



# MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

**KBT 107: INTRODUCTION TO AGRIBUSINESS**

DATE: 27/9/2019

TIME: 8.30-10.30AM

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## **INSTRUCTIONS:**

Answer question ONE and any TWO other questions

### **QUESTIONS ONE**

- Using relevant diagram and examples, describe the agribusiness environment (10 Marks)
- Describe FIVE reasons why agri-food systems are increasingly demanding greater coordination between players at every level of agricultural supply chain (10 marks)
- Explain five ways you could advice your county government on measures to unlock the potential of agribusiness performance in Kenya (10 marks)

### **QUESTION TWO (20 MARKS)**

- Explain the three theories as applied in institutional structures of vertical coordination in agribusiness industry (5 marks)
- Explain five reasons why agribusiness enterprises may fail (10 Marks)

### **QUESTION THREE (20 MARKS)**

- Explain the importance of promoting formation of cooperation in the agricultural value chains in Kenya (10 marks)
- Explain four distinct phases of entrepreneurship process (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Describe any five characteristics of an agribusiness manager (10 marks)
- b) Explain any five challenges facing agribusiness sector and possible policy interventions to overcome these challenges (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Describe the four types of agribusinesses in Kenya (10 marks)
- b) With relevant examples, explain four food safety standards that act as hidden policies in international markets (8 marks)