



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

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

KBT 101: AGRIBUSINESS AND FOOD INDUSTRIES

DATE: Wednesday, 24th November, 2010

TIME: 8.00 a.m. – 10.00 a.m.

INSTRUCTIONS:

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

1.
 - a) What is an agribusiness system? (4 marks)
 - b) Describe the agribusiness challenge. (4 marks)
 - c) List the important requisites for success of an agribusiness. (4 marks)
 - d) Discuss industry as it relates to an agribusiness system. (4 marks)
 - e) Discuss commerce as it relates to an agribusiness system. (4 marks)
 - f) Define futures markets and highlight their functions. (4 marks)
 - g) Enumerate the marketing functions in an agribusiness marketing system. (4 marks)
 - h) Highlight the limitations of budgets in agribusiness management planning. (4 marks)
 - i) List any four factors considered when selecting a forecasting procedure. (4 marks)
 - j) Explain graphical analysis as a forecasting procedure in agribusiness management planning. (4 marks)

2. a) What skills does an agribusiness manager need to accomplish the objective of maximizing long run profits of an agribusiness?
(5 marks)
 - b) Identify and explain the major functions of management in agribusiness.
(10 marks)
3. Discuss the factors considered when selecting a business structure for an agribusiness.
(15 marks)
4. Write concise notes on the three sides of an agribusiness.
(15 marks)