

The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2018

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE &
COMMUNITY DEVELOPMENT**

UNIT CODE: COCC 2208

UNIT TITLE: AGRICULTURAL MARKETING AND VALUE CHAIN ANALYSIS

DATE: DECEMBER, 2018

TIME:

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Explain the following terms:
- Value chain in agriculture (2 marks)
 - Value chain mapping (2 marks)
- (b) Explain FOUR categories of activities that can be used to assess value of end product or service (8 marks)
- (c) Describe the 4Ps of agricultural marketing (8 marks)
- (d) Explain FIVE services provided by the National Cereals and Produce Board (NCPB) (10 marks)

QUESTION TWO

- (a) Describe the term Market structure (2 marks)
- (b) Describe TWO types of value chain maps which have proved useful in International labour organization (ILO) project (6 marks)
- (c) Discuss the SIX stages of vertical chains in agriculture (12 marks)

QUESTION THREE

- (a) Value chain maps help to get a quick grasp of complicated realities. Discuss the benefits of value chain map (10 marks)
- (b) The marketing of agricultural commodities is different from the marketing of manufactures commodities because of the special characteristics the agricultural commodities possess. Discuss the difference in Marketing of Agricultural and manufactures goods (10 marks)

QUESTION FOUR

- (a) Small holder agriculture is characterized by small production volumes of variable quality. Discuss the role of smallholder in economic development (10 marks)
- (b) Describe the types of markets through which agricultural produce is channeled (10 marks)

QUESTION FIVE

- (a) Food Loss and Waster (FLO) standard offers an internationally accepted standard to account for and report on food and associated inedible parts removed from the food supply chain. Explain FIVE quantification methods of FLW (10 marks)
- (b) Describe FIVE marketing organizations in Kenya (10 marks)