



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

SCHOOL OF AGRICULTURAL AND FOOD SCIENCES

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT
2017/2018 ACADEMIC YEAR**

REGULAR

COURSE CODE: AAE 3112:

COURSE TITLE: INTRODUCTION TO AGRIBUSINESS MANAGEMENT

EXAM VENUE:

STREAM: BSc. AGRIBUSINESS MANAGEMENT

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer ALL questions in section A and ANY other 2 Questions in section B**
- 2. Candidates are advised not to write on question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

SECTION A [30MARKS]

Answer ALL questions from this Section.

- Q1.(a) Name and briefly explain the main functions of Management [4marks]
- (b) (i) Enumerate some strategies that our leaders apply while in leadership [4marks]
- (ii) Identify the main parts in agribusiness as explained by Goldfield [3marks]
- (c) (i) Outline the roles of the executive as argued by Mintzberg [3marks]
- (ii) Explain the importance of SWOT analysis in running businesses [3marks]
- (d) Explain some FOUR opportunities for agribusiness in Kenya today [4marks]
- (e) (i) What are some of the major decisions a manager is faced with? [5marks]
- (ii) Differentiate between controlling and leading [4marks]

SECTION B [40 MARKS]

Answer ANY TWO questions from this Section.

- Q2. (a) Significance of a business venture depends very much on its ability to borrow capital or to lend out her resources for maximum productivity and profitability. Discuss putting emphasis on the present value, future value and Interest rates [10 marks]
- (b) Outline the key challenges facing agribusiness sector in Kenya today [10marks]
- Q3. (a) Leaders world over have been seen to apply different ways to circumvent the different challenges they face while in office, Explain these strategies [10marks]
- (b) In Neoclassical approach to organization design; The Hawthorne Studies reflects a lot of relevance to today's organizations. Discuss [10marks]
- Q4. (a) Outline the importance of agricultural marketing to an economy [10marks]
- (b) Identify and explain chronologically the steps in planning as a function of management. 10marks]

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COURSE CODE: AAE: AAE 3112:

COURSE TITLE: AGRIBUSINESS MANAGEMENT (42 Hours)

AAE 3112: Introduction to Agribusiness Management

Lecturer: TOM OBADOH

Contact: Cell phone 0722 284 297 – 0735 886 588

Course Purpose

To enable students to be exposed to various situations (both real and hypothetical), through “case studies”, and which will allow them to gain knowledge and skills that set them apart from the basic sciences of agriculture and the broad scope of management.

Course description:

Concepts of agribusiness and management; Theories of management, functions of management; structure & scope of Kenya’s agribusiness industry; Importance of Agribusiness to Kenya’s economic development; Challenges to agribusiness growth in Kenya; Production and operations systems in Agribusiness management; Marketing in the agribusiness sector, Managing human resource in Agribusiness; Financial management in Agribusiness.

COURSE OUTLINE

Week	Topic/Subject	Expected Learning Outcome	Activities
Lecture 1&2	Introduction and review of the concepts of; (a)agriculture, (b)agribusiness and management (c)Functions and Theories of management	(a)Knowledge on the differences in these three concepts and expectations from the field of agribusiness (b) Theories of management	<ul style="list-style-type: none"> • Class discussion • brainstorming out examples
Lecture 3	1)structure & scope of Kenya's agribusiness industry; 2).Importance of Agribusiness to Kenya's economic development; 3).Challenges to agribusiness growth in Kenya	What are the critical parameters and drivers of Kenyan agribusiness sector?	<ul style="list-style-type: none"> • Citing out participants of agribusiness Kenya today
4	1.Role of agribusiness in Kenya's economy 2.Challenges facing agribusiness in Kenya	To identify the critical role [socio-economic environmental and political] played by the agribusiness sector in the economy.	<ul style="list-style-type: none"> • Class discussion and examples
5&6	a) Importance of Agribusiness to Kenya's economic development; Challenges to agribusiness growth in Kenya; b) CAT1	-Impacts of agribusiness in the Kenyan economy (positive and Negative)	<ul style="list-style-type: none"> • Class discussion • Working out examples
7&8	a) Production and operations systems in Agribusiness management; (b)Marketing in the agribusiness sector	a) the concept and applications of production and operations b) Marketing as the main driver to agribusiness in Kenyan situation; challenges and opportunities.	<ul style="list-style-type: none"> • Class discussion,Case studies • Working out examples
9&10	a)Managing human resource in Agribusiness b)CAT 2	-Principles, and concepts of HRM in agribusiness -Importance of HRM in agribusiness	<ul style="list-style-type: none"> • Class discussion • Working out examples

11&12	a) Financial management in Agribusiness	Importance and main concepts of financial management in agribusiness undertaking	<ul style="list-style-type: none"> • Class discussion • Working out examples
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Mode of Course Delivery

1. Lecture will introduce material on the formal aspects of the unit. Notes will be given to students through E-learning and note taking during lectures.
2. Group discussions will be used to work out problems during lectures and practical sessions.
3. Class assignments and take aways

Course Evaluation

<u>Type</u>	<u>Weight (%)</u>
Examination	70
CATs & Assignments	30

Course Texts; References

1. Jamandre, W.E lectures. AB 740 – Advanced Marketing. SY 2003-2004.
2. Drucker, P. F. 1974. *Management: Tasks, Responsibilities, Practices*. New York: Harper & Row.
3. Nyoro J.K, Maria Wanjala and Tom Awour, 2001, Increasing Kenya’s Agricultural Competitiveness: Farm Level Issues. In print