

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF AGRICULTURAL ECONOMICS

AGBM 111: INTRODUCTION TO AGRIBUSINESS MANAGEMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 4/12/2017

2.30 P.M- 4.30 P.M

INSTRUCTIONS:

- **Answer question one and any other three questions**

1. Showing the responsibilities undertaken by managers in agricultural sector explain your understanding of agribusiness management. [6marks]

(ii) Discuss giving an example in each case the unique characteristics of agricultural commodities that make them different from manufactured goods and how they influence management operations. [10marks]

(iii) Explain the functions of marketing in agribusiness. [9marks]
2. (i) Discuss the various factors that affect the business environment showing how each of them affect business operations. [20marks]

(ii) All management including human resource management begins with planning . Explain the steps involved in the human resource planning process. [5marks]
3. (i) The study of consumer behavior is important in marketing because before companies can sell effectively to someone, they must understand customer motivation and reasons 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) [10marks]

(ii) What are the objectives of setting price strategies. [5marks]

4. (i) Atypical selection process involves various steps, explain these steps. [8marks]
- (ii) Distinguish between training and development. [2marks]
- (iii) Give reasons why recruitment process may not always be simple. [5marks]
5. (i) A performance appraisal is an evaluation in which the performance level of employees is measured against established standards to make decision about promotion, compensation, additional training or firing. In light of this statement discuss the steps involved in performance appraisals. [9marks]
- (ii) Explain the following types of securities as used in financial markets. [6marks]
- (a) Mutual funds
 - (b) Bonds
 - (c) Preferred stocks
 - (d) Common stocks
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