



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

MASTER OF SCIENCE (AGRIBUSINESS MANAGEMENT)

AGB 811: ENTREPRENEURSHIP AND AGRI- ENTERPRISE DEVELOPMENT

DATE:18/12/2019

TIME: 9.00-12.00 PM

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

QUESTION ONE (30 MARKS)

Mohammad Aziz had to make a decision. He knew this sort of opportunity might not happen again. He reflected on the growing pressure throughout the province to find additional means to generate income as contracts offered by various government and non-government organizations began to dry up in Afghanistan. His own situation is particularly tenuous because of his near-term objective to expand his fledgling construction firm, Global Rock Construction Company, in order to accommodate the addition of his oldest son, Popal. Mohammad thought back to his younger days when he and his siblings would follow their father to the grange (livestock market) on the hill in Qalat on top which rested a castle said to be built and used by Alexander the Great. His father, then a local butcher, would visit the grange several times a week to purchase sheep and an occasional cow. Mohammed would help his father slaughter livestock on a flattened area of the hillside just adjacent to the grange. This traditional location for slaughter by Qalat's butchers remains today, although an increasing number have begun butchering their livestock closer to their homes or shops due to pressure from the Afghan National Army, which occupies the castle on top of the hill, and some more powerful local residents. Mohammad had to admit that open-air slaughtering on the hillside has a number of undesirable health, sanitation, and aesthetic impacts. But, like most municipalities in Afghanistan, Qalat lacks an operating slaughter facility. Further, there are no restrictions on animal slaughter and few, if any, incentives for butchers to change standard slaughtering techniques and locations.

Required

- a) Muhammad had to make important business decision. Advise on the factors to consider when evaluating the business opportunities in the environment (6 marks)
- b) Running and managing a business venture is a process analyze the steps to follow when starting and growing the new business for Muhammed. (10 marks)
- c) Analyze the regulations affecting operations in the livestock industry in Kenya. (6 marks)
- d) Advise Muhammed on the importance of competitive competition. (8 marks)

QUESTION TWO (15 MARKS)

Managing business growth is a process.

- a) Discuss the importance of business growth management (5 marks)
- b) Analyze the steps of business growth stating the challenges and solutions in each step (10 marks)

QUESTION THREE (15 MARKS)

Business planning is a requirement is running a business. Assume you are the manager of a specific enterprise, prepare a business plan addressing the following: (15 marks)

- a) Business Description
- b) Marketing plan
- c) Organization plan
- d) Operational plan
- e) Financial Plan

QUESTION FOUR (15 MARKS)

- a) Community development is a major agri-business activity in all parts of the economy, advise a community leader on the importance of entrepreneurship development. (7 marks)
- b) Discuss the five challenges facing agri-business SME's and the solutions to the challenges (8 marks)

QUESTION FIVE (20 MARKS)

- a) Innovation and creativity is a continuous process in agri-business. Discuss the importance of innovation in agri-business sector and types of innovation. (8 marks)
- b) Discuss the importance of networking in enterprise development (7 marks)