



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2009/2010

INSTITUTIONAL BASED PROGRAMME (IBP) – APRIL SESSION
EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE IN
AGRIBUSINESS MANAGEMENT
KBT 502: PROJECT MANAGEMENT

DATE: Wednesday, 1st September, 2010

TIME: 9.00 a.m. – 12.00 p.m.

INSTRUCTIONS:

Answer question **ONE** and any other **THREE**.

1.
 - a) Discuss the concept “project management” (5 marks)
 - b) Explain five characteristics of a successful project (5 marks)
 - c) Analyse any five principles of project management as stated by Bings (1994) (5 marks)
 - d) Construct five questions that would help you plan for a project (5 marks)
 - e) Analyse the basic technique in the construction of a CPM design. (5 marks)
2. Construct a four week, five events Gantt chart for an agribusiness project of your choice. (15 marks)
3.
 - a) What aspects would you consider while conducting financial analysis? (5 marks)
 - b) Draw a sketch diagram showing the relationship between market values of equity, return and risk. (5 marks)

- c) If a project costs 50,000 Kenya shillings and is expected to return 12,000 Kenya shillings annually, what would be the payback period?
(5 marks)
4. Discuss the importance of analyzing the major milestones and target dates in a project.
(15 marks)
5. Explain how you would develop a risk response strategy in a seed marketing business.
(15 marks)
6. You have been invited to an international conference on Monitoring and Evaluation of development projects, prepare a speech showing how M/E could be useful for policy makers.
(15 marks)