



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS

**MASTER OF SCIENCE IN AGRICULTURAL
ECONOMICS AND RESOURCE MANAGEMENT**

COURSE CODE: ARE 8103

COURSE TITLE: AGRIBUSINESS MANAGEMENT

DATE: 29/1/ 2024

TIME: 0830 – 1130 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

QUESTION ONE

Discuss the product life cycle model as a tool of agribusiness management, clearly stating how the model is used by the key actors and elaborate stages involved focusing your discussion on smallholder farmers' business in developing economies. **(20 Marks)**

QUESTION TWO

In starting and financing agribusiness enterprise, it is critical to conduct competitor analysis. In light of this statement, discuss the concept of competitor analysis and its application on small and micro agribusinesses in Kenya. **(20 marks)**

QUESTION THREE

a). Discuss the importance of strategic management in influencing agribusiness in the changing environments particularly meeting food and life style demands for global citizens in developing economies. **(10 marks)**

b). Explain the role of strategic direction and leadership in development of agribusiness. **(10 marks)**

QUESTION FOUR

A Master of Science student in Agricultural Economics and Resource Management conducted a study on Small and Micro Agribusiness in Narok Town. He found out that sustaining small and micro agribusiness in the dynamic environment require strong governance structure and regular research to remain in business. Based on his findings, explain

a) The role of governance and strategy in agribusiness. **(10 marks)**

b) The importance of regular internal environment analysis. **(10marks)**

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