



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2010/2011
FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
AGRIBUSINESS MANAGEMENT AND TRADE
KBT 202: AGRIBUSINESS MARKET SURVEY

DATE: THURSDAY 25TH NOVEMBER 2010

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

INSTRUCTIONS

Answer Questions ONE and any other TWO questions.

1. a) Define the following terms as used in agribusiness market survey
 - i) Population
 - ii) Parameter
 - iii) Variable
 - iv) Sample
 - v) Secondary Data

(5 marks)
- b) Outline the contents of a good agribusiness research brief.

(5 marks)
- c) Explain the possible sources of errors and biases in personal interviews

(5 marks)
- d) Highlight the advantages that focus group interviews have over personal interviews in agribusiness marketing survey.

(5 marks)
- e) Examine the role of environmental scan in agribusiness market planning.

(5 marks)
- f) Define market audit and explain its importance in agribusiness marketing planning.

(5 marks)

- g) Management of a sales team is critical to achievement of the overall marketing objective of an agribusiness firm. Outline methods you would use to manage an agribusiness sales force.

(5 marks)

2. Explain in details each of the principal steps in agribusiness market research design.

(15 Marks)

3. 'Advertising agricultural products is a cost burden to the farmers'. Critically examine this statement.

(15 marks)

4. Discuss any four methods used in agribusiness forecasting.

(15 marks)