



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

**SCHOOL OF AGRICULTURAL AND FOOD SCIENCES**

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

**3<sup>RD</sup> YEAR 2<sup>ND</sup> SEMESTER 2016/2017 ACADEMIC YEAR**

**REGULAR**

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**COURSE CODE: AFB 3325**

**COURSE TITLE: ENTREPRENEURSHIP IN FOOD DISTRIBUTION**

**EXAM VENUE:**

**STREAM: BSc. FOOD SECURITY**

**DATE:**

**EXAM SESSION**

**TIME: 2 HOURS**

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**Instructions**

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

**SECTION A [30 MRKS]**

**Answer ALL questions from this Section**

1. Define the following terms as used in entrepreneurship.
  - a. Entrepreneurship (2 Marks)
  - b. Uncertainty (2 Marks)
  - c. Risks (2 Marks)
2. a. Explain Two conditions which must exist for entrepreneurship to flourish (2 Marks)  
b. Describe three types of uncertainty in entrepreneurship. (3 Marks)
3. a. State four elements and characteristics of entrepreneurship (4 Marks)  
b. Define the term food distribution. (3 Marks)
4. Differentiate between the following terms
  - a. Franchisors and Franchisees (3 Marks)
  - b. Entrepreneur and Entrapreneur. (3 Marks)
5. Explain
  - a. Explain the (Six) '6 Ps' of marketing mix. (3 Marks)
  - b. Explain difference between food restaurant and food grocery (3 Marks)

**SECTION B [40 MARKS]**

**Answer ANY TWO questions from this Section.**

6.
  - a. Define the term business opportunity as used in entrepreneurship. (2 Marks)
  - b. State and Explain seven sources of how a person who wants to start a food distribution business can identify business opportunity. (14 Marks)
  - c. Quality is part of the entrepreneur's strategy; State and Explain four approaches to aspects of quality in entrepreneurship. (4 Marks)

7.

- a. Define the term franchise (3 Marks)
- b. Compare and contrast an entrepreneurs and franchisees. (7 Marks)
- a. State and discuss ten Franchisee Requirements for success in food distribution business (10 Marks)

8.

- a. Define the term marketing. (2 Marks)
- b. State and describe four approaches to organized marketing. (8Marks)
- c. Knowledge of the current global trends in food consumption is important in helping identify market opportunities, discuss four characteristics of the current global food consumption trends. (10 Marks)