



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF AGRICULTURE, ENVIRONMENT AND HEALTH SCIENCES

DEPARTMENT OF AGRICULTURAL SCIENCES

FIRST YEAR SPECIAL / SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRICULTURAL EDUCATION AND EXTENSION

BACHELOR OF EDUCATION (SCIENCE)

BACHELOR OF EDUCATION (SPECIAL NEEDS)

AGB 102:AGRI-ENTERPRISE AND ENTREPRENEURSHIP MANAGEMENT

DATE: 29/8/2022

TIME: 2.00-4.00 PM

INSTRUCTIONS:

Answer question ONE and any other TWO questions.

- a) Explain five traits of a successful entrepreneur in agribusiness (5 marks)
- b) Explain five approaches that can support capacity-building for agri-entrepreneurs to advance product development in Kenya (5 marks)
- c) Applying relevant tools, explain how you will conduct an external analysis of a business (5 marks)
- d) Explain five main stages involved in the entrepreneurial process (5 marks)
- e) Explain five reasons why you will advise an entrepreneur to brand a product (5 marks)
- f) Explain five causes for high business failure in Kenya (5 marks)

QUESTION TWO (20 MARKS)

- a) Describe five external sources of funds, highlighting their advantages and disadvantages (10 marks)
- b) With necessary diagrams and examples, define and describe the product life cycle (10 marks)

QUESTION THREE (20 MARKS)

- a) Describe five different strategies to brand an agricultural product (10 marks)
- b) Describe five reasons for encouraging the growth of small and medium-sized agribusinesses in Kenya (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain the main elements of a business plan, using appropriate illustrations (10 marks)
- b) Agri-enterprise development faces various risks that an entrepreneur must manage.
 - i. Explain five categories of risks that face agri-enterprise development in Kenya (5 marks)
 - ii. Describe appropriate risk management strategies for each of the risks listed in b(i) above (5 marks)

QUESTION FIVE (20 MARKS)

- a) Describe five aspects of entrepreneurial orientation, highlighting how each aspect help agribusiness entrepreneurs improve the performance of their business (10 marks)
- b) Explain the four elements of the marketing mix, highlighting marketing strategies that entrepreneurs could adopt for each (10 marks)