

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN ANIMAL HEALTH AND PRODUCTION

AGBM 0111: INTRODUCTION TO AGRI BUSINESS MANAGEMENT

STREAMS: DIP (ANHE) Y1S2

TIME: 2 HOURS

DAY/DATE: FRIDAY 12/4/2024

11.30 A.M. – 1.30 P.M.

**Instructions: Answer all the questions in Section A and any THREE in Section B.
: Do not write on the question paper**

SECTION A: ALL QUESTIONS ARE COMPULSORY

QUESTION ONE (25 MARKS)

- (a) Define Agribusiness management. (3 marks)
- (b) Explain five importance of agriculture to national development. (5 marks)
- (c) Explain four responsibilities undertaken by managers in agribusiness management. (8 marks)
- (d) A typical selection process involves various steps. Explain these steps. (9 marks)

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO (15 MARKS)

- (a) Explain any five factors that may affect the business environment operations.(10 marks)
- (b) Explain the organization process in agribusiness management. (5 marks)

QUESTION THREE (15 MARKS)

- (a) Explain decision making process steps you undertook to make a decision on your own. (10 marks)
- (b) Explain three types of working capital that help in the running of the business. (5 marks)

QUESTION FOUR (15 MARKS)

- (a) Explain five techniques used to help managers control the activities in agribusiness organizations. (10 marks)
- (b) Discuss the five elements in external business environment in agribusiness. (5 marks)

QUESTION FIVE (15 MARKS)

- (a) Discuss two legal forms of agribusiness organization giving the advantages and disadvantages. (10 marks)
 - (b) Discuss five distinguishing features between formal and informal organizations. (5 marks)
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