



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF AGRICULTURE AND NATURAL RESOURCES MANAGEMENT

DEPARTMENT OF AGRIBUSINESS MANAGEMENT

THIRD YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF
EDUCATION

SPECIAL EXAMINATION

KBT 312: AGRIENTERPRISE DEVELOPMENT AND DEVELOPMENT

Date: 30/8/2017

Time: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer question one and two other questions

SECTION A: 30 MARKS

QUESTION ONE (COMPULSORY) (30 MARKS)

- (a) Define the following:
- (i) agrienterprise (2 marks)
 - (ii) life timers (2 marks)
 - (iii) Prospect theory (2 marks)
 - (iv) Fabian entrepreneur (2 marks)
 - (v) Brainstorming (2 marks)
- (b) Describe 5 characteristics of an enterprise within agriculture (5 marks)

- (c) Describe three functions that a Fabian entrepreneur may have to perform in his daily operations. (6 marks)
- (d) Differentiate between the following terms as used in entrepreneurship:
- (i) Sequential models and non-sequential models (2 marks)
 - (ii) Manager and entrepreneur (2 marks)
- (e) Describe five linkages that an agribusiness can exploit in accessing pig market in Nairobi. (5 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTION (40 MARKS)

QUESTION TWO (20 MARKS)

- (a) Outline five benefits that could arise from the presence of the agribusiness incubation center in an area producing Coconuts. (10 marks)
- (b) Describe five functions within the Ministry of Agriculture that allows for the development of agribusiness enterprises. (5 marks)
- (c) You are approached by Ali Noor the owner to write up a business plan for his small business. Describe any five contents within a business plan. (10 marks)

QUESTION FOUR (20 MARKS)

- (a) Describe four important questions that guide an entrepreneur in setting up a control and evaluating system. (8 marks)
- (b) As an entrepreneur in a small-scale agribusiness describe three forecasting techniques that would be applicable to your business. (6 marks)
- (c) Mary is an entrepreneur in agribusiness in Machakos. As an agribusiness officer, you are required to explain to her the three questions in establishing control and evaluation. (6 marks)

QUESTION FIVE (20 MARKS)

- (a) An entrepreneur in Kenya has approached you for advice on opening a small scale business in Kenya. Describe the process that he will be required to follow in registering his small business in Kenya. (10 marks)
- (b) There is a potential for small scale business to develop into large scale business. However, most small scale businesses face managerial challenges. Describe five managerial challenges that are faced by small scale agricultural enterprises in Kenya. (10 marks)