

**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**FACULTY OF AGRICULTURAL SCIENCES**

**SECOND SEMESTER 2018 EXAMINATION**

**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 question one (1) and any other four (4) Questions**

1a. How did agricultural marketing evolve? **(20marks)**

b. What is the place of the Consumer in Marketing? **(10marks)**

2. List and explain the special features of Agricultural product **(10marks)**

3. Discuss the physical functions of marketing **(10marks)**

4. Write short note on the following:

(i) Risk bearing **(4marks)**

(ii) Financing **(3marks)**

(iii) Market intelligence **(3marks)**

5. List and explain the different modes of distributing agricultural products in Nigeria **(10marks)**

6. There are two main ways in *which* marketing firms can grow in size, name and discuss these ways **(10marks)**

7. Explain the term market structure and indicate factors considered important in determining market structure **(10marks)**