



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES
DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION
SEPTEMBER 2020_1 EXAMINATION

COURSE CODE: AEM 716

COURSE TITLE: AGRICULTURAL MARKETING AND CO-OPERATIVE

CREDIT UNIT: 2

TOTAL SCORE: 70 MARKS

TIME ALLOWED: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE (1) (25 MARKS) AND ANY OTHER THREE (3) (15 MARKS) QUESTIONS

1a. Marketing is the process of resource mobilization aimed at meeting the changing needs of the customer. Trace the evolution of modern marketing as a discipline using five (5) instances. **(7¹/₂ marks)**.

b. Trace the evolution of cooperative enterprises and their relevance to developing economies using five (5) instances. **(7¹/₂ marks)**.

c. The motivation to form cooperatives has three particular aspects. Suggest these three (3) aspects. **(3marks)**.

d. Price is acknowledged as an element of the marketing mix and therefore pricing objectives are defined in terms of their role within the marketing mix strategy. Using seven (7) instances, explain volume objective of pricing. **(7marks)**.

2a. Demand and supply are fundamental to the free market, determining both price structure and movements. State the factors that influence demand of a commodity. **(12marks)**.

b. Deduce the implication of demand curve slopping downwards. **(3marks)**

3. Three sets of functions are identifiable in marketing functions. Identify and explain the exchange functions of marketing. **(15marks)**.

4. Examine the customers and needs as key marketing functions of marketing.

5a. Analyze the concept of breakeven with respect to marketing. **(9marks)**

b. Explain the concept of commodity marketing. **(6marks)**

6. Identify and explain the various constraints undermining the performance of cooperatives. **(15marks)**