

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**YEAR 1 SEMESTER II EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE AGRIBUSINESS MANAGEMENT AND ENTERPRISE DEVELOPMENT**

**AME 2102: INTRODUCTION TO AGRIBUSINESS MANAGEMENT**

**DATE: April 2014 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A AND ANY TWO IN SECTION B**

**SECTION A (60 MARKS): ANSWER ALL QUESTIONS**

**QUESTION ONE**

1. Explain exclusively the term agribusiness. (3marks)
2. Explain the term management. (3marks)
3. Using illustrations, discuss the different sectors of agribusiness. (6marks)
4. Using relevant illustrations, distinguish between forward linkage and backward linkage as used in agribusiness. (6marks)

**QUESTION TWO**

Discuss the distinctive features of agribusiness management. (15marks)

**QUESTION THREE**

Explain the following concepts as used in agribusiness:

1. Product chain (3marks)
2. Value addition (3marks)
3. Agro industry cluster (3marks)
4. Competitiveness (3marks)
5. Comparative advantage (3marks)

**QUESTION FOUR**

Agribusiness markets are dynamic and therefore agribusiness managers need to employ different market strategies to remain competitive. Differentiate between the following strategies:

1. Market penetration and market development (6marks)
2. Product development and market diversification (6marks)

**SECTION B: 40 MARKS (ANSWER TWO QUESTIONS)**

**QUESTION FIVE**

The primary responsibility of governments in promoting agribusiness is through policy formulation and enforcement.

1. Discuss macro-economic policies in developing agribusiness (10marks)
2. Discuss micro-economic policies in developing agribusiness (10marks)

**QUESTION SIX**

Discuss the factors affecting agribusiness in Kenya. (20marks)

**QUESTION SEVEN**

1. For agro-products to compete locally and internationally, the managers have to respond to future challenges. Explain any five future challenges. (10marks)
2. Discuss the factors limiting agro-enterprise development. (10marks)