

**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**FACULTY OF AGRICULTURAL SCIENCES**

**DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION**

**FIRST SEMESTER 2019 EXAMINATION**

**Programme: Agricultural Extension and Management**

**Course Code: AEA304 Course Title: Agricultural Marketing and Price**

**Credit Unit: 3**

**Total Score: 70 Marks Time Allowed: 3 Hours**

**Instruction: Answer question One (Compulsory: 30 Marks) and any other Four (10 marks each)**

1. Write short notes on the following

a. Nigerian Export Promotion Council (NEPC) **(10marks)**

b. Nigerian Export Import Bank **(10marks)**

c. Products/Services of NEXIM Direct Lending Facility (DLF) **(4marks)**

d. ECOWAS Intrastate Road Scheme ISRT) **(3marks)**

e. Export Credit Grantee Facility (ECGF) **(3marks)**

2. Explain the following

a. Commodity exchange market **(5marks)**

b.Spot Market **(5marks)**

3a. What is agricultural marketing? **(6marks)**

b. State four possibilities for expansion of agricultural products **(4marks)**

4a. What is marketing promotion? **(5marks)**

b. Advantages of uniform grading of farm produce **(5marks)**

5a. Discuss the Promo-tools for Agricultural Marketing **(7marks)**

b. State three demerits of collective promotion **(3marks)**

6a. Explain the relationship that exists between marketing and production **(5marks)**.

b. Outline the problems confronting agricultural marketing in Nigeria **(5marks)**.

7. Discuss the following approaches to agricultural marketing analysis

a. Institutional Approach **(5marks)**

b. Commodity Approach **(2marks)**

c. Behavioural Systems Approach **(3marks)**