

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN ANIMAL HEALTH**

**AGBM 0111: INTRODUCTION TO AGRIBUSINESS MANAGEMENT**

**STREAMS: DIP. IN ANIMAL HEALTH Y1S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 12/04/2018**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

- **Answer all questions in section A and any other 3 in section B**

**SECTION A**

**QUESTION ONE**

- (a) Define the following terms
- |                              |           |
|------------------------------|-----------|
| (i) Agribusiness             | (2 marks) |
| (ii) Technical skills        | (2 marks) |
| (iii) Human skills           | (2 marks) |
| (iv) Conceptual skills       | (2 marks) |
| (v) Marketing management     | (1 mark)  |
| (vi) Supply chain management | (1 mark)  |
- (b) Briefly discuss how food and agribusiness market is unique from other markets. (4 marks)
- (c) Outline the steps in planning. (3 marks)
- (d) Modern Business is dynamic and characterized by diversification in today's business. Explain. (3 marks)
- (e) Business environment consists of both economic environment and non-economic environment. Discuss (5 marks)

**SECTION B**

**QUESTION ONE**

- (a) Define marketing and explain its functions. (10 marks)
- (b) Modern management theories emphasize that there are too many variables that influences the span of management. Explain this concept. (5 marks)

**QUESTION TWO**

- (a) Explain the merits and demerits of sole proprietorship as a form of legal business ownership. (5 marks)
- (b) What are the factors to be considered in the consumer decision making process? (5 marks)
- (c) Outline the business ethical guidelines. (2 marks)
- (d) Briefly explain the legal types of business ownership. (3 marks)

**QUESTION THREE**

- (a) Explain the fundamental functions of management. (10 marks)
- (b) Outline the favourable arguments and unfavourable arguments for profit maximization. (5 marks)

**QUESTION FOUR**

- (a) Discuss the scope of financial management. (10 marks)
  - (b) Briefly explain the types of economic utility. (3 marks)
  - (c) Environmental analysis process consists of four sequential steps. Outline the steps involved. (2 marks)
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