KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE (GRIBUSINESS MANAGEMENT)

KBT 529: AGRIBUSINESS PLANNING AND CONTROL STRATEGY

DATE: **Tuesday 5th April 2011** **TIME:** **9.00a.m -12.00p.m**

INSTRUCTIONS:

1. Be sure your **student number and other details specified** are printed clearly on the front of all exam booklets used.
2. **Please label clearly** each of your answers in the exam booklet with the appropriate number and letter
3. **Please write legibly.**

Answer question 1 and any other three

1. This question has five Parts. Answer ALL the parts. [25marks]
   a) Identify and explain the three Es of long-run business success. [5marks]
   b) Identify, define, and explain how the four functions of management work together to make an agri-food firm successful. [5marks]
   c) Define the five barriers to consumer satisfaction, the nine marketing functions, and the four utilities of marketing. Explain how they combine to raise the level of economic efficiency in the economy. [5marks]
   d) Identify and define the four principles of effective organizational design. Describe how they relate to one another and to the success of an agribusiness. [5marks]

e) Identify the unifying theme of agribusiness management planning and control strategy and explain how it ties together the four management functions.

[5marks]

2. Agribusiness managers face three major production decisions. What to produce , how to produce, and how much to produce. [15marks]

   i) Where does a manager find the answers to these three questions?

   ii) Why are these answers important?

3. Explain how each of the four principles of organizational design helps an agribusiness accomplish its goals of maximizing long-run profits by profitably satisfying customers' needs. [15marks]

4. Identify and explain the three parts of strategic management, how they relate to each other, and how they help the firm to reach its financial goals. [15marks]

5. Assess the four characteristics of a good investment and show how each helps the firm accomplish its objective of maximizing long-term profits. [15marks]

6. Examine the three major types of budgets. How do they relate to each other?

[15marks]