

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**P.O. Box 972-60200 – Meru-Kenya.**

**Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411**

**Fax: 064-30321**

**Website:** [**www.must.ac.ke**](http://www.must.ac.ke) **Email:** [**info@must.ac.ke**](mailto:info@must.ac.ke)

**University Examinations 2015/2016**

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

**AAB 3100: INTRODUCTION TO AGRIBUSINESS MANAGEMENT**

**DATE: NOVEMBER 2015 TIME: 2 HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Define the term agribusiness management (2 Marks)
2. Is management an art or a science? (5 Marks)
3. Write brief notes explaining why it is important for an organization to have clear objectives.

(6 Marks)

1. Give six agribusiness opportunities (3 Marks)
2. What are the objectives of agribusiness? (4 Marks)
3. A manager has to give a proper consideration to the important requisites for successful business management. Discuss them. (10 Marks)

**QUESTION TWO (20 MARKS)**

1. With use of relevant examples, describe various types of industries according to their nature.

(6 Marks)

1. State seven roles of a manager which makes him produce the desired results in an enterprise.

(7 Marks)

1. Identify the challenges facing agribusiness today (7 Marks)

**QUESTION THREE (20 MARKS)**

Management operates through five basic functions. Discuss them. (20 Marks)

**QUESTION FOUR (20 MARKS)**

Identify various approaches to decision making. Highlight the advantages and disadvantages of these approaches. (20 Marks)