



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2012/2013
OPEN DISTANCE AND e-LEARNING
SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE (AGRIBUSINESS MANAGEMENT AND TRADE)

KBT 101: AGRIBUSINESS AND FOOD INDUSTRIES

DATE: Tuesday 9th July 2013

TIME: 4.30p.m-6.30p.m

INSTRUCTIONS: Answer question one and any other two.

QUESTION ONE

- a) Explain Kinsey's hierarchy of human food consumption. [6marks]
- b) Define the following terms as used in agribusiness;
 - i) Utility [3marks]
 - ii) Marginal utility and [3marks]
 - iii) Principle of declining marginal utility [3marks]
- c) Examine the three sides of an agribusiness. [10marks]
- d) Explain the marketing functions of agricultural marketing. [15marks]

QUESTION TWO

- a) Explain five factors that influence consumer demand for agricultural products. [10marks]
- b) Describe the business decision-making process. [5marks]

QUESTION THREE

- a) Explain five skills an agribusiness manager needs to accomplish the objective of maximizing long-run profits. [5marks]
- b) Describe any three functions of computers in agribusiness management. [6marks]
- c) Explain extrapolation as used in agribusiness management planning. [4marks]

QUESTION FOUR

Identify and explain the management functions in an agribusiness. [15marks]
