MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

BACHELOR OF EDUCATION (SCIENCE)

AGB 101/ KBT 107: INTRODUCTION TO AGRIBUSINESS MANAGEMENT

DATE: 13/12/2017 **TIME: 11:00 – 1:00 PM**

INSTRUCTIONS:

Answer question ONE and any other TWO questions

QUESTIONS ONE (30 MARKS)

a) Explain the theory of strategic management as applied in institutional structure of vertical coordination in agribusiness industry (4 marks)

b) Describe five interdependence sub-systems of the agribusiness sector in Kenya (5 marks)

c) Describe five drivers of moving from conventional agriculture to farming as a business (5 marks)

d) Explain five measures that the county government could adopt in order to improve the performance of Agribusiness Sector at the county and sub-county levels (5 marks)

e) Differentiate between informal and formal value chains, citing relevant examples from Kenyan Agribusiness sector (6 marks)

QUESTION TWO (20 MARKS)

a) Describe five qualities of a good agribusiness manager (10 marks)

b) Explain five institutional arrangements that help small-scale farmers to access modern value chains (10 marks)

QUESTION THREE (20 MARKS)

a) Explain any five forms of agribusiness enterprises, giving relevant examples in Kenya. (10 marks)

b) Agribusiness in Kenya as well as in Africa is facing numerous challenges. Explain five strategic measures that could enhance competitive and inclusive growth of agribusiness industry in Kenya (10 marks)

QUESTION FOUR (20 MARKS)

a) Describe five key roles of stakeholders in the implementation of agribusiness strategies in Kenya. (10 marks)

b) The majority of the world poor lives in rural areas and relies on agriculture for their livelihoods. As an agribusiness advisor explain five ways of enhancing agro-enterprise development in rural areas in Kenya (10 marks)

QUESTION FIVE (20 MARKS)

a) Explain five food safety standards that have been put into place to counter food safety issues in Kenya and globe. (10 marks)

b) As an agribusiness expert, advise an entrepreneur who wishes to invest in agribusiness on five requirements of starting a successful agribusiness venture (10 marks)