



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE (AGRICULTURE & ENTERPRISE DEVELOPMENT)**

KBT 314: AGRIBUSINESS MANAGEMENT ENVIRONMENTAL AND POLICY

DATE: Monday 2nd April 2012

TIME: 8.00 – 10.00 a.m.

INSTRUCTIONS

Answer Question ONE and any other TWO Questions.

Q.1) Define the following terms:

- (a) Business Internal environment. (2 marks)
- (b) Environmental scan. (2 marks)
- (c) Policies. (2 marks)
- (d) Strategy. (2 marks)
- (e) Laissez-faire. (2 marks)
- (f) Briefly discuss the concept of Economic development and Economic growth and how these are measured. (5 marks)

- (g) The style of leadership is dependent upon the prevailing circumstance; therefore leaders should exercise a range of management styles and should deploy them as appropriate. Briefly discuss Management by Walking around (MBWA) (5 marks)
- (h) Discuss key Agribusiness Policy Issues in Kenya. (10 marks)
- (i) Discuss the characteristics and features of the take-off and age of high mass-consumption stages-of-growth. (10 marks)
- Q.2) Discuss the components of External Environment of agribusiness and show how they are interrelated. (15 marks)
- Q.3) Discuss the steps in making an environmental scan. (15 marks)
- Q.4) Discuss any **three** components of an agribusiness policy inventory. (15 marks)
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