

W1-2-60-1-6

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**END OF SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT**

**AME 2405: AGRIBUSINESS MANAGEMENT**

**DATE: AUGUST 2015 TIME: 2 HOURS**

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

**SECTION A: COMPULSORY**

1. Discuss any FIVE factors that influence computer use by agribusiness firms. (10 marks)
2. Explain any FIVE factors that shape an agribusiness firms’ strategy (10 marks)
3. (a) Explain the importance of planning in agribusiness firms. (5 marks)

(b) Explain any FOUR reasons why agribusiness firms should conduct marketing

research. (5 marks)

4. (a) Using a graphical illustration, develop a matrix organizational structure for a typical

food processing company. (6 marks)

(b) Identify any TWO advantages and TWO disadvantages of employing matrix

organizational structure in an organization. (4 marks)