



*(Knowledge for Development)*

**KIBABII UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**2020/2021 ACADEMIC YEAR**

**FOURTH YEAR 2ND SEMESTER**  
**MAIN EXAMINATIONS**

**FOR THE DEGREE OF BACHELOR OF SCIENCE AGRICULTURE**  
**ECONOMICS AND RESOURCE MANAGEMENT**

**COURSE CODE: IAE 492**

**COURSE TITLE: AGRIBUSINESS MANAGEMENT**

**DATE: 22<sup>ND</sup> JULY 2021**

**TIME: 9AM – 11 AM**

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**INSTRUCTIONS TO CANDIDATES**

Answer Question ONE and any other TWO Questions.

TIME: 2 Hours

This paper consists of 2 printed pages. Please Turn Over



KIBU observes ZERO tolerance to examination cheating

- Q1.(a)Name and briefly explain the main functions of Management **[4marks]**
- (b) (i)Enumerate strategies that our leaders apply while in leadership **[4marks]**
- (ii)Identify the main parts in agribusiness as explained by Goldfield **[3marks]**
- (c)(i)Outline the roles of the executive as argued by Mintzberg **[3marks]**
- (ii)Explain the importance of SWOT analysis in running businesses **[3marks]**
- (d) Explain some FOUR opportunities for agribusiness in Kenya today **[4marks]**
- (e)(i)What are some of the major decisions a manager is faced with? **[5marks]**
- (ii)Differentiate between controlling and leading **[4marks]**

Q2. (a) Significance of a business venture depends very much on its ability to borrow capital or to lend out her resources for maximum productivity and profitability. Discuss putting emphasis on the present value, future value and Interest rates **[10 marks]**

(b)Outline the key challenges facing agribusiness sector in Kenya today **[10marks]**

Q3. (a) Leaders world over have been seen to apply different ways to circumvent the different challenges they face while in office, Explain these strategies **[10marks]**

(b) In Neoclassical approach to organization design; The Hawthorne Studies reflects a lot of relevance to today's organizations. Discuss **[10marks]**

Q4. (a) Outline the importance of agricultural marketing to an economy **[10marks]**

(b) Identify and explain chronologically the steps in planning as a function of management. **10marks]**