



UNIVERSITY OF EMBU

2016/2017 ACADEMIC YEAR

FIRST SEMESTER EXAMINATION

FIRST YEAR EXAMINATION FOR THE DEGREES OF BACHELOR OF SCIENCE IN
AGRIBUSINESS AND MANAGEMENT

AEB 103: INTRODUCTION TO MANAGEMENT AND AGRIBUSINESS

DATE: DECEMBER 1, 2016

TIME: 2:00-4:00PM

INSTRUCTIONS:

Answer Question ONE and ANY other TWO Questions

QUESTION ONE (30 MARKS)

- a) Outline four objectives of agribusiness (4 marks).
- b) State five ways of managing human resource in agribusiness (4 marks).
- c) Discuss the following principles of management as fronted by Fayol (6 marks)
 - i. Authority and responsibility
 - ii. Equity
- d) Outline the steps involved while starting an agribusiness enterprise (5 marks)
- e) Explain the relevance of 'agricultural value chains' in agribusiness (5 marks)
- f) Describe production systems in agribusiness management (6 marks)

QUESTION TWO (20 MARKS)

- a) Explain the significance of planning in agribusiness management (8 marks)
- b) Describe the planning steps involved in agribusiness management (12 marks)

QUESTION THREE (20 MARKS)

- a) Describe the salient features of Max Webber bureaucratic theory of organization and management (12 Marks)
- b) Explain the advantages of the bureaucratic model of management (12 Marks)

QUESTION FOUR (20 MARKS)

- a) Identify the main players in the agribusiness sector in Kenya and their contribution to economic development (12 marks)
- b) Discuss how the agribusiness sector can be mainstreamed to fast-track the realization of vision 2030 (8 marks)

QUESTION FIVE (20 MARKS)

- a) Describe four mitigation strategies applied by agribusiness (8 marks)
- b) Discuss four effective financial management strategies applicable in agribusiness (12 marks)

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