

Faculty of Agriculture

Department of Agricultural Economics & Extension

AEC 2505-3: Agricultural Marketing and Cooperatives

June 2023

Marks: 100

Time: 3 Hours

Instructions: Answer all questions

1. Explain how characteristics of agricultural products affect facilities needed to market those products (**four [4] characteristics**) [20]
2. **Classify** and **explain** major functions in agricultural marketing. [24]
3. **Describe** behavioural systems approach in marketing and its **significance** in advancing agricultural marketing. [20]
4. Given an agribusiness of your choice, provide its **vision, mission, values** (one [1]) **and a goal**. Then compile a PESTEL analysis (**one [1] point each category**) of such a business and suggest how each component of PESTEL affects your agribusiness. [16]
5. **Name** a hypothetical cooperative of your choice and its **main goal**. Then identify its **pitfalls** and suggest **possible solutions** to such pitfalls. [20]