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**University Examinations 2014/2015**

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS

**AAB 3100: INTRODUCTION TO AGRIBUSINESS MANAGEMENT**

 **DATE: JULY 2015 TIME: 2 HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Discuss any five pre-requisites for successful management (10 Marks)
2. Distinguish between management roles and management functions (10 Marks)
3. Identify five characteristics of good objectives (5 Marks)
4. Give five agribusiness opportunities (5 Marks)

**QUESTION TWO (20 MARKS)**

Discuss the functions of an agribusiness manager (20 Marks)

**QUESTION THREE (20 MARKS)**

1. Describe the 7-step decision making approach (15 Marks)
2. Management is based on various elements. State and explain the elements (5 Marks)

**QUESTION FOUR (20 MARKS)**

Michael Porter identified five forces of competition which prevail in the market. Discuss them and give the strategies to counter them. (20 Marks)