



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)

University Examinations 2015/2016

SCHOOL OF AGRICULTURE AND NATURAL RESOURCES MANAGEMENT

DEPARTMENT OF AGRIBUSINESS MANAGEMENT

SECOND SEMESTER EXAMINATION FOR DEGREE IN BACHELOR OF SCIENCE
IN AGRIBUSINESS MANAGEMENT

BBA 102: PRINCIPLES OF MANAGEMENT

DATE:

TIME:

INSTRUCTIONS:

Answer ALL questions in section A and ANY TWO questions in section B

SECTION A: 30 MARKS (COMPULSORY)

QUESTION ONE

- a) Define the following terms
- i) Management (1 mark)
 - ii) Corporate social responsibility (1 mark)
 - iii) Effectiveness (1 mark)
 - iv) Efficiency (1 mark)
- b) Differentiate between a functional manager and a general manager. (2 marks)
- c) State four activities organizations can engage in as part of their corporate social responsibility. (4 marks)
- d) Describe three corporate objectives that can be pursued by an agribusiness manager. (6 marks)
- e) Discuss three types of skills a production manager in a horticultural firm should have. (6 marks)
- f) Describe four types of synergy that managers can pursue in their organizations. (8 marks)

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

QUESTION TWO

- a) “Businesses should stick to producing marketable goods and services and leave social responsibility to other institutions”. How far do you agree with this statement? (10 marks)
- b) Discuss five strategies modern managers can apply to ensure high productivity in their firms using the “Scientific management” theory. (10 marks)

QUESTION THREE

- a) Define “innovation lag” (2 marks)
- b) Discuss five strategies you can use to reduce innovation lags in a private agricultural research firm. (10 marks)
- c) “Successful managers are interchangeable among organizations of differing purpose”. Discuss this statement, giving examples. (8 marks)

QUESTION FOUR

- a) Describe the steps involved in strategic management. (10 marks)
- b) Outline five measures you can take to improve ethical culture in the organization that is experiencing serious ethical challenges. (10 marks)

QUESTION FIVE

- a) Describe four types of environment that affect organizational management. (12 marks)
- b) You are the manager of a dairy firm. Recently, one of your popular yoghurt brands lost 50% of its market share and the company’s board of directors has tasked you with reclaiming the brand’s position in the market within two years. Outline the steps you would take in this assignment. (8 marks)