



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF SCIENCE AND TECHNOLOGY
MARCH/APRIL 2014 EXAMINATION

COURSE CODE: AEM 716

COURSE TITLE: AGRICULTURAL MARKETING AND COOPERATIVES

TIME ALLOWED: 2 HOURS

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
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SECTION B

1. (a) The motivation to form cooperative societies has three particular aspects. Enumerate them.
(b) List the underpinning principles that underlie the cooperative enterprise
2. (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
3. (a) List the internal and external factors affecting pricing decisions
(b) Briefly explain the external factors affecting pricing decisions
4. (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?