NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION

2025_2 EXAMINATIONS

Course Code: AEM716
Course Title: **AGRICULTURAL MARKETING AND COOPERATIVES**

Credit Unit: 2
Total Score: 70 Marks
Instruction: Answer compulsory question 1 (30 marks) and any other 2 questions (20 marks each)

Time Allowed: 2 Hours.

1a). Write short note on the following marketing concepts(10marks)
(i). Customers.
(ii). Needs
(iii). Value
(1b). Identify two forms of cooperatives and discuss the control and management of primary cooperatives (10 marks).
(1c.) Identify and explain two forms of exchange functions ((10 marks)

2a. Discuss briefly the evolution of cooperatives in the world (6 marks)
(2b). State four ways a cooperative could assist her member farmers to improve their economic wellbeing (8 marks)
(2c). Enumerate four features of cooperatives that endeared it to be used as development instrument (6 marks)

(3a). Explain the physical functions of marketing with specific reference to storage and transportation (8marks)
(3b). Explain the three distinct types of birds as concept of commodity marketing from which poultry farmers could select their flocks: (9marks)

3c. List the other concepts of commodity marketing outside distinct types of birds. (3 marks)

4a. Effective pricing is the key to the determination of a company's profit Profile; Explain (7 marks)
4b. What do you understand by pricing strategy in Agricultural Marketing and Cooperative (6 marks).
4c. Write short notes on the following element of pricing (7marks)
i. Lifetime pricing (3.5 marks)
ii. Product life cycle concepts (3.5 marks).