



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES
DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION
POP EXAMINATION, 2021_2⁵⁶

Programme: Agricultural Extension and Management

Course Code: AEA 304

Course Title: Agricultural Marketing and Price

Credit Unit: 3

Total Score: 70 Marks

Time Allowed: 3 Hours

Instruction: Answer any four (4) Questions (70marks)

- 1a. Using five (5) instances each explain the meaning of agricultural marketing from the micro and macro point of view respectively (10marks).
- b. Explain the relationship between marketing and production (5marks)
- c. Suggest four (4) reasons why you consider the farmer important in a marketing system? (4marks)

- 2a. Identify and explain the different ways in which agricultural products can successfully be distributed in Nigeria (10marks)
- b. Provide seven (7) reasons why it is necessary to carry out uniform grading of farm produce? (7marks)

3. Write short notes on the following
 - a. Warehousing (5marks)
 - b. Promo-tools for Agricultural Marketing (6marks)
 - c. Market Intelligence (6marks)

- 4a. Suggest four (4) main features that are used in assessing market performance (4marks)
- b. If market structure, conduct and performance are well applied, they can help in shaping the marketing system in the country. Outline using four (4) instances the implication of this statement (4marks).
- c. Identify the four (4) important components of marketing costs (4marks)
- d. Suggest four (4) ways of achieving marketing efficiency (4marks)

- 5a. Enumerate eight (8) cost elements to be considered in computing storage costs (8marks)
- b. Outline the six (6) main functions of the Nigerian Export import bank (6marks)
- c. Enumerate the broad functions of Central Bank of Nigeria (3marks)