

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR THE DEGREE OF
AGRIBUSINESS MANAGEMENT

AGBM 252: MARKETING MANAGEMENT

STREAM:

TIME: 2 HRS

DAY: FRIDAY [8.30-10.30 A.M]

DATE: 12/04/2024

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

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Question ONE (Compulsory)

- a) As an agribusiness manager, discuss the benefits and challenges associated with marketing of agricultural products **(10mks)**
- b) Examine the generic marketing concepts that can be employed in undertaking agribusiness management activities **(10mks)**
- a) Agribusiness pursues profit at the expense of the environment and health of consumers. In view of this statement, examine the ethical issues in agribusiness marketing **(10mks)**

Question TWO

- a) Briefly describe the process of undertaking marketing research in agribusiness and highlight its potential benefits **(10mks)**
- b) Is the product life cycle theory applicable in the marketing of agricultural products? Explain **(10mks)**

Question THREE

- a) Trade agreements fall somewhere between the two extremes of free trade and protectionism. Discuss the importance of international trade agreements in the marketing of agricultural products. **(10mks)**
- b) As an agribusiness manager, explain how you will employ the concepts of market segmentation, targeting and positioning in your firm **(10mks)**

Question FOUR

- a) Examine the salient socio-economic factors that are likely to affect agricultural marketing systems at the global level. **(10mks)**
- b) Discuss the benefits of planning and control marketing activities in an agro-based firm **(10mks)**