

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS 2013/2014 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

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

**COURSE CODE: ARE 431**

**COURSE TITLE: AGRIBUSINESS MANAGEMENT**

**DATE: 23RD APRIL, 2014 TIME: 9.00AM – 12.00PM**

**INSTRUCTIONS