

**W1-2-60-1-6**

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2021/2022**

YEAR 4 SEMESTER 2 EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN HORTICULTURE AND LANDSCAPE TECHNOLOGY

**AHL 2409: GREEN HOUSE AND NURSERY BUSINESS MANAGEMENT**

**DATE: DECEMBER 2021 TIME: 2 HOURS**

**INSTRUCTIONS: Answer Question One and Any Other TWO Questions**

**QUESTION ONE (30 MARKS)**

1. How would you identify a viable green house and nursery venture **(3 marks)**
2. List any tools and documents that are required in the management of consumables in both greenhouse and nursery business **(3 marks)**
3. Giving relevant examples, illustrate how the choice of business products (plants) influence the management of greenhouse and nursery business **(3 marks)**
4. List down the components of a business plan **(3 marks)**
5. What risks and uncertainties would you anticipate in greenhouse and nursery business ventures; what strategies would you put in place to mitigate against losses **(3 marks)**
6. How do personal characteristics influence success of greenhouse and nursery management

**(3 marks)**

1. Why is it important to conduct a market research before venturing into nursery and greenhouse business **(3 marks)**
2. List key greenhouse/nursery activities and how each would be managed **(3 marks)**
3. Why is it important to understand the rules and regulations governing nursery and green house ventures **(3 marks)**
4. Why is budgeting vital in green house and nursery business management **(3 marks)**

**QUESTION TWO (20 MARKS)**

Discuss the Business concepts involved in Greenhouse and Nursery business management

**QUESTION THREE (20 MARKS)**

1. List and explain any five documents/tools that are used in the management of costs/revenue in both the nursery and greenhouse business ventures  **(10 marks)**
2. How would you manage the human resource to optimize on output and revenue in greenhouse/nursery business venture **(10 marks)**

**QUESTION FOUR (20 MARKS)**

1. Identify a business in a nursery/greenhouse enterprise and an appropriate business plant for the venture **(10 marks)**
2. Discuss main challenges encountered in the management of greenhouse and nursery business ventures in Kenya **(10 marks)**