

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF BACHELOR  
OF AGRIBUSINESS MANAGEMENT

AGBM 111: INTRODUCTION TO AGRIBUSINESS MANAGEMENT

STREAMS: AGBM

TIME: 2 HOURS

DAY/DATE: MONDAY 09/12/2019

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS: Answer question ONE (Compulsory) and any other THREE questions

QUESTION ONE (25 MARKS)

- (i) Explain four responsibilities undertaken by managers in agribusiness management

marks]

[6

- (ii) Discuss giving example in each case seven unique characteristic of agricultural commodities that make them differ from manufactured goods

[10 marks]

- (iii) Outline nine functions of marketing in agribusiness

[9 marks]

QUESTION TWO (15 MARKS)

- (i) A typical selection process involves various steps, explain these steps

[8 marks]

- (ii) Distinguish between training and development

[2 marks]

- (iii) Give five reasons why recruiting process may not always be simple

[5 marks]

QUESTION THREE (15 MARKS)

- (i) The study of consumer behaviour is important in marketing because before companies can sell effectively to someone, they must understand customer motivation and reasons

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for purchasing a product or service in the first place. In light of this statement discuss the consumer decision making process. Give example in each step [10 marks]

- (ii) Discuss five objectives of setting price strategies [5 marks]

### QUESTION FOUR (15 MARKS)

- (i) Explain any six factors that may affect the business environment operations [10 marks]

- (ii) All management including human resource management begins with planning. Explain five steps involved in the human resource planning process [5 marks]

### QUESTION FIVE

- (i) A performance appraisal is an evaluation in which the performance level of employees is measured against established standards to make decisions about promotion, compensation, additional training or firing. In light of this statement discuss the steps involved in performance appraisals [9 marks]

- (ii) Explain the following types of securities as used in financial markets [6 marks]

- (a) Mutual funds
  - (b) Bonds
  - (c) Preferred stocks
  - (d) Common stocks
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