



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Applied and Health Sciences

Department of ENVIRONMENT & Health Sciences

UNIVERSITY EXAMINATION FOR THE:
BACHELORS IN FISHERIES AND OCEANOGRAPHY
(BSFO/Y4 S1)

AFO 4406: : FISHERIES ECONOMICS AND MARKETING

SUPPLEMENTARY/SPECIAL EXAMINATION

SERIES: November 2024

TIME:2HOURS

DATE:Pick DateNov2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt**ALL** questions.

Mobile phones are **NOT** allowed in the examination room

Do not write on the question paper.

SECTION A (Answer all the questions)30 POINTS

QUESTION ONE

1. Define the following terms: (5mks)
 - i. Fisheries economics
 - ii. Fisheries management:
 - iii. Quotas
 - iv. Oligopoly
 - v. Microeconomics
2. Describe steps involved in Fisheries marketing (5mks)
3. Outline FOUR benefits of quotas in fisheries 4mks
4. State FOUR broad categorization of challenges in food safety (4mks)
5. describe FOUR Personal Factors that can shape purchasing decisions. (4mks)
6. outline FOUR roles of marketing in fisheries and aquaculture (4mks)
7. Describe any two types of taxes in fisheries (4mks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Discuss the Importance of understanding the economic and marketing aspects of fisheries (20MKS)

QUESTION THREE

Discuss using examples the application of economic and policy analysis for the optimal allocation of resources to fisheries (20MKS)

QUESTION FOUR

Discuss emerging issues in the fisheries sector(20MKS)

QUESTION FIVE

Discuss types of pollution affecting fisheries and the pollution policies aiming to mitigate their impacts. (20MKS)