



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION AUGUST -2018

EXAMINATION FOR THE DIPLOMA IN AGRIBUSINESS MANAGEMENT
(YR I SEM I)

UNIT CODE: DAFS 1101

UNIT TITLE: INTRODUCTION TO AGRIBUSINESS

DATE: 20TH AUGUST, 2018

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) What is Agribusiness? (2 marks)
- (b) With examples, define
- (i) Consumer goods (2 Marks)
- (ii) Producer goods (2 Marks)
- (c) Outline and describe the three sectors of agribusiness. (6 Marks)
- (d) Describe the concepts of monopoly, oligopoly, monopolist competition, and perfect competition. (8 marks)
- (e) Explain FIVE challenges to agribusiness growth in Kenya. (10 Marks)

QUESTION TWO

- (a) Define the terms 'industry' and Commerce' (4 Marks)
- (b) With examples, describe the THREE types of industries. (6 Marks)
- (c) Outline FOUR potential contributions that Kenya's agricultural sector is capable of making to the country's development. (10 Marks)

QUESTION THREE

- (a) What is management? (2 Marks)
- (b) State and explain FIVE operative functions of a human resource manager. (10 Marks)
- (c) Outline the FOUR popular theories of management and their usefulness in current management strategies. (8 Marks)

QUESTION FOUR

- (a) Explain the FOUR legal forms of business. (16 Marks)
- (b) Why are so many small firms sole proprietorships? (4 Marks)

QUESTION FIVE

- (a) What is leadership? (2 Marks)
- (b) State and explain the THREE leadership styles (16 Marks)
- (c) Which leadership style would you recommend for an agribusiness? Support your answer. (2 Marks)