



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES
SEMESTER 2021_2 EXAMINATION
PROGRAMME: AGRICULTURAL EXTENSION AND MANAGEMENT
POP EXAMINATION 2021**

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. Analyze using **five (5) instances** the evolution of cooperative enterprises pointing out their significance to economic development (**7.5marks**).
 - b. For supplies of goods and services, value is usually represented by payment received. Justify this statement using **five (5) instances (7.5marks)**.
 - c. List the **four (4)** key concepts of marketing (**4marks**)
 - d. i. Identify the **four (4)** main marketing sub – system (**4marks**)
ii. Mention **two (2)** exchange function of marketing (**2marks**)
- 2a. Customers are often motivated by the desire to satisfy complex needs. Explain this statement (**7.5marks**).
- b. Advance a case using **five (5) examples** to show how societies differ in the ways they arrange for goods and services to be acquired (**7.5marks**).
 - c. What do you understand by strategic marketing objective? Justify your answer with **eight (8)** reasons (**8marks**)
- 3a. Explain the concept of breakeven with **five (5) proven** evidences (**7.5marks**).
- b. Explain vividly what you understand by the term price as it is used in marketing (**7.5marks**).
 - c. Describe the processes involved in the distribution of grains from area of production to the final consumer (**12marks**).
- 4a. Write short note on the following.
- i. Income elasticity of the demand (**5marks**)
 - ii. Cross elasticity of the demand (**6marks**)
 - iii. Price Elasticity of supply (**4marks**)
 - b. Explain lifetime pricing as it is used in agricultural marketing. Support your explanation with **five (5) instances (5marks)**
 - c. Explain the relationship between **demand and price** of a commodity (**3marks**)