clearly using illustrations where applicable, grammatically correct English, connective words and meaningful paragraphs.
- Begin each question on a new page of the answer booklet

1.Proper understanding of market chain management is important for a country like Uganda especially by highlighting factors that influence chain decisions in the domestic and international arena.
(a) Explain the characteristics of domestic markets.
(b) Discuss the challenges of exporting Agricultural products

2.Market research and Market information are cornerstones of a functional Market chain management. You have been offered a consultancy job in a firm which is trying to understand the market environment.
(a) Explore the various sources of information sources.
(b) Discuss the methods and procedures of conducting a market research.

3.Explain the following terms,
(a) Market share (c) Promotion
(b) Product   (d) Competition
 Describe the ways in which you would help farmers in your local district expand the market opportunities as a consequence of bumper harvest in pumpkins.
4.The higher failure rates of Agribusinesses have been attributed to poor understanding of financial management.
(a) Explain the sources of Agricultural credit
(b) Explain the strategies for proper credit management

5.Value addition is a major goal of most business. Discuss the processes of value addition

6. a. Explain the principles of cooperatives
     b. Discuss the problems hindering cooperative development and suggest solutions to overcome them.
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