



**MURANG'A UNIVERSITY OF TECHNOLOGY**  
**SCHOOL OF AGRICULTURE AND ENVIRONMENTAL**  
**STUDIES**

DEPARTMENT OF AGRICULTURE

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

**THIRDYEAR FIRST SEMESTER EXAMINATION**

GAA 319 - AGRICULTURAL MARKET-RESEARCH AND ANALYSIS  
DURATION: 2 HOURS

**INSTRUCTIONS TO CANDIDATES:**

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

## SECTION A (30 MARKS)

### QUESTION ONE (30 MARKS)

- a. Explain three ethical principles of conducting agriculture market research. (3 marks)
- b. Explain four ways in which market research is important in developing a marketing strategy. (4 marks)
- c. Explain 4 factors that help marketing managers whether marketing research should be conducted or not. (4 marks)
- d. Describe how a market researcher can test the viability and validity of marketing research results. (4 marks)
- e. Differentiate between basic research and applied marketing research. (4 marks)
- f. Explain FIVE 5 elements of the promotion mix that support achieving the marketing objectives of a product. (5 marks)
- g. Assume that you are a sales representative expected to forecast future sales value for a dairy processing plant .given the following data on sales volume.

Calculate and interpret

WEEK 1	SALES VAALUE
1	17
2	21
3	19
4	23
5	18
6	16
7	20
8	18
9	22
10	20
11	15
12	22

- i. Four –week moving average of sales of sales of dairy product. (3 marks)
- ii. Squired forecast of sales. (3 marks)

## **SECTION B (40 MARKS) ANSWER ANY TWO QUESTIONS**

### **QUESTION TWO (20 MARKS)**

- a. Define market research design. (1 mark)
- b. Describe three main types of agricultural research design (9 marks)
- c. A marketing manager noted a declining trend in sales due to staff competition. Describe how the marketing manager can conduct a competition analysis to guide marketing strategy. (10 marks)

### **QUESTION THREE (20 MARKS)**

- a. Define sampling design. (2 marks)
- b. Describe four types of market sampling methods. (8 marks)
- c. Describe how the sales manager can apply ccs to conduct end-market research of an agribusinesses product (10 marks)

### **QUESTION FOUR (20 MARKS)**

- a. Define distribution policy (2 marks)
- b. Describe how a marketing manager can analyse a market environment providing suitable examples (8 marks)
- c. With the aid of 4 suitable examples, describe various data sources for market research indicating methods of the data from such sources. (10 marks)