



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

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

KBT 309: AGRICULTURAL MANAGEMENT STRATEGIES AND PLANS

DATE: THURSDAY, 31ST MARCH, 2011

TIME: 11.00 A.M. - 1.00 P.M

INSTRUCTIONS: Answer Question ONE and any other TWO questions.

1. a. Wheelen and Hunger defined strategic management as a process, discuss. (4 marks)
- b. State three (3) characteristics of strategic planning (3 marks)
- c. List the stages of strategic planning in strategy formulation (4 marks)
- d. Discuss the importance of a clear mission statement in agribusiness strategy formulation. (5 marks)
- e. In relation to agribusiness, distinguish between:
 - i. Mission statement and vision statement (2 marks)
 - ii. Endgame strategy and Turnaround strategy (2 marks)
 - iii. Retrenchment strategy and Liquidation strategy (2 marks)
 - iv. Goals and action plans (2 marks)
 - v. Entrepreneurship and intrapreneurship (2 marks)
- f. Highlight the agribusiness strategy evaluation process. (5 marks)
- g. What are the features that one should possess to become a successful agribusiness entrepreneur? (5 marks)
- h. Enumerate the signs of strength in an agribusiness competitive position. (4 marks)

2.
 - a. Briefly discuss action plans, goals, programmes, procedures and budgets as they relate to agribusiness strategy implementation (10 marks)
 - b. Discuss the factors to consider when setting performance standards for agribusiness strategy evaluation and control. (5 marks)
3.
 - a. Highlight the stages involved in developing an agribusiness mission. (8 marks)
 - b. What are the basic beliefs an excellent agribusiness philosophy entails. (7 marks)
4.
 - a. Discuss the procedure of establishing objectives in an agribusiness. (6 marks)
 - b. State the characteristics of good objectives. (4 marks)
 - c. Describe the process involved in modeling an agribusiness problem. (5 marks)
