

~~CONFIDENTIAL~~
FEDERAL UNIVERSITY OF TECHNOLOGY OWERRI
SCHOOL OF AGRICULTURE AND AGRICULTURAL TECHNOLOGY
DEPARTMENT OF AGRICULTURAL ECONOMICS
2014/2015 HARMATTAN SEMESTER EXAMINATIONS
AEC 303 - AGRICULTURAL MARKETING AND COOPERATIVES
INSTRUCTIONS: ANSWER ANY FOUR QUESTIONS TIME: 2 HRS
ALL QUESTIONS CARRY EQUAL MARKS

1. Discuss the management structure of any primary cooperative
b) Analyze the principal components of any marketing system
c) What are the weaknesses of cooperatives?
2. Show well labeled graphical representation of the various degrees of price elasticity of demand
b) Discuss how the decision to increase the following products will affect the revenue of the producer
 - i) Indomie noodles
 - ii) Salt
3. What do you understand by the words "agricultural marketing" and "markets"?
b) Explain the advantages of uniform grading of farm products
c) Discuss the functional approach to agricultural marketing bearing in mind the various activities performed.
4. What factors affect reservation demand for yam by a yam farmer?
b) With your knowledge of the concept of COBWEB theory and with relevant graph, explain how equilibrium price is achieved for a named agricultural commodity.
5. Discuss the hierarchy of markets in Nigeria
b) List the characteristics of agricultural products
c) With the aid of a diagram, describe the marketing channel for grains in Nigeria
6. Write short notes on the following:
 - i) Marketing boards
 - ii) Marketing concepts
 - iii) Marketing systems
7. What are the roles played by marketing boards in Nigeria

GOODLUCK!!!

ALSP

CHIGOZIE'S COPY

FEDERAL UNIVERSITY OF TECHNOLOGY, OVERRI
SCHOOL OF AGRICULTURE AND AGRICULTURAL TECHNOLOGY
DEPARTMENT OF AGRICULTURAL ECONOMICS
20015/2016 HARMATTAN SEMESTER EXAMINATION

CHIGOZIE'S
INTUITION

AEC 303: Introduction to Agricultural Marketing and Cooperatives

Answer any five (5) Questions.

Time: 3 Hours

- 1a. Discuss the concept of agricultural marketing (5 marks)
- 1b. Outline the distinguishing features of agricultural commodity market/marketing (6 marks)
- 1c. Outline the basic characteristics of (i) primary markets, (ii) feeder markets, and (iii) central markets, giving specific examples (9 marks)
- 2a. Why is marketing regarded as a productive activity? (5 marks)
- 2a. Outline the agricultural marketing functions and institutions (10 marks)
- 2c. Explain the significance of the analysis of agricultural marketing through the functional and institutional approaches (5 marks)
- 3a. Describe agricultural market structure, conduct and performance (6 marks)
- 3b. In a tabular format, outline the various structural categories that agricultural commodity markets can be classified (8 marks)
- 3c. It is usually believed that the farmer operates in a typical model of perfectly competitive market. Explain, with appropriate reasons (6 marks)
- 4a. What is (i) marketing margin, (ii) primary demand, and (iii) primary supply (6 marks)
- 4b. With the aid of an appropriate diagram, illustrate how marketing margins are derived through primary demand and supply, and derived demand and supply (6 marks)
- 4c. Assuming that the price of gari at *Umuagwa* market in 2015 was N14,500.00 per tonne, while the retail price at Owerri main market was N22,500.00 per tonne. Calculate: (i) the marketing margin per tonne (in naira term and percentage term); (ii) the farmers' share of the consumer spending (8 marks)
- 5a. What are (i) marketing costs, (ii) marketing channels (6 marks)
- 5b. With an appropriate diagram, describe in detail, the marketing channels for a typical agricultural commodity in Nigeria (5 marks).
- 5c. Show how marketing channels relate to (i) marketing costs and margins; and (ii) retail prices (of agricultural products) (9 marks).
- 6a. What is the relationship between marketing performance and marketing efficiency (4 marks)
- 6b. Describe the assessment of marketing efficiency through (i) operational/technological efficiency, and (ii) economic/pricing efficiency (6 marks)
- 6c. A farmer in Kano state is faced with two technologies (A and B) for the storage of his maize. With technique A, storage costs is N40,000.00 per tonne, while with technique B, storage costs is N20,000.00 per tonne. The value of his maize is N80,000.00/tonne. Calculate the marketing efficiency (M.E) for both techniques and advise the farmer accordingly (10 marks)
- 7a. Outline the factors driving the supply of agricultural products (8 marks)
- 7b. With appropriate illustrations, explain the cobweb theorem, and its relevance to the farmer taking into account the convergent and divergent cases (12 marks)

