



NATIONAL OPEN UNIVERSITY OF NIGERIA  
14/16 Ahmadu Bello Way, V/I, Lagos  
School of Science & Technology  
EXAM QUESTION: 2013

Programme: Agricultural Extension and Management  
Course Code: AEM 716  
Course Title: Agricultural Marketing and Cooperatives  
Credit Unit: 2  
Total Score: 70 Marks  
Time Allowed: 2 Hours

**Instruction: Answer Section A {(COMPULSORY) 25 Marks}  
And Any Three questions in Section B (15 Marks Each)**

**SECTION A**

List and in a few words explain the contemporary challenges of cooperative societies in Nigeria  
=25Marks

**SECTION B**

1. (a) List the 2 kinds of cooperative societies =2Marks  
(b) What are the operational modalities for running each of the cooperative Societies? =13Marks
1. (a) List the major participants in the marketing of agricultural commodities =3Marks  
(b) List the different stages involved in agricultural commodities =6Marks  
(c) Mention the significance of each stage in the marketing of agricultural commodities =6Marks
3. (a) List the Internal and external Factors Affecting Pricing Decisions =6Marks  
(b) Briefly explain the external factors affecting pricing decisions =9Marks
4. (a) Define the concept of break-even analysis? =4Marks  
(b) How does this concept assist marketers in determining the profitability of a product? =12Marks
5. (a) Define elasticity of demand? =4Marks  
(b) What are the factors influencing the price elasticity of demand? =12Marks