

W1-2-60-1-6

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2020/2021**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT AND ENTERPRISE DEVELOPMENT**

**AME 2102: INTRODUCTION TO AGRIBUSINESS MANAGEMENT**

**DATE: MAY 2021 TIME: 2HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

1. Define the following terms:
2. Agribusiness management as defined by Davis and Goldberg. (1 mark)
3. Agricultural projects. (1 mark)
4. Outline the distinct characteristics of Agricultural Projects. (5 marks)
5. Discuss the distinct characteristics of management. (4 marks)
6. What are the impacts of a large Agricultural Corporation/Company on the biological and physical components of the environment? (4 marks)
7. Using an appropriate diagram, explain the key steps in product development. (6 marks)
8. Mr. Wainaina wants to start a cooperative society to support farmers, discuss the challenges that Mr. Wainaina may face in the operation of a cooperative. (5 marks)
9. Discuss the major factors that may cause an agri-business unit to fail. (4 marks)

**QUESTION TWO**

1. Briefly discuss the functions of management in agribusiness. (9 marks)
2. Identify and discuss the organizational development techniques. (6 marks)
3. Mrs. Muthoni wants to start an Agribusiness Unit, briefly discuss the factors she will have to consider when choosing the type of business to run. (5 marks)

**QUESTION THREE**

1. State and briefly discuss the major functions of a market. (10 marks)
2. What are the managerial problems and constraints that Agro-Business/Industries face?

(10 marks)

**QUESTION FOUR**

1. Briefly discuss the planning process. (6 marks)
2. Failure to plan is planning to fail. Discuss this statement in relation to the importance of planning. (4 marks)
3. What are the challenges to effective planning? (10 marks)