

Federal University of Technology, Owerri  
School of Agriculture & Agricultural Technology  
Department of Agricultural Economics  
2016/2017 Harmattan Semester Examination

AEC 303: Agricultural marketing and cooperatives

Instruction: Answer any five questions

Time: 3 Hours

1. (a) Explain the Term Agricultural Marketing 5mks  
(b) Explain the various functions of Marketing 10mks  
(c) Distinguish between Selling and Marketing 5mks
2. (a) The hierarchy of markets indicate the locational status of markets.  
Explain 15mks  
(b) List the objectives of marketing boards 5mks
3. (a) Describe the various classes of agencies that perform the various marketing  
Functions 15mks  
(b) What are the importance of the institutional approach to marketing of  
agricultural products 5mks
- 4 (a) Define Marketing efficiency and explain the two types 10mks  
(b) Differentiate between market performance and market structure 5mks  
(c) What do you understand by the term primary demand 5mks
5. (a) Diagrammatically determine marketing margin using Primary demand,  
Derived demand, Primary supply, Derived supply 10mks  
(b) Differentiate between variable cost and fixed costs 10mks
6. (a) What is marketing channel? 5mks  
(b) Suppose a miller purchases rice paddy from a farmer for ₦250 per kg of paddy  
and with a conversion factor of 70%kg, 0.2kg of saleable by products sold at  
₦100 per kg and 0.1kg of waste then he sold the rice at ₦370 per kg.  
Calculate the millers mark up 15mks
7. What do you understand by the term:  
(i) Percentage Total price spread  
(ii) Percentage farmers share  
(iii) Percentage mark – up  
(iv) Operational efficiency 8mks
- (b) What are the importance of marketing in economics development 12mks