



MACHAKOS UNIVERSITY

University Examinations for 2024/2025 Academic Year

SCHOOL OF AGRICULTURE, ENVIRONMENT AND HEALTH SCIENCES

DEPARTMENT OF AGRICULTURAL SCIENCES

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR
BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT AND TRADE**

AGB 101: INTRODUCTION TO AGRIBUSINESS

DATE:

TIME:

INSTRUCTIONS: Answer Question ONE (Compulsory) and any other TWO questions

QUESTION ONE (30 MARKS)

- a) Describe six distinctive features of agribusiness requiring unique management skills (6 marks)
- b) Explain six principles of management and their application in agribusiness (6 marks)
- c) Describe three levels of management hierarchy in agribusiness (6 marks)
- d) Describe three types of organization planning and corresponding skills (6 marks)
- e) Describe the three-part system of agribusiness, using relevant examples (6 marks)

QUESTION TWO (20 MARKS)

- a) Discuss five reasons why farmers are encouraged to form agricultural cooperatives, providing relevant examples from Kenya (10 marks)
- b) Describe the five key functions of effective supply chain management (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain four components of the marketing mix, along with their corresponding marketing strategies (10 marks)
- b) Discuss five methods for assessing capital investment decisions in agribusiness (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe five forms of agribusiness, highlighting their advantages (10 marks)
- b) Describe five steps involved in developing the agricultural value chain (10 marks)

QUESTION FIVE (20 MARKS)

- a) Identify and explain five challenges facing the development of agribusiness sector in Kenya (10 marks)
- b) Discuss five types of upgrading that could help agribusiness firms seize opportunities in the sector (10 marks)