



UNIVERSITY EXAMINATIONS 2014/2015 ACADEMIC YEAR

**1st YEAR EXAMINATION FOR THE DEGREE OF BSC IN
AGRIBUSINESS MANAGEMENT**

**COURSE CODE/TITLE: KAB B107-AGRIBUSINESS AND FOOD
INDUSTRIES**

END OF SEMESTER: I

DURATION: 3 HOURS

DAY/TIME: MONDAY 8.00 TO 11.00AM

DATE: 15.12.2014 (EL)

Instructions: Answer all questions in Section A and any two in section B

Section A: Compulsory (40 marks)

1 (a) With elaborate example/s, discuss the term “production” in the agricultural context?
(2 marks)

(b) Marketing is commonly referred to or defined as the anticipation, management and satisfaction of demand through the exchange process. Briefly explain what you understand by the following terminologies:

(i) Anticipation (2marks)

(ii) Management (2marks)

(iii) Satisfaction of demand (2 marks)

(iv) Exchange process (2 marks)

(c) Marketing has some basic functions in the context of agribusiness and food industries. Concisely explain the following basic marketing functions

(i) Environmental analysis and market research (2 marks)

(ii) Consumer analysis (2marks)

(iii) Promotion planning (2 marks)

(iv) Distribution planning (2 marks)

(v) Marketing management (2 marks)

- (d) i) What is SWOT analysis? (2 marks)
- ii) Distinguish between strengths and opportunities in SWOT analysis. (4 marks)
- iii) List four disadvantages of the SWOT analysis (4 marks)
- (e) i) Define and illustrate the food supply chain (3 marks)
- ii) List four characteristics of traditional food supply chain (4 marks)
- iii) Small-holders differ from agribusiness men. List six distinct differences between the two market actors. (3 marks)

Section B (Answer **any two** questions)

- 1) Briefly and precisely discuss any three factors that influence location of industries in the agricultural sector. (15 marks)
- 2) Developing of mid-tier value chains has some critical challenges that face chain actors/partners or stakeholders. Discuss any three of the challenges (15 marks)
- 3) Agribusinesses are dynamic and usually characterized by specific trends and impacts as of the agrifood systems that have lead to organizational and institutional changes which have positive and negative effects. Precisely discuss the positive and any negative effects. (15 mks)