



# MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

AGB 102: AGRI-ENTERPISE DEVELOPMENT

DATE:

TIME:

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## INSTRUCTIONS:

Answer question ONE and any other TWO questions

### QUESTION ONE

- a) Define the following terms:
- i. Agri enterprise (2 marks)
  - ii. Agricultural policy (2 marks)
  - iii. Ancillary unit (2 marks)
  - iv. Cash rental services (2 marks)
  - v. Market orientation (2 marks)
- b) Explain the characteristics that differentiate Agri-enterprise from other types of businesses (5 marks)
- c) Describe the basic tasks in Agri enterprise marketing (5 marks)
- d) Outline five steps in registering small business in Kenya (5 marks)
- e) Explain the reason why an Agri-enterprise requires a business plan (5 marks)

### SECTION B: 40 MARKS

#### QUESTION TWO

- a) Describe five methods of advertising in the context of Agri enterprise (10 marks)
- b) Outline five steps involved in the rational decision making process (10 marks)

### **QUESTION THREE**

- a) Explain five sources of financing Agri enterprises in Kenya (10 marks)
- b) Describe five areas of challenges in financing of Agri enterprises in Kenya (10 marks)

### **QUESTION FOUR**

- a) Outline five characteristics of an entrepreneur in an agrienterprise (10 marks)
- b) Discuss the role of small business in the economic development of Kenya (10 marks)

### **QUESTION FIVE**

- a) Discuss the challenges to Agri enterprise development in Kenya. (10 marks)
- b) Describe five constituents of working capital (10 marks)