

LAIKIPIA



UNIVERSITY

# UNIVERSITY EXAMINATIONS

1<sup>ST</sup> SEMESTER 2023/2024 ACADEMIC YEAR

FOURTH YEAR EXAMINATION FOR THE DEGREE  
OF BACHELOR OF AGRICULTURAL EDUCATION

**AGBM 430: AGRI-BUSINESS MANAGEMENT I**

***STREAM:***

***TIME: 2 HRS***

***DAY: FRIDAY [8.30-10.30 A.M]***

***DATE: 15/12/2023***

**THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**



**INSTRUCTIONS**

**Answer question one and any other two questions**

**QUESTION ONE: (30 marks)**

- a) Agribusiness is a complex system with very many predominantly sub-systems that support the farm system. Analyze the major sub-systems along the agri-food value chain. **(10 marks)**
- b) Select an agribusiness that you believe would be successful. Answer the following questions.
- i) The product or service selected and whether there is a market for the product
  - ii) The resources needed to get started
  - iii) The skills or tasks needed to manage the business in order to succeed **(12 Marks)**
- c) Do you think that agribusiness is a necessary component of any economic system? Why or why not? **(8 Marks)**

**QUESTION TWO: (20 marks)**

- a) In business, there are effective ways for risk management. In order to avoid both production and marketing risks effective control measures must be put in place. Discuss the control measures that producers, processors and marketers of dairy products should establish in the agribusiness system? **(10 Marks)**
- b) Outline three significant trends facing food retailers. How have these impacted the food retailing industry. **(10 Marks)**

**QUESTION THREE: (20 marks)**

- a) Today's consumer is increasingly sensitive and aware of the many issues related to food safety and quality. Discuss different ways of enhancing transparency along the agricultural value chain. **(10 Marks)**



- b) Assuming that you are in a management position of a horticultural firm. How will you use your understanding of the theories of motivation to improve your own performance and that of your team? **(10Marks)**

**QUESTION FOUR: (20 marks)**

- a) Distinguish between the terms supply and value chains as used in agribusiness. **(5 marks)**
- b) The move to globalization has exposed companies including agricultural companies to a number of risks. Elaborate. **(10 Marks)**
- c) Outline changes that have occurred in the agribusiness input sector since the beginning of the 20<sup>th</sup> century? **(5 Marks)**

**QUESTION FIVE: (20 marks)**

- a) Discuss some of the dominant issues that firms face while entering the agribusiness markets. **(10 marks)**
- b) Consider the purchase of a can of yoghurt at a convenience store. Describe the various stages in the value chain and the different flows involved. **(10 Marks)**