



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF SCIENCE AND TECHNOLOGY**  
**JUNE/JULY 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 20 marks)**

1. The contemporary Nigerian cooperative societies are said to be plagued with many challenges that has impeded their effectual functioning. Highlight these challenges in few words.

**SECTION B ( 15 Marks Each)**

1. List the 2 kinds of cooperative societies.  
(b) What are the operational modalities for running each of the cooperative societies?
2. (a) List the major participants in the marketing of agricultural commodities.  
(b) 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?