



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 Ahmadu Bello Way, V/I, Lagos

School of Science & Technology
October, 2013 Examination

Course Code: AEM 716
Unit: 2

Course Credit

Course Title: Agricultural Marketing and Cooperatives

Time Allowed: 2 Hours
Marks

Total Score: 70

Instruction: Answer section A and any other 3 questions in section B

SECTION A: (Compulsory 30 marks)

1a. Enumerate the three distinct types of birds from which poultry farmers have to select their flocks.					
1b. Poultry enterprises typically pass through distinct 5 stages of development. From the table below, fill the 10 blank spaces.					
Item	1st Stage	2nd Stage	3rd Stage	4th Stage	5th Stage
	Backyard Poultry	Farm Flock	1	2	Integrated Egg Production
Subdivision of egg production	3	4	Feed production separate from poultry farms	5	Separate enterprises reintegrated as a business
Main management characteristics	Natural hatching	6	7	Egg processing plant	8
Type of farming	9	Mixed farming	Joint egg and meat production	10	Egg complex
Labour	Part-time	11	Full-time	12	13
Building	Free range	Water feeder	14	Manure disposal equipment	15

SECTION B

- (a) The motivation to form cooperative societies has three particular aspects. Enumerate them.
 - (b) List the underpinning principles that underlie the cooperative enterprise
- (a) List the major participants in the marketing of agricultural commodities.
 - (b) List the different stages involved in agricultural commodities
 - (c) Mention the significance of each stage in the marketing of agricultural commodities
- (a) List the internal and external factors affecting pricing decisions
 - (b) Briefly explain the external factors affecting pricing decisions
- (a) Define the concept of break-even analysis?

(b) How does this concept assist marketers in determining the profitability of a product?

5. (a) Define elasticity of demand.

(b) What are the factors influencing the price elasticity of demand?