

081104T4AGP

AGRIPRENEURSHIP LEVEL 4

AGR/OS/AP/CR/03/4

Market Agricultural Products/Services

July/August 2025



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

PRACTICAL ASSESSMENT

Time

INSTRUCTIONS TO CANDIDATE

1. You are required to carry out the following tasks as per the instructions provided. Sidai livestock feed processing company has employed you as a marketing assistant. The company plans to introduce a new brand of calf pellets to the market. As the marketing assistant you have been tasked to:

Task 1 - 1 Hour

Using the foolscaps provided, design an appropriate questionnaire with SIX (6) simple questions you would ask the potential customers.

Task 2- 2 Hours

- i. Using the sticker provided:
 - a) Design a suitable brand name and logo for the new calf pellets brand.
 - b) Label your product in accordance with standard packaging and labelling procedures.
- ii. Package 1kg of the calf pellets.

2. You will be required to have the following resources

- Khaki bag
- Calf pellets
- Digital weighing scale
- Pencil
- Foolsap
- Printing paper
- Box of crayons
- Eraser
- Self-adhesive stickers
- Cello tape
- Pen