



# MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRICULTURAL EDUCATION AND EXTENSION

FIRST YEAR SPECIAL/ SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRICULTURAL EDUCATION AND EXTENSION

BACHELOR OF SCIENCE AGRIBUSINESS MANAGEMENT AND TRADE

BBA 102: PRINCIPLES OF MANAGEMENT

DATE: 23/03/2021

TIME: 2.00-4.00 PM

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## INSTRUCTIONS:

Answer **Question one** and **ANY TWO** other questions.

### QUESTION ONE (30 MARKS)

- a) Explain the following terms as they relate to management in an agribusiness
  - i. Efficiency (2 marks)
  - ii. Management (2 marks)
  - iii. Effectiveness (2 marks)
  - iv. Corporate social responsibility (2 marks)
- b) Differentiate between a general manager and a functional manager (2 marks)
- c) Explain three types of skills a production manager in a dairy firm should have (6 marks)
- d) Describe three corporate objectives an agribusiness manager can pursue (6 marks)
- e) Describe four types of synergy that managers can pursue in their organizations (8 marks)

### QUESTION TWO (20 MARKS)

- a) Expound on the term “innovation lag” (2 marks)
- b) Describe five strategies you can use to reduce innovation lags in a private agricultural research firm (10 marks)
- c) You are the manager of a dairy firm. Recently, one of your popular yoghurt brands lost 50% of its market share and the company’s board of directors has tasked you with reclaiming the brand’s position in the market within two years. Outline the steps you would take in this assignment (8 marks)

**QUESTION THREE (20 MARKS)**

- a) “Successful managers are interchangeable among organizations of differing purpose”. Critically analyze this statement, giving examples (8 marks)
- b) Describe four types of environment that affect management in agribusiness firms (12 marks)

**QUESTION FOUR (20 MARKS)**

- a) Describe the steps involved in strategic management (10 marks)
- b) “Businesses should stick to producing marketable goods and services and leave social responsibility to other institutions”. How far do you agree with this statement? (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Expound on any five strategies modern agribusiness managers can apply to ensure high productivity in their firms using the “Scientific management” theory (10 marks)
- b) Outline five measures you can take to improve ethical culture in your agribusiness firm that is experiencing serious ethical challenges (10 marks)