



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF EDUCATION DEGREE (SCHOOL-BASED)

KBT 107: INTRODUCTION TO AGRIBUSINESS

DATE: SCHOOLBASED

TIME:

INSTRUCTIONS: Answer question ONE and any other TWO questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Using relevant examples, differentiate between horizontal and vertical coordination (4 marks)
- b) Differentiate between a supply chain and a value chain (4 marks)
- c) Explain four elements of agricultural value chain (4 marks)
- d) Using examples, explain five reasons why agribusiness differ from other non-agricultural businesses (5 marks)
- e) Explain five factors that influence the structure of agribusiness firm (5 marks)
- f) With examples, explain the marketing mix of given agribusiness product (8 marks)

QUESTION THREE (20 MARKS)

- a) Explain four types of structure of agribusiness (10 marks)
- b) Explain five attributes of an effective agribusiness manager (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain main stages involved during development of agricultural value chains (10 marks)
- b) Explain any five challenges facing agribusiness sector in Africa and possible policy interventions to overcome these challenges (10 marks)

QUESTION FOUR (20 MARKS)

- a) Using relevant diagram and examples, describe three components of agribusiness sector (10 marks)
- b) Explain five contributions of agribusiness sector to the economy of a developing country (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain five forms of agri-business in Kenya. Provide relevant examples (10 marks)
- b) Using relevant examples, explain five strategies useful to upgrade agribusiness sector (10 marks)