JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

UNIVERSITY EXAMINATIONS 2012/2013

1ST YEAR 1ST SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF SCIENCE (AGRIBUSINESS MANAGEMENT)

(REGULAR)

COURSE CODE: AAE 3112

COURSE TITLE: INTRODUCTION TO AGRIBUSINESS

DATE: 1/5/2013 **TIME: 9.00-11.00AM**

DURATION: 2 HOURS

INSTRUCTIONS:

1. This paper contains SIX questions
2. Answer ALL the Three Questions in Section A
3. Answer ANY TWO out of Three Questions in Section B
4. Write all answers in the booklet provided

SECTION A: ANSWER ALL 3 QUESTIONS (Total Points = 40)

Q1.   a) Define the term "Agribusiness" (5 points).
        b) Briefly outline the five strategic priorities of Kenya's National Agribusiness
        Strategy (10 points)

Q2.   a) Define what is meant by a Government-owned business (5 points).
        b) Briefly discuss the major reasons for government involvement in business
        activities (5 points)

Q3.   a) What is the distinction between accounting and record keeping? (5 points)
        b) What are accounting statements? (5 points)
        c) Briefly explain the three commonly used accounting statements (5 points)

SECTION B: ANSWER ANY 2 OF THE THREE QUESTIONS (Total Points = 30)

Q4.   a) What is management? (5 points)
        b) Of what importance is the knowledge of management principles, theories
        and concepts to a manager? (10 points)

Q5.   What is the role of price in the marketing process? (15 points)

Q6.   a) A sister borrows Ksh 4,000,000 to buy a house. Interest on the loan is at
        15% per annum over a 15 year period. At the end of the 15 years, she will
        have to pay a total of Ksh 10,261,000. Your brother says this is terribly unfair.
        What is your comment to your brother's remark? (8 points)
        b) A Cash Budget is one of the most important tools of financial management
        and control. Define a cash budget, and say what it shows (7 points).

END