

**SPECIFY TYPE OF
EXAMINATION**

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

**FISRT YEAR FIRST SEMSTER UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
AGRIBUSINESS MANAGEMENT
ACADEMIC YEAR 2022/2023**

REGULAR

COURSE CODE: AEB 1101

COURSE TITLE: INTRODUCTION TO AGRIBUSINESS MANAGEMENT STREAM: BSC. AGRIBUSINESS MANAGEMENT

DATE:

TIME:

TIME: 2 HOURS

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.**



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- 4. Candidates must ensure they submit their work by clicking “finish and submit attempt” button at the end.**



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SECTION A: 20 Marks (Each question carries 1 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. Typically an Agricultural Commodity Value Chain has the following segments:

- A. Consumption, Market, Production, and Farm Gate
- B. Production, Marketing, Input Supply, and Traders
- C. Input Supply, Production, Market, and Consumption
- D. Marketing, Producers, Suppliers, and Brokers

Q2. Several definitions of the term “agribusiness” exist in the literature: 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

Q3. Examples of the main Actors at the Production segment of an Agricultural commodity value chain would include:



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- A. Individual Farmers, Farmer Cooperatives, Youth Groups, and Women Groups B. Traders, Brokers, Whole Sellers, and Vendors C. Farm Managers, Nursery Managers, Distributors, and Manufacturers D. AgroVets, Stockiests, Manufacturers, and Distributors

Q4 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

- Q5. The role of Service Providers in an Agricultural Value Chain is to: A. Market the Agricultural Commodity B. Assess the profitability of the Commodity C. Provide sustainable market channels D. Provide Buck stopping Expertise and Efficiency in the Commodity Value Chain

Q6. 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

- Q7. The Constrains Analysis Matrix in an Agricultural Commodity Value Chain: A. Is a tool for Consumer protection in the Value Chain B. Identifies the most important constrains, causes, effects, interventions, and opportunities in a value chain C. Analyzes the most valuable intervention portfolios in a value chain D. Is a problem solving tree for increased productivity



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Q8. 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

Q9. An Agricultural Commodity Value Chain Mapping refers to: A. Demographic characteristics of the Agricultural Commodity B. The Geographic features of an Agricultural Commodity C. Transport Corridors that a Commodity follows from the Farm to the Consumer D. The actual identification of the Movers and Shakers at the various segments of the Value Chain

Q10. 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. It finances all the County Budgets passed by the Speaker D. Rainfed Agriculture is only practised in Africa and South America

Q11. Domestication of an Agricultural Value Chain implies: A. Identification and naming of actual Actors across a Commodity Value Chain segments and the attendant Service Providers B. Quantity of an Agricultural Commodity reserved for Domestic consumption C. The amount of an Agricultural Commodity imported for Domestic consumption by a Country D. The computed Balance of trade of Exports against Imports in the Country

Q12 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



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Q13. 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
- 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

Q14 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

Q15. 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



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Q16. 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
- C. Fisheries, Salmon fishing, Nile Pertch invasion, and Hunting
- D. Tourism, Wildlife viewing, Fisheries, Hunting, and Recreation

Q17. The aim of an Agricultural Commodity Value Chain Analysis is to: A. Evaluate profitable markets for the identified Agricultural Commodity B. Unlock the potential of various Actors and sustainable efficiency throughout the value chain C. Provide steady supply of Farm Inputs in good time to Producers D. Protect Consumers from unscrupulous Traders and Producer/Market Brokers

18. The leading Foreign Exchange Earners in the Kenyan Economy include: A. Meat, Computer, Vehicles, and Oil B. Sugar, Wheat, Rice, and Maize C. Horticultural Produce, Tea, Coffee and Tourism D. Experts, , Nurses, Lawyers, and Teachers

19. The motive of Farming as a Business is to: A. Maximize profit from Agriculture based Enterprises B. Take care of the Family subsistence by increased production C. Carry out Market intelligence before producing D. Establish Input Suppliers closer to Producers of Agricultural commodities

20. Agriprenurship connotes: A. Agricultural productivity in selected Agricultural Enterprises B. Small scale Farming activities with ordinal Market sales to the Framer C. Commercial arrangements in the Agricultural Sector that target



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reduction in Consumer prices

Agricultural sector

D. transforming an idea or vision into a new business or venture creation in the

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.

Q2. Presently the agricultural sector in Kenya to date has been largely ‘supply driven’, i.e. it has focused on production and getting the product to market

Q2 a) Identify and briefly describe the four (4) Action points that need to be put in place to realize the strategic priority of making agricultural and agribusiness sector more market-oriented **(8 Marks)**

Q2 b) Discuss any four (4) important questions to consider in addressing the main challenges associated with enabling producers to understand and stay well informed about markets, and to add value to their products to meet market needs **(8 Marks)**

Q2 c) Describe five (5) Strategies considered in addressing the challenges of putting markets at the centre of all production, processing, product development and packaging **(10 Marks)**



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Q2 d) Distinguish the different Markets that should be factored into Agricultural Sector business plans, because they vary hugely **(4 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. The basic objective of human resource management is to contribute to the reallocation of the organizational goals

a) Identify and describe any three (3) specific objectives of Human Resource Management **(3 Marks).**

b) Discuss any two (2) main activities associated with Human Resource Management as a process **(2 Marks).**

d) Describe five (5) Principles of Management **(5 Marks).**

Q4. Use your knowledge of the Agricultural Commodity Value Chain Analysis (VCA) to illustrate a VCA Mapping of a chosen commodity clearly displaying the 3 distinct structural levels **(10 Marks).**

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).**

CONSTRAINT	CAUSE	EFFECT	INTERVENTION	OPPORTUNITIES
1.				
2.				
3.				



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OKAY