
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF AGRIBUSINESS MANAGEMENT

AGBM 111: INTRODUCTION TO AGRIBUSINESS

STREAMS: BSC AGRICULTURAL ECONOMICS) Y1S1, AGRIBUSINESS MANAGEMENT Y1S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 14/12/2018

11.30 A.M - 1.30 P.M.

INSTRUCTIONS

- **Answer question ONE and any other THREE QUESTIONS**
- **Do not write anything on the question paper**

QUESTION ONE

- (i) Explain the four responsibilities undertaken by agribusiness manager. [6 Marks]
- (ii) Discuss giving an example in each case, the unique seven characteristics of agricultural commodities that make them differ from manufactured goods and how they influence management operations. [10 Marks]
- (iii) Explain the seven functions of marketing in agribusiness. [9 Marks]

QUESTION TWO

- (i) Discuss five business environment factors that affect business operations. [10 Marks]
- (ii) All management including human resource management begins with planning. Explain the steps involvement in the human resource planning process. [5 Marks]

QUESTION THREE

- (i) A performance appraisal is an evaluation in which the performance level of employee is measured against established standards to make decisions about promotions, compensation, additional training or firing. In light of this statement, discuss the steps involved in performance appraisals. [9 Marks]

- (ii) Explain the following types of securities as used in financial markets. [6 Marks]
- (i) Mutual funds
 - (ii) Bonds
 - (iii) Preferred stocks
 - (iv) Common stocks

QUESTION FOUR

- (i) The study of consumer behavior is important in marketing before companies can sell effectively to someone, they must understand customer motivation and reason for purchasing a product or service in the first place. In light of this statement discuss the consumer decision making process. (give an example in each case) [10 Marks]
- (ii) Explain five objectives of setting price strategies. [5 Marks]

QUESTION FIVE

- (i) Discuss the steps involved in selection process. [8 Marks]
- (ii) Distinguish between training and development. [2 Marks]
- (iii) Explain why recruiting process may not always be simple. [5 Marks]
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