



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI - ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**JANUARY 2018 EXAMINATION**  
**EXAMINATION QUESTIONS**

**COURSE CODE:** MKT 305 **CREDIT UNIT:** 3  
**COURSE TITLE:** AGRICULTURAL MARKETING  
**TIME ALLOWED:** 2 HOURS  
**INSTRUCTIONS:**

- 1. Attempt question number one (1) and any other three (3) questions.**
- 2. Question number 1 carries 25 marks, while the other two questions carry 15 marks each.**
- 3. Present all your points in coherent and orderly manner**

Question 1:

- Explain the most appropriate marketing strategy for a farmer.
- Most people see agriculture to mean the same as farming but the two concepts means different things. Differentiate.
- Identify the three criteria for classifying markets and write on their characteristics giving examples in each case.

Question 2:

- Discuss any **ten** problems of agricultural marketing in Nigeria
- Suggests any **five** ways of ameliorating the problems identified above

Question 3:

- Farmers are those that plough the soil and cultivate crops for the provision of food for man and the society. Farmers play a vital role in providing the basics for all of our food needs. Highlight the roles of farmers.

- b. Classes of middlemen mean those persons or agents involved in the distribution of agricultural products from production points (supply) to consumption point (demand).  
Mention and explain classes of middlemen for agricultural products.

Question 4:

Mention and explain the Trade policies and Institutions affecting Agriculture in Nigeria.

Question 5:

Discuss the components of a planning process.

Question 6:

- a. Define Agricultural marketing.
- b. Why is market important in economic study?
- c. States Kotler (1984) condition for exchange to take place.