



National Open University Of Nigeria

Plot 91, Cadastral Zone, Nnamdi Azikiwe Expressway, Jabi, Abuja

Faculty Agricultural Sciences

October/November, 2016

PROGRAMME: AGRICULTURAL EXTENSION AND MANAGEMENT

COURSE CODE: AEA 304

COURSE TITLE: AGRICULTURAL MARKETING AND PRICES

CREDIT UNIT: 3

TOTAL SCORE: 100 MARKS

TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER ANY FIVE (5) QUESTIONS.

1. Explain vividly the meaning and scope of agricultural marketing **(20marks)**
2. Outline the relationships between marketing and production **(20marks)**
3. Discuss the place of the consumer in marketing **(20marks)**
4. Discuss the importance of marketing and markets in economic and national development **(20marks).**
5. Discuss the five approaches to agricultural marketing analysis **(20marks)**
6. Vividly discuss the physical functions of marketing **(20marks)**
7. State seven (7) advantages of uniform grading of farm produce and three uses of market intelligence **(20marks)**