



**MASEKO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE  
OF MASTER OF SCIENCE (AGRI-BUSINESS MANAGEMENT)  
INFORMATION TECHNOLOGY**

**(HOMA-BAY CAMPUS)**

**AAB 805: AGRI-BUSINESS PRODUCTION MANAGEMENT**

*Date: 27<sup>th</sup> July 2014*

*Time: 2.00 – 4.00 pm*

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**INSTRUCTIONS:**

- Attempt ANY FOUR questions.
- All questions carry equal marks.

1. Discuss conceptual agribusiness trilogy using appropriate examples. [15mks]
2. Explain the physical facilities required in a milk processing plant. [15mks]
3. a) Explain the importance of capacity planning in agribusinesses. [7mks]  
b) Discuss the principles of plant layout. [8mks]
4. a) Explain the various techniques of work measurement. [8mks]  
b) Discuss the phases of production planning control. [7mks]
5. Explore strategies for managing commodity value chains. [15mks]
6. Evaluate emerging issues in agribusiness production management. [15mks]

