



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

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

KBT 204: RURAL SOCIOLOGY

DATE: MONDAY, 28TH MARCH 2011

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

INSTRUCTIONS: Answer Question ONE and any other TWO questions.

1. a) What is modernization of agriculture? As a Senior Agribusiness Officer you are required to assess and advice the Minister of Agriculture **four** paths towards agricultural modernization in order to improve the wellbeing of the rural people.
(8 marks)
- b) What do the initials ICT stand for? Explain the importance of ICT in smallholder farming.
(5 marks)
- c) “Smallholder farmers are poor but effective”. (Schultz, 1995). Discuss.
(5 marks)
- d) Explain **four** measures you would recommend to reduce rural-urban migration as a Government advisor.
(5 marks)
- e) Human relationships influence life among the rural communities and societies. Discuss.
(5 marks)

- f) What are social institutions? Discuss **two** requisites of thriving viable social institutions that any success development program should pay attention to. (5 marks)
- g) Demonstrate your understanding by discussing the influence of four social factors on agribusiness in the rural areas.
- h) Mention the cause of social stratification, in Kenya. (5 marks)
2. a) Outline the main building blocks of society. (4 marks)
- b) Briefly explain the **two** major differences between rural and urban areas. (5 marks)
- c) State two types of social systems. Discuss the influence of the social systems you have stated on food production. (6 marks)
3. Differentiate the following while giving examples in each case
- a) Rural welfare versus economic growth (3 marks)
- b) Agricultural intensification versus extensive farming (3 marks)
- c) Forward linkage versus backward linkages (3 marks)
- d) Push factors versus pull factors (3 marks)
- e) Social stratification versus ethnicity (3 marks)
4. a) Who is a change agent? Outline the importance of change agent in agricultural development. (5 marks)
- b) Explain the cultural factors that inhibit adoption and diffusion of agricultural technologies. (5 marks)
- c) Briefly explain the process of adopting agricultural technologies by a community. (5 marks)