

**SPECIFY TYPE OF  
EXAMINATION**

**FIRST ATTEMPT**   
**FIRST RESIT**   
**SECOND RESIT**   
**RE-TAKE**



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL AGRICULTURAL AND FOOD SCIENCES**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF AGRIBUSINESS MANAGEMENT**

**YEAR 1 SEMESTER 1 ACADEMIC YEAR 2021/2022**

**SAFS CAMPUS**

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**COURSE CODE: AEB 1101**

**COURSE TITLE: INTRODUCTION TO AGRIBUSINESS MANAGEMENT**

**DATE:**

**TIME:**

**TIME: 2 HOURS**

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**Instructions:**

- 1. Answer ALL questions in Section A and B and ANY other TWO questions in Section C**
- 2. Tick the most correct alternative in Section A**
- 3. Answers to Questions in Section B and C must be written in the spaces provided on the question paper.**
- 4. Candidates must ensure they submit their work by clicking “finish and submit attempt” button at the end.**



Registration No.....



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**SECTION A: 20 Marks (Each question carries 2 mark)**

NB: These are multiple choice questions with four choices, A, B, C, and D and the candidate is supposed to tick the correct answer.

**Q1.** Several definitions of the term “agribusiness” exist in the literature:

Q1 a) Agriculture is the mainstay of Kenya’s economy:

- A. It is based mostly on Import products                      B. It is practised only in Central part of the County    C. The sector also accounts for 65 per cent of Kenya’s total exports    D. It is a mostly undertaken as an Income generating activity in the Country

Q1 b) Agri-business generates potential employment opportunities.

- A. The concept is not new and is as old as humanity  
B. It adds value to products and thereby increases the net profits  
C. Agribusiness concerns the consumption patterns of the population  
D. In the Developing countries it is widely adopted and is must by Female farmers

Q1 c) Important non-traditional economic impacts of local agriculture are created through:

- A. Recreation, Sports, Swimming, and Football  
B. Wildlife viewing, Bird Watch, Flaming migration, and Wild Beast



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C. Fisheries, Salmon fishing, Nile Pertch invasion, and Hunting

D. Tourism, Wildlife viewing, Fisheries, Hunting, and Recreation

Q1d) Agriculture is the foundation of civilization: A. Domestication of plants and animals for agricultural purposes allowed

humans to settle in villages  B. The origin of all Agriculture is in Africa  C. Agriculture as a subject matter relates to

Livestock and Insects species  D. Sedentary Agriculture was started by the Year 19090

Q1e) Agriculture is one of the largest industries in many Counties.

A. It is only followed by Horticulture  B. The agriculture industry generates large cash receipts within most Counties

and provides many jobs  C. I finances all the County Budgets passed by the Speaker  D. Rainfed Agriculture is only practised Africa and South America

Q1 f) In a historic perspective explain Agribusiness as a concept:

A. Is One (1) decade old and was stated in India by Merchants

B. Agribusiness as a concept was first coined at Harvard University in 1957

C. Is quite scientific and have been endorsed by mostly female farmers in developing countries

D. Will be quite expensive for resource poor farmers and needs technology

Q1g) In Kenya, growth of the national economy is highly correlated to growth and development in agriculture

A. The sector is only suppressed by the Manufacturing component

B. The level of productivity in the sector has since increased beyond expectations



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C. Communal Farming is the most dominant in comparison to other components

D. This growth was spurred by expansion because there was ample land and better use of technology

Q1 h) Agro-industry therefore, refers to:

- A. Agricultural inputs  
B. Industrial Revolution  
C. The establishment of linkages between enterprises and supply chains  
D. The production stage in the Agricultural sector

Q1i). The agricultural sector comprises six subsectors including:

- A. Industrial crops, Horticulture, and Livestock
- B. fisheries and forestry, and Trees
- C. Food crops, Industrial crops, and Maize
- D. Forestry, Horticulture, and African Indigenous Vegetables

j) Current view of Agriculture has evolved into agribusiness and:

- A. It deals with plant animal consumption  
B. Mostly concerns the supply and delivery of farm inputs  
C. It is essential for the survival of the children and the elderly  
D. has become a vast and complex system that reaches for beyond the farm

**SECTION B: 30 Marks**

The candidate is supposed to attempt all questions in this section. Answers to questions in this section must be written in the spaces provided. Answers must be precise and concise.



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**Q2.** The basic objective of human resource management is to contribute to the reallocation of the organizational goals

a) Identify and describe any four (4) specific objectives of Human Resource Management **(8 Marks).**s

b) Discuss the four (4) main activities associated with Human Resource Management as a process **(8 Marks).**

c) Briefly explain Human Resource Management as:

i) a People Centered concept, and

ii) a Continuous process **(4 Marks).**

d) Identify and briefly explain any five (5) Principles of Management **(10 Marks).**

### **SECTION C: 20 Marks**

These are long answer questions.

There are a total of three (3) questions, each carrying ten (10) marks. A candidate is supposed to answer any two (2) questions.

**Q3.** Describe Bureaucratic management theory and briefly explain any four (4) Characteristics of Bureaucratic Management **(10 Marks).**

**Q4.** Use your knowledge of the Agricultural Commodity Value Chain Analysis (VCA) to illustrate a VCA Mapping of a chosen commodity clearly

**Q5.** Select a Segment of the VCA and demonstrate how to employ a Constrains Analysis Matrix with 3 most likely Constraints in the VCA Segment **(10 Marks).**