



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: LAB 1

STREAM: BSc. AGRIBUSINESS MANAGEMENT

DATE: 13/12/17

EXAM SESSION: 9.00 – 11.00 AM

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) State and briefly explain the main functions of Management [4marks]
- (b) (i) Enumerate any FOUR (4) strategies and explain how leaders apply them while in leadership [4marks]
- (ii) Identify the main parts in agribusiness as explained by Goldfield [3marks]
- (c)(i) Describe the roles of the executive as argued by Mintzberg [3marks]
- (ii) Explain the importance of SWOT analysis in running businesses [3marks]
- (d) Explain FOUR (4) opportunities for agribusiness in Kenya today [4marks]
- (e)(i) Discuss any FIVE (5) managerial decisions a manager is faced with? [5marks]
- (ii) Differentiate between controlling and leading roles of a manager. [4marks]

SECTION B:

[40marks]

Answer Any TWO questions from this section

- Q2. (a) Planning is a function of management and involves some chronological steps. Identify and explain each step [10marks]
- (b) Discuss any FIVE (5) 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) 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, future and Interest [10 marks]
- (b) Describe the importance of agricultural marketing to an economy [10marks]