



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES**

POP EXAMINATION QUESTION 2021 ACADEMIC SESSION

PROGRAMME: AGRICULTURAL EXTENSION AND MANAGEMENT

COURSE CODE: AEM 716

COURSE TITLE: AGRICULTURAL MARKETING AND CO-OPERATIVE

CREDIT UNIT: 2

TOTAL SCORE: 70 MARKS

TIME ALLOWED: 2 HOURS

INSTRUCTION: ANSWER ANY THREE (3) QUESTIONS

- 1a. Using ten (10) instances, determine how pricing can affect a company's income (10 marks).
- b. Discuss using four (4) examples the implications of using profitability objective as a pricing strategy to be adopted to achieve the business objective(s) (5marks).
- c. Effective pricing strategy is a factor of certain essential element. Itemize five (5) of these elements (5marks).
- d. What do you understand by the term market? (5marks).

2a. Describe how volume objective and competitive objective marketing strategies could be used to achieve business objective(s) (15marks).

b. Justify using eight (8) instances the implications of a marketing company adopting marketing pricing strategy? (8marks)

3a Identify and discuss the components of physical function of marketing (15marks).

b. Explain using five (5) instances to establish why the customer is an important component in agricultural marketing. (5marks).

4a. Price elasticity of demand is a function of numerous economic variables. Assuming this economic and marketing theory is true, then outline and discuss these variables (15marks).

b. Commodity marketing is an essential ingredient to rural economic development. Using seven (7) instances explain this statement (7marks).