



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

FIRST YEAR FIRST SEMESTER EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

AAB 101: INTRODUCTION TO AGRIBUSINESS MANAGEMENT

Date: 6th December, 2016

Time: 3.30 - 6.30pm

INSTRUCTIONS:

- Answer ALL Questions in Section A and any other TWO in Section B.
- Carefully read and follow the instructions contained in the answer booklets

Section A (Compulsory)

1. a) Exhaustively define the term agribusiness as currently used in the contemporary society. (5 Marks)
- b) Agribusiness is a source of livelihood and business to both the farming and non-farming communities. Justify. (5 Marks)
- c) Distinguish between peasantry farming and commercial scale farming. (4 Marks)
- d) Agricultural Cooperative societies have plaid and continue to play a significant role in the development of the agribusiness sector in Kenya. Discuss giving example. (10 Marks)
- e) State and explain the roles of Nairobi stock exchange in Kenya. (10 marks)
- f) Seasonality management is key for agribusiness activities at all times of the year. Discuss at least three ways adopted by agribusiness players in managing seasonality. (5 Marks)

SECTION B: Answer Any Two Questions

2. a) Discuss five forms of agricultural enterprises. (5 marks)
 - b) In the recent past and currently, the Government of Kenya has been in the forefront in promoting agribusiness development. Discuss five strategies adopted by the government to promote the development of the agribusiness sector. (10 Marks)
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3. Good management is critical for success of an agribusiness enterprise. Discuss the functions of management that are key for an agribusiness enterprise. (15 Marks)
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4. a) Discuss the five main peculiarities of an agricultural enterprise. (10 Marks)
 - b) Agribusiness without technology is void. Discuss. (5 Marks)
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5. a) State and explain five reasons why agribusiness experts are currently advocating for contract farming in Kenya. (5 Marks)
 - b) State and explain the roles of various government agencies in agribusiness development and promotion. (10 marks)