



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (AGRICULTURAL EDUCATION AND EXTENSION)

AGB 102: AGRI-ENTERPRISE AND ENTREPRENEURSHIP MANAGEMENT

DATE: 21/6/2021

TIME: 8.0-10.30 AM

INSTRUCTIONS:

Answer **Question ONE** and **ANY TWO** other questions

QUESTION ONE (30 MARKS)

- a) Explain five main stages involved in the entrepreneurial process (5 marks)
- b) Explain five traits of a successful entrepreneur in agribusiness (5 marks)
- c) Explain five reasons why you will advise an entrepreneur to brand a product (5 marks)
- d) Describe five internal sources of funds for agri-prenuers (5 marks)
- e) Explain 4 approaches that can build capacity for agri-prenuers for product development in Kenya (5 marks)
- f) Explain five reasons you will recommend entrepreneurs to prepare a business plan (5 marks)

QUESTION TWO (20 MARKS)

- a) Suppose you have been hired to develop a new product for Makueni Cooperative Creameries (MCC). Explain main steps that you would consider in the process of developing a new product (10 marks)
- b) Describe five external sources of funds highlighting their advantages and disadvantages (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain how you will conduct an internal analysis of a business or company (10 marks)
- b) Commercialization of a new product goes through a cycle that requires different marketing strategies. Describe alternative marketing strategies for different product life cycle (10 marks)

QUESTION FOUR (20 MARKS)

- a) Systematically explain the main content of a basic marketing plan for agribusiness products (10 marks)
- b) Describe five rationale for supporting the growth of small and medium Agri-enterprises in Kenya (10 marks)

QUESTION FIVE (20 MARKS)

- a) Describe the main elements of a business plan (10 marks)
- b) (i) Explain five main risks facing small and medium Agri-enterprise development in Kenya (5 marks)
- (ii) Explain potential strategies that you could recommend to each risk highlighted in b(i) (5 marks)