



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCE
DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION
2025_2 EXAMINATIONS

Programme: Agricultural Economics and Agribusiness

Course Code: AEA 304

Course Title: Agricultural Marketing and Price

Credit Unit: 3

Total Score: 70 Marks

Time Allowed: 3 Hours

Instruction: Answer Question ONE (1) and any THREE (3) Questions

- 1a. Ascertain the meaning of agricultural marketing from the macro perspective **(8marks)**
- b. The nature of product often affect the behaviour in the market. Discuss **(8marks)**.
- c. List the benefits and weaknesses of individual promotion **(5marks)**
- d. Suggest the meaning of market structure **(4marks)**

2 Write short notes on the following means of transportation in Nigeria.

- i. Railways
- ii. Road
- iii. Water
- iv. Air **(15 marks)**

3a. Justify the claim that agricultural marketing and markets are crucial sub – sector of an economy **(10.5marks)**

b. Identify the physical functions of agricultural marketing known to you **(4.5marks)**.

4a. Briefly explain the evolution of agricultural marketing **(10.5marks)**.

b. Suggest the possibility of expanding agricultural products in Nigeria **(4.5marks)**.

5a. Identify four (4) marketing middle men **(4marks)**.

b. Who is considered as a retailer in a marketing environment? **(6marks)**

c. What does vertical integration mean in marketing? **(5marks)**