



MACHAKOS UNIVERSITY
University Examinations for 2022/2023 Academic Year

SCHOOL OF AGRICULTURE, ENVIRONMENT AND HEALTH SCIENCES
DEPARTMENT OF AGRICULTURAL SCIENCES
FIRST YEAR FIRST SEMESTER EXAMINATION FOR
BACHELOR OF SCIENCE(AGRIBUSINESS MANAGEMENT AND TRADE)

AGB 101: INTRODUCTION TO AGRIBUSINESS

DATE:

TIME:

INSTRUCTIONS: Answer **Question ONE (Compulsory)** and Any other **Two** Questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Explain the difference between a product-oriented and a market-oriented agribusiness firm, with an example (4 marks)
- b) Explain four reasons why farmers should form agricultural cooperatives, using appropriate examples in Kenya (4 marks)
- c) Explain five qualities of a good agribusiness manager (5 marks)
- d) Describe five distinctive features of agribusiness that necessitate unique management skills (5 marks)
- e) Describe three levels of management in agribusiness (6 marks)
- f) Describe the three-part system of agribusiness, using relevant examples (6 marks)

QUESTION TWO (20 MARKS)

- a) Define marketing management (2 marks)
- b) Explain four elements of the marketing mix, with corresponding marketing strategies (8 marks)
- c) Describe the five functions of effective supply chain management (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain two objectives of financial management for agribusiness (2 marks)
- b) Describe four methods for evaluating capital investment decisions (8 marks)
- c) With examples, explain five functions of management in agribusiness (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe five reasons why an agribusiness firm would consider entering into a strategic alliance (5 marks)
- b) Explain five elements of the agricultural value chains, using examples (5 marks)
- c) Describe five steps of agricultural value chain development (10 marks)

QUESTION FIVE (20 MARKS)

- a) Differentiate between the formal and informal organizational structure of an agribusiness (5 marks)
- b) Explain five ways of motivating employees in a farm business (5 marks)
- c) Describe five functions of human resource management in agribusiness (10 marks)