



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE
(AGRIBUSINESS MANAGEMENT AND TRADE)

KBT 803: STRATEGIC AGRIBUSINESS MANAGEMENT

DATE: Friday, 12th May, 2017

TIME: 9.00 a.m. - 12.00 p.m.

INSTRUCTIONS:

Answer question **ONE** any other **TWO**.

1.
 - a) Explain the nature of strategic decisions in agribusiness management. (5 marks)
 - b) Explain the concept of "formality" in strategic agribusiness management. (5 marks)
 - c) Explain the agency theory and its value in agribusiness management. (5 marks)
 - d) Explain the 5 principles of collaborative social initiatives. (5 marks)
 - e) Differentiate between the remote and operating environment for an agribusiness firm. (5 marks)
 - f) Briefly analyze the conditions that can lead to intense rivalry in the agribusiness sector. (5 marks)
2.
 - a) The first task of a newly employed Agribusiness Manager is to identify competitors in the industry. What variables should this manager analyze to achieve the task? (5 marks)
 - b) Analyze the criteria used in constructing competitor profiles. (10 marks)
3.
 - a) Discuss the factors Considered Constructing an Industry Attractiveness-Business Strength Matrix. (10 marks)
 - b) Identify the limitations of portfolio approach to strategic analysis and choice in multi-business companies. (5 marks)
4.
 - a) As the agribusiness firm Manager, one is expected to manage employees. Suggest five ways of empowering employees of an organization. (5 marks)
 - b) Explain five roles of Policies in implementing strategy. (10 marks)
5.
 - a) Explain when one traditional structure is more likely to be used than another. (5 marks)
 - b) Discuss five sources of power and influence available to every manager. (10 marks)