CHUKA UNIVERSITY

UNIVERSITY EXAMINATIONS

RESITS/SPECIAL EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

AGBM 111: INTRODUCTION TO AGRIBUSINESS MANAGEMENT

STREAMS: BSc. AGRI ECONOMICS (Y1S1), AGRIBUSINESS MANAGEMENT (Y1S1)

TIME: 2 HOURS

DAY/DATE: TUESDAY 29/8/2023 8.30 A.M. – 10.30 A.M.

INSTRUCTION: Answer question **One** and any other **Three** questions

Question One

i. Explain four responsibilities undertaken by managers in agribusiness management. (6 marks)

ii. Discuss giving an example in each case seven unique characteristic of agricultural commodities that make them differ from manufactured goods. (10 marks)

iii. Explain nine functions of marketing in agribusiness. (9 marks)

Question Two

i. A typical selection process involves various steps, explain these steps. (8 marks)

ii. Distinguish between training and development. (2 marks)

iii. Give Reasons why recruiting process may not always be simple. (5 marks)

Question Three

i. The study of consumer behavior is important in marketing because before companies can sell effectively to someone, they must understand customer motivation and reasons for purchasing a product or service in the first place. In light of this statement discuss the consumer decision making process. (give an example in each case) (10 marks)

ii. What are the objectives of setting price strategies (5 marks)

Question Four

i. Discuss the six factors that affect the business environment showing how each of them affect business 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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