



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS**  
**SCHOOL OF SCIENCE AND TECHNOLOGY**  
**MAY/JUNE 2012 EXAMINATION**

AEM 616 AGRICULTURAL MARKETING AND COOPERATIVES  
TIME ALLOWED: 2HRS

INSTRUCTIONS: Answer four questions out of six

1.   (a) What is agricultural marketing?  
     (b) Briefly discuss the five (5) key concepts which lie at the heart of marketing.  
     (c) Describe the marketing function and their interrelationships.
2.   (a) Demand and supply are fundamental to the free market and they determine both price structure and movements. Discuss with examples.  
     (b) What are the factors influencing the price elasticity of demand?
3.   (a) Define the concept of break-even analysis?  
     (b) How does this concept assist marketers in determining the profitability of a product?
4.   (a) How do business organizations make pricing decisions?  
     (b) Discuss the various forms of pricing objectives in business organizations.
5.   (a) List the major participants in the marketing of agricultural commodities.  
     (b) What are the different stages involved in agricultural commodities  
     (c) Mention the significance of each stage in the marketing of agricultural commodities

6. (a) What are the operational modalities for running cooperative societies?

(b) What are the contemporary challenges of cooperative societies in Nigeria?