1, 2, 3, 4, 5

GOOD LUCK



✓

FEDERAL UNIVERSITY OF TECHNOLOGY
 SCHOOL OF AGRICULTURE AND AGRICULTURAL TECHNOLOGY
 DEPARTMENT OF AGRICULTURAL ECONOMICS
 2018/2019 HARMATTAN SEMESTER EXAMINATION

AEC 303: AGRICULTURAL MARKETING

TIME: 3 HRS

INSTRUCTION: Answer any five (5) question

- 1a. Explain what you understand by the concept 'agricultural marketing' (6 marks)
- 1b. Outline the distinguishing features of agricultural commodity market/marketing (6 marks)
- 1c. Marketing is usually regarded as a productive activity; discuss (8 marks)
2. Agricultural marketing can be assessed through the functions it performs (functional approach) or through the institutions that carry out those functions (institutional approach). As an agricultural economist, fully outline the functional and institutional approaches to the study of Agricultural Commodity Marketing in Nigeria (20 marks)
3. Using the Nigerian scenario, explain the application of Engel's Law on household consumption of the following commodities: (i) Egg/meat, (ii) Gari, (iii) Rice, and (iv) Television (20 marks)
4. Economists use the term '*Ceteris Paribus*' meaning, '*All things being equal*' for the purpose of analysis. Discuss five factors that can shift the demand and supply curves for palm oil in Nigeria, causing different quantities to be demanded and supplied at a given price. (20 marks)
5. A rice trader wishes to determine the elasticity of demand of his product. He indicated that sales revenue behave as follows: Fill in the elasticity of demand for each price range

Price Changes	Sales Changes	Result
₦4.00 + ₦3.00	Increase	
₦3.00 - ₦2.00	No Change	
₦2.00 - ₦1.00	Decrease	

- 6 Define the following terms: (a) Opportunity cost (b) Marginal cost (c) Producer/marketable surpluses, (d) Market demand curve. (20 marks)
- 7a) Explain what you understand by the term "Marketing Strategy Planning". (6 marks)
- 7b) Why is Marketing Strategy Planning important? (6 marks)
- 7c) Discuss the marketing mix as it relates to strategic marketing planning. (8 marks)

FEDERAL UNIVERSITY OF TECHNOLOGY, OWERRI
SCHOOL OF AGRICULTURE AND AGRICULTURAL TECHNOLOGY
DEPARTMENT OF AGRICULTURAL ECONOMICS
2019/2020 HARMATTAN SEMESTER EXAMINATION

AEC 303: Introduction to Agricultural Marketing and Cooperatives

Answer any five (5) Questions.

Time: 3 Hours

- 1a. Discuss the concept of agricultural marketing (5 marks)
- 1b. Outline the distinguishing features of agricultural commodity market/marketing (5 marks)
- 1c. How is marketing different from (i) Market, and (ii) Selling (10 marks)

- 2a. Outline the basic characteristics of (i) Primary Markets, (ii) Feeder Markets, (iii) Central Markets, and (iv) Terminal Markets; giving specific examples (12 marks each)
- 2b. Describe agricultural market structure, conduct and performance (6 marks)

- 3a. What do you understand by the term Production in Agricultural Marketing? (5 marks)
- 3b. Outline the various products or utilities created by the marketing system, and how they are created (10 marks).
- 3c. List and explain 5 different types of market structure (5 marks)

- 4a. Outline the various approaches to the study of agricultural marketing (10 marks)
- 4b. Outline the various functions performed by the agricultural marketing system (10 marks)

- 5a. What do you understand by Agricultural Marketing ^{Institutions} ~~Instructions~~ (5 marks)
- 5b. Categorize the various types of Institutions or Middlemen that carry out the various functions performed by the marketing system (15 marks)

- 6a. What is (i) marketing margin, (ii) primary demand, and (iii) primary supply (6 marks)
- 6b. With the aid of an appropriate diagram, illustrate how marketing margins are derived through primary demand and supply, and derived demand and supply curves (6 marks)
- 6c. Assuming that the price of gari at *Umuagwo* market in 2018 was N14,500.00 per metric ton, while the retail price at Owerri main market was N22,500.00 per metric ton. Calculate: (i) the marketing margin per metric ton in (i) naira term and (ii) percentage term (8 marks)

- 7a. What are agricultural marketing costs (4 marks)
- 7b. With examples, explain (i) handling costs, and (ii) transfer costs (6 marks)
- 7c. Outline the various cost items associated with the marketing of agricultural products (10 marks)

GOOD LUCK