



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

KBT 107: INTRODUCTION TO AGRIBUSINESS

DATE: 26/7/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question ONE and any TWO other questions

QUESTIONS ONE

- a) Explain the concept of inclusive business model as applied in agribusiness development (4 marks)
- b) Using examples, describe THREE part system of the agribusiness sector (10 marks)
- c) Describe FIVE reasons why agri-food systems are increasingly demanding greater coordination between players at every level of agricultural supply chain (10 marks)
- d) Explain five ways you could advice your county government on measures to unlock the potential of agribusiness performance in Kenya (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain the three theories as applied in institutional structures of vertical coordination in agribusiness industry (5 marks)
- b) Discuss and five requisites for success in a modern agribusiness (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain the importance of promoting formation of cooperation in the agricultural value chains in Kenya (10 marks)
- b) Describe any five functions of an agribusiness manager (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain four distinct phases of entrepreneurship process (10 marks)
- b) Explain any five challenges facing agribusiness sector and possible policy interventions to overcome these challenges (10 marks)

QUESTION FIVE (20 MARKS)

- a) Describe the four types of agribusinesses in Kenya (10 marks)
- b) Explain the concept of inclusive business model as applied in agribusiness development (4 marks)