

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
AGRIBUSINESS MANAGEMENT**

AGBM 111: INTRODUCTION TO AGRIBUSINESS MANAGEMENT

STREAMS: AGBM, AGECE

TIME: 2 HOURS

DAY/DATE: THURSDAY 19/12/2024

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

Answer QUESTION ONE and any other THREE Questions.

QUESTION ONE (COMPULSORY 25 MARKS)

- a) Discuss the 5 forces and how they influence the management of agribusiness enterprises in Kenya (10marks)
- b) Explain five importance of planning in agribusiness management (10 marks)
Explain the meaning of the following terms:
 - a) Staffing
 - b) Agribusiness management
 - c) Marketing mix
 - d) Organizing
 - e) Franchising (5marks)

QUESTION TWO (15 MARKS)

- a) Give five importance of financial management in agribusiness firms (5marks)
- b) Describe the control function applicable to the management of agribusiness enterprises. (10marks)

QUESTION THREE (15 MARKS)

- a) Describe the phases of the marketing management cycle (7marks)
- b) Explain the four forms of business ownership (8 marks)

QUESTION FOUR (15 MARKS)

- a) Discuss the roles of an agribusiness manager (10 marks)
- b) Discuss the facilitating functions of marketing (5marks)

QUESTION FIVE (15 MARKS)

- a) Differentiate between agricultural products and products from the manufacturing and service industries. (5 marks)
 - b) Discuss five relevance of agribusiness management to the national economy (10 marks)
-