

2425/203
AGRICULTURAL ECONOMICS II
EXTENSION AND HOME ECONOMICS
Oct./Nov. 2010
Time: 3 hours

THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN AGRICULTURE

MODULE II

AGRICULTURAL ECONOMICS II, EXTENSION
AND HOME ECONOMICS

3 hours

INSTRUCTIONS TO CANDIDATES

You should have the following for this examination:

*Answer booklet;
Scientific calculator.*

*This paper consists of **THREE** sections, **A**, **B** and **C**.*

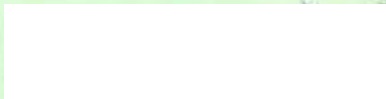
*Answer **FIVE** questions in all, choosing at least **TWO** questions from section **A**, at least **ONE** question from section **B**, and at least **ONE** question from section **C**.*

All questions carry equal marks.

Maximum marks for each part of a question are as shown.

This paper consists of 3 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.



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SECTION A - AGRICULTURAL ECONOMICS

Answer at least **TWO** questions from this section.

1. (a) Define the following as used in the study of development economics:
- (i) National Income (NI);
 - (ii) Gross Domestic Product (GDP);
 - (iii) Gross National Product (GNP).
- (3 marks)
- (b) Highlight the various strategies that may be used to overcome the obstacles of economic development.
- (7 marks)
- (c) Explain the limitations of using national income statistics to indicate the standards of living.
- (10 marks)
2. (a) Explain the importance of international trade.
- (5 marks)
- (b) Describe the forms of non-tariff barriers used to restrict importations.
- (10 marks)
- (c) Outline the stages of economic growth.
- (5 marks)
3. (a) Explain the conditions that exist in a pure competitive market structure.
- (6 marks)
- (b) Describe the benefits accrued to advertising agricultural goods.
- (6 marks)
- (c) Describe **eight** agricultural marketing functions.
- (8 marks)
4. (a) Explain the following forms of market segmentation:
- (i) demographic;
 - (ii) geographic;
 - (iii) psychographic;
 - (iv) behaviouristic.
- (8 marks)
- (b) Describe the roles of middlemen that are beneficial to both producers and consumers.
- (8 marks)
- (c) Mention **four** bargaining shortcomings that most individual farmers encounter in marketing.
- (4 marks)

billboard

elder

SECTION B - AGRICULTURAL EXTENSION

Answer at least ONE question from this section.

5. (a) State three extension teaching methods. *individual, mass, group* (3 marks)
- (b) Outline the procedure of method demonstration. *1. App to know the target, 2. Plan the demonstration, 3. Prepare the area to be demonstrated, 4. Carry out the demonstration, 5. Evaluate the demonstration* (10 marks)
- (c) State seven advantages of the result demonstration. *1. It is a simple method, 2. It is a practical method, 3. It is a visual method, 4. It is a participatory method, 5. It is a flexible method, 6. It is a cost-effective method, 7. It is a time-saving method* (7 marks)
6. (a) Explain the challenges hindering Kenyan youth from engaging in farming activities. (10 marks)
- (b) Explain the following types of audience:
- (i) attention-seeker;
 - (ii) hair-splitter;
 - (iii) eager-beaver;
 - (iv) fence-sitter;
 - (v) distractor.
- (c) Outline the five stages of adopting a new innovation. *1. Awareness, 2. Interest, 3. Trial, 4. Adoption, 5. Reinforcement* (5 marks)

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SECTION C - HOME ECONOMICS

Answer at least ONE question from this section.

7. (a) Describe the following conditions:
- (i) osteomalacia;
 - (ii) keratomalacia;
 - (iii) hypertension.
- (b) State the symptoms of scurvy. *swelling of joints, skin peeling, loss of teeth, poor wound healing* (7 marks)
- (c) Describe obesity under the following headings:
- (i) cause; *too much food*
 - (ii) symptoms; *fat all over the body, difficulty in breathing*
 - (iii) prevention. *exercise, avoid fast food, avoid alcohol* (7 marks)
8. (a) State the importance of consumer education. *to know the value of money, to know the quality of goods* (4 marks)
- (b) Highlight the safety rules in the kitchen. *1. Don't play in the kitchen, 2. Wash hands before & after cooking, 3. Wash utensils after use, 4. Avoid fire properly* (8 marks)
- (c) Describe the principles of wise shopping. *1. Do not buy too much, 2. Open all windows to ventilate the kitchen, 3. Avoid hot clothes for long periods* (8 marks)
- buy products with labels
 - avoid impulse buying
 - buy large products with large packet
 - buy well packed products
 - buy products with expiry date
 - prepare a budget
 - buy products with level of price

label