



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya.

Tel: +254 (0)799529958, +254 (0)799529959, +254 (0)712524293

Website: www.must.ac.ke Email: info@must.ac.ke

University Examinations 2024/2025

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE IN AGRIBUSINESS MANAGEMENT.

AAB 3100: INTRODUCTION TO AGRIBUSINESS MANAGEMENT

DATE: JANUARY 2025

TIME: 2 HOURS

INSTRUCTIONS:

1. Answer Question ONE, and any other TWO
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QUESTION ONE (30 MARKS)

- a) Define agribusiness and give two examples of how it differs from subsistence farming. (5 Marks)
- b) Explain five ways in which agribusiness contribute to global food security (5 Marks).
- c) Describe agribusiness sectors (5 Marks)
- d) Outline five functions of agribusiness manager (5 Marks)
- e) Describe five requirements for a successful agro-enterprise (10 Marks)

QUESTION TWO (20 MARKS)

- a) Describe five challenges facing agribusiness development and propose solutions to overcome these challenges. (10 Marks)
- b) Discuss the key competitive forces that agribusinesses need to consider (10 Marks)



QUESTION THREE (20 MARKS)

- a) Discuss the role of agribusiness in the economic development of a country, using examples from different sectors of agribusiness (10 Marks)
- b) Explain the key skills needed by agribusiness manager (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the process of planning in agribusiness management. What are the key steps involved in setting goals and making strategic decisions (15 Marks)
- b) Describe the importance of conducting competitor analysis in agribusiness (5 Marks)

