

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF SCIENCE IN AGRICULTURAL ECONOMICS**

AGBM 431: AGRIBUSINESS MANAGEMENT II

STREAMS: BSC (AGEC)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/4/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

QUESTION ONE

- (i) In a perfect world managers would have all the information necessary for making decisions. However some things are unknowable, thus some decisions will fail to solve the problem or obtain the desired outcome. In light of this statement discuss the four positions on the scale upon which managers make decisions depending on the availability of information. [13 marks]
- (ii) Discuss decision making models, showing the assumptions under which they are based and how managers choose the appropriate model to use from time to time. [12 marks]

QUESTION TWO

- (i) Discuss the sequence of decision making process and give examples for each case. [10 marks]
- (ii) Discuss the advantages and disadvantage of group decision making. [5 marks]

QUESTION THREE

- (i) Assume that you are a manager in an agro-based organization discuss giving appropriate examples the various ways that you would use to improve decision making effectiveness. [10 marks]
- (ii) Explain why food corporate governance has assumed great importance in recent years. [5 marks]

QUESTION FOUR

- (i) Explain the various levels of strategy in an organization. [7 marks]
- (ii) Discuss the strategic management process. [8 marks]

QUESTION FIVE

- (i) Explain what is a decision and categories under which management decisions fall. [5 marks]
- (ii) Discuss types of forecasting that managers frequently use in decision making. [10 marks]

