



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES
DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION
PoP EXAMINATION OCTOBER/NOVEMBER, 2019

Programme: Agricultural Extension and Management

Course Code: AEM 716

Course Title: Agricultural Marketing and Cooperative

Credit Unit: 2

Total Score: 70 Marks

Time Allowed: Hours

Instruction: Answer compulsory question one (1) (25 marks) and any other 3 (3) Questions (15marks each)

- 1a i. The motivation to form cooperatives is associated with three particular aspects. Outline these three aspects **(3marks)**.
- ii. Cooperative enterprises have enormous potential to contribute to the social and economic well-being of farmers. Explain any five (5) advantages of cooperative societies to farmers **(5marks)**.
- iii. Outline three (3) known constraints to cooperative development **(3marks)**.
- b. i. List the key marketing concepts **(5marks)**
- ii. Briefly explain the exchange functions of marketing with particular reference to **buying** and **selling** **(7marks)**.
- iii. There is a negative relationship between demand and price. Explain this statement **(2marks)**
- 2 a. Highlight and explain the three types of birds available to poultry farmers to select their flocks **(10 mks)**
- b. Assess **five (5)** basic determinants of the elasticity of demand of a commodity with respect to its own price **(5marks)**
3. Examine the evolution of cooperative enterprises and their relevance to economic development using **ten (10)** instances **(15marks)**
4. Commodity marketing is crucial to the success of the rural economy and is a key element in the development of the sector. How would you explain this using **five (5)** instances in each case with respect to:
- a. Grain marketing **(7¹/₂marks)** and
- b. Marketing of fresh milk? **(7¹/₂marks)**
5. Appraise using **ten (10)** instances how the level of demand for a product of any business organisation will change in response to a price change.
6. Write short note on the following marketing concept
- a. Pricing strategy **(12marks)**
- b. Lifetime pricing **(3marks)**

