

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2022/2023 ACADEMIC YEAR

FIRST YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF AGRI-BUSINESS MANAGEMENT

**AGBM 122: INTRODUCTION TO AGRI-BUSINESS
MANAGEMENT**

STREAM: AGBM Y1

TIME: 2 HRS

DAY: FRIDAY [14.30-16.30 P.M.]

DATE: 14/04/2023

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

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INSTRUCTIONS

Answer question one and any other two questions

QUESTION ONE: (30 marks)

- a) The future of agriculture and food is at threat because of the global trends and challenges. How have the emerging shocks and challenges disrupted the agricultural food systems? Be elaborate. **(10 Marks)**
- b) It has been argued that there is no best way to manage a firm and that management theory and principles are the same for any type of business enterprise However, food and agribusiness markets differ from other markets influencing the management practice for agribusiness managers. Elaborate **(10marks)**
- c) What are the important contributions and weaknesses of scientific approach to management? **(10 marks)**

QUESTION TWO: (20 marks)

- a) What are three significant trends facing food retailers in Kenya? How have these impacted the food retailing industry? **(10 marks)**
- b) Today's agribusiness environment has become very competitive and complex. Discuss some of the dynamics that are transforming agri-food into a dynamic and complex arena **(10 marks)**

QUESTION THREE: (20 marks)

- a) Many firms that are involved in the food sector have successfully integrated forward or backward in the food system. Using an illustration, discuss some of the goals that have been achieved with the strategies. **(10 Marks)**
- b) Explain how the following principles are applicable in today's management.
 - i) Stability of tenure
 - ii) Scalar chain
 - iii) Decentralization
 - iv) Efficiency and effectiveness **(10 Marks)**



QUESTION FOUR: (20 marks)

- a) Identify and discuss the direct impact of government policies and interventions on the management and performance of agribusiness firms. **(10 marks)**
- b) List and explain the four functions of agribusiness management. **(10 Marks)**

QUESTION FIVE: (20 marks)

- a) Discuss Maslow's needs hierarchy and how an agribusiness manager can utilize this theory in managing workers **(5 Marks)**
- b) Outline the major inputs used by the production agriculture sector and key trends in input use. **(10 Marks)**
- c) Using relevant examples explain the differences between the formal and informal organizational structure of an agribusiness. **(5 Marks)**

