



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES
DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION
PoP EXAMINATION OCTOBER/NOVEMBER, 2019

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 compulsory question one (1) (30 marks) and any other four (4) Questions (10marks each)

- 1a Analyze agricultural marketing from these two perspectives.
- i. Micro point of view **(6marks)** and
 - ii. Macro point of view **(6marks)**
- 1b. Marketing involves all those legal, physical and economic services which are necessary to make products from the farm available to the consumers and provides utility. Identify four (4) of these types of utility **(4marks)**.
- 1c. As an Agricultural Marketing Student, you have been invited by the Minister for Trade, Commerce and Industry to suggest why Nigeria should engage in trade with China. To actualize the objective, provide ten (10) reasons to convince the Honorable Minister why Nigeria should engage in the trade with China **(10marks)**.
- 1d. The seasonal nature of farm products imposes constraints on the marketing system. Carefully analyze this statement with four (4) reasons **(4marks)**.
- 2a. The farmer is important in agricultural production and marketing as he is always the first point of contact. Justify this statement by providing the five (5) roles of the farmers in agricultural marketing **(5marks)**
- b. As a final year student of Agricultural Economics, how would you convince an Agricultural Extension student or justify that agricultural marketing is important in economic development? **(5marks)**
- 3a Suggest five (5) advantages of uniform grading of farm produce in Nigeria agricultural marketing system **(5marks)**.
- b. Advance five (5) reasons through which agricultural production can be increased **(5marks)**.
- 4a. Establish, with five (5) reasons, that there are existing relationships between warehousing and marketing policies? **(5marks)**
- b. Explain the term, 'marketing chain' **(5marks)**
5. Discuss the two types of market integration **(10marks)**
6. Discuss the following types of market structures:
- i. Atomistic or pure competition **(5marks)**
 - ii. Monopolistic and Monopsonistic Competition **(5marks)**

- 7a. If market structure conduct performance are well applied, they can help in shaping the marketing system in the country and can help in achieving these specific aims. Justify this statement by providing five (5) reasons **(5marks)**.
- b. For pricing efficiency to take place, three (3) basic assumptions must be fulfilled. Outline these basic assumptions **(3marks)**
- c. Provide two (2) reasons for low market integration **(2marks)**