



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE

(AGRIBUSINESS MANAGEMENT AND TRADE)

KBT 309: AGRIBUSINESS MANAGEMENT STRATEGIES AND PLANS

DATE: Tuesday 27th March 2012

TIME: 2.00p.m – 4.00p.m

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

1.
 - a) Define Strategic planning (3 Marks)
 - b) Outline the characteristics of Strategic planning (3 Marks)
 - c) Highlight the importance of a clear mission statement for an agribusiness (5 Marks)
 - d) Explain the procedure for establishing objectives in agribusinesses (3 Marks)
 - e) Discuss the various levels of agribusiness strategies (6 Marks)
 - f) Differentiate between the following;
 - i) Conglomerate and Concentric diversification strategies (2 Marks)
 - ii) Divestment and Harvest strategies (2 Marks)
 - iii) Programmes and Procedures in strategy implementation (2 Marks)
 - g) Explain the concept of synergy in agribusiness strategy execution (8 Marks)
 - h) Outline the steps involved in building of strategic zero base budgets (6 Marks)
2. Define Culture and discuss its role in strategy implementation (15 Marks)
3. Evaluate the major factors considered when embarking on Global strategy as a growth strategy in agribusiness (15 Marks)
4. Discuss Action plans, Cost systems and Communication as they relate to agribusiness strategy implementation (15 Marks)