KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

KBT 407: GLOBAL AGRI-FOOD INDUSTRIES AND MARKETS

DATE: Monday 26th March, 2012 **TIME:** 11.00 a.m. – 1.00 p.m.

INSTRUCTIONS: *Answer Question One and TWO others.*

Q1. a) Define the following concepts:

- i) Precision farming/Agriculture. [2 marks]
- ii) Nano-technology [2 marks]
- iii) Fair trade [2 marks]
- iv) 'Food deserts' [2 marks]

b) Briefly discuss the structure of the emerging large scale practice of 'contract farming'. [6 marks]

c) Explain how agri-food corporate firms have been able to extend their control over farmers. [6 marks]

d) Describe the difference between conventional and alternative systems. [6 marks]

e) Examine the positive and negative impacts of rapid development of conventional food systems. [4 marks]

f) Briefly discuss the impact of the emerging tightly integrated food systems. [4 marks]

g) Briefly discuss the new agri-food marketing strategies by corporate firms. [6 marks]

Q2. i) Discuss the impact of the shift from the whole-food consumption to processed food consumption. [10 marks]

ii) Discuss the measures taken by Agri-biotech industries in responding to criticism on the negative impact of their products. [5 marks]

Q3. 'Biotechnology gives multinational food companies another chance to continue corporate domination of agriculture,' discuss. [15 marks]

Q4. Write a short essay on the emerging trends in food retailing in particular reference to Kenyan supermarkets. [15 marks]

....