



MERU UNIVERSITY OF SCIENCE & TECHNOLOGY
Foundation of innovations

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University Examination 2016/2017

**SECOND YEAR, SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE IN FOOD SCIENCE AND MANAGEMENT**

AFT 3251: INTRODUCTION TO FOOD INDUSTRY MANAGEMENT

DATE: APRIL 2016

TIME: 2 HOURS

INSTRUCTIONS: Answer question **one** and any other **two** questions.

QUESTION ONE (30 MARKS)

- a) State and briefly explain at least five characteristic of management. (5 marks)
- b) Management can be said to be both a science and an art. Discuss. (5 marks)
- c) Define the following terms as used in food industry. (5 marks)
 - i) Management
 - ii) Food manufacturing
 - iii) Food industry
 - iv) Food factory
 - v) Food evolution
- d) Explain five factors hindering the development of food industry in Kenya. (5 marks)
- e) Describe five importance of food industry in Kenya. (5 marks)
- f) A skill is what separates good managers from ordinary managers. In the light of this statement identify five specific skills of a manager. (5 marks)

QUESTION TWO (20 MARKS)

- a) The food manufacturing and distribution industries face a variety of unique business challenges uncommon to most organizations. Discuss this statement and suggest possible solutions. (10 marks)
- b) According to Henry Fayol, all activities of a business could be divided into various groups. Explain them. (10 marks)

QUESTION THREE (20 MARKS)

Discuss both business and technological developments which have contributed to food and beverage industry evolution. (20 marks)

QUESTION FOUR (20 MARKS)

- a) State and briefly explain four components of food industry. (8 marks)
- b) Identify and briefly explain the forces of competition that a food manager must observe in order to stay competitive. (12 marks)