



(Knowledge for Development)

KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS
2021 / 2022 ACADEMIC YEAR

FOURTH YEAR 1ST SEMESTER
SUPPLEMENTARY / SPECIAL EXAMINATION

**FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURAL
ECONOMICS & RESOURCE MANAGEMENT**

COURSE CODE: AEC 412

COURSE TITLE: AGRIPRENUERSHIP

DATE: 17TH NOVEMBER 2022

TIME: 8 – 10 AM

INSTRUCTIONS TO CANDIDATES

Answer Question 1 and any other two (2) Questions.

TIME: 2 Hours

This paper consists of 2 printed pages. Please Turn Over



KIBU observes ZERO tolerance to examination cheating

Q1.

a) Write short notes on the following concepts as used in marketing

- i) Sources of business opportunities (8 marks)
- ii) Steps involved in market research (6marks)
- iii) Methods used to decide on investment ventures (6 marks)
- iv) Characteristics of successful entrepreneurs (4 marks)
- v) Business idea screening (6 marks)

Q2.

Discuss the factors that influence agri-preneurship in Kenya

(20 marks)

Q3.

Explain the components of a good business plan

(20 marks)

Q4.

Discuss the legal forms of business organizations in Kenya

(20 marks)

Q5.

Explain the stages involved in development of a new product

(20 marks)