



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES
DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION
FIRST SEMESTER POP EXAMINATION, 2021_1

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. Differentiate between Provide an explanation of the meaning of vertical integration and horizontal integration. 5 marks
Use five (5) examples in each case to support your explanation. 5 marks
- b. Outline five (5) most important factors that could be used in assessing market conduct (5marks).
- c. Analyze how the impact of freight charges on agricultural produce can be determined. Back your analysis with four (4) instances (4marks)

2. Write short notes on the following
 - a. Processing (6 marks)
 - b. Risk bearing and insurance (6 marks)
 - c. Marketing chains (5marks)

- 3 a.Outline the main factors to be considered in determining the grade of cotton
- b. Identify five (5) main objectives of marketing board (5marks)
- c. Evaluate using seven (7) instances the impact of the abolition of the marketing boards in Nigeria.

- 4a. State five major approaches to analyzing marketing problems (5marks).
- b. Explain how demand and supply can bring about price fluctuation in a marketing system (7marks)
- c. Highlight an explanation to the meaning of marketing chains (5marks).

- 5a. Using appropriate examples explain the meaning of cooperatives (5marks)
- b. There are generally seven principles that are unique to cooperative organizations. Enumerate these principles (7marks)
- c. Identify any five (5) problems associated with Central Bank of Nigeria (CBN) in the financial sector. (5marks)

