



Strathmore
UNIVERSITY

STRATHMORE UNIVERSITY BUSINESS SCHOOL

MASTER OF MANAGEMENT IN AGRIBUSINESS

END OF SEMESTER EXAMINATIONS

MMA 8109: AGRICULTURE MARKETING: INTERNATIONAL AND DOMESTIC MARKET

Date: Thursday, 21st February 2019

Time: 3 Hours

Instructions

1. This examination consists of **FIVE (5)** questions.
2. Answer Question **ONE** and **ANY OTHER THREE** questions.
3. Be as precise and concise as possible

Question 1 (Compulsory) (20 Marks)

Discuss the role of agriculture and agricultural trade in economic development of Kenya

Question 2 (20 Marks)

- a) What factors influence the price of agricultural commodities in Kenya?
- b) Discuss the case for or against government involvement in price fixing for certain agricultural commodities.

Question 3 (20 Marks)

Discuss the key considerations of policy makers and key drivers of agricultural trade policy in Kenya?

Question 4 (20 Marks)

Standards in agricultural markets hurt small producers and should be scrapped. Discuss this statement with respect to Kenya.

Question 5 (20 Marks)

Mr Mwakamba is an agricultural processor making tomato pastes; baked beans; and has a small sorghum processing for supplying the beer industry. His business is expanding rapidly and needs a constant supply of raw materials. He is considering entering into contract farming agreements for all his raw materials. What issues would you advise him to consider before engaging contract farming?