



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)

University Examinations 2015/2016

SCHOOL OF AGRICULTURE AND NATURAL RESOURCES MANAGEMENT

DEPARTMENT OF AGRICULTURAL EDUCATION AND EXTENSION

**FIRST SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE IN
AGRIBUSINESS MANAGEMENT**

KTB 312: AGRI-ENTERPRISE DEVELOPMENT

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) Agri enterprise (2 marks)
 - ii) Agricultural policy (2 marks)
 - iii) Ancillary unit (2 marks)
 - iv) Cash rental services (2 marks)
 - v) Market orientation (2 marks)
- b) Explain the five characteristics of Agri-enterprises (5 marks)
- c) Describe five tasks in Agri enterprise marketing (5 marks)
- d) Outline five assumptions in managerial accounting (5 marks)
- e) Explain five reasons why an Agri-enterprise requires a business plan. (5 marks)

SECTION B: 40 MARKS: ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO

- (a) Describe five qualities of a good manager in the context of Agri-enterprises. (10 marks)
- (b) Outline five steps involved in the rational decision making process in Agri enterprises.
(10 marks)

QUESTION THREE

- (a) Explain five sources of financing Agri enterprises in Kenya. (5 marks)
- (b) Describe five areas of priority in financing of Agri enterprises in Kenya. (15 marks)

QUESTION FOUR

- (a) Outline the characteristics of an entrepreneur in an agri enterprise. (10 marks)
- (b) Discuss the role of small business in the economic development of Kenya. (10 marks)

QUESTION FIVE

- (a) Discuss five challenges facing Agri enterprise development in Kenya. (10 marks)
- (b) Describe five constituents of working capital. (10 marks)