



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATION 2017/2018

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

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

KBT 312: AGRIENTERPRISE DEVELOPMENT

DATE: THURSDAY 21ST JUNE 2018 TIME: 4.30P.M-6.30P.M

INSTRUCTIONS:

Answer Question One and Any other TWO questions

1. a) Explain the importance of Agribusiness/Agri-enterpricse in an economy (5 marks)
- b) Identify five critical success factors in Agri-entrepreneurship .(10 marks)
- c) Explain the term “Agribusiness Incubation” and state two roles it plays in the development of agribusiness in Kenya (10 marks)
- d) Identify five major causes of failure of agribusinesses and their respective solutions (10 marks)

e) Discuss five key factors hindering the growth of agri-entrepreneurship in Kenya (5 marks)

2. Identify and explain any five roles of the private sector in supporting the development of agribusiness (15 marks)
3. Identify and discuss five creative ways of developing business ideas for agribusiness (15 marks)
4. Explain the process of conducting a feasibility study for a proposed agribusiness project (15 marks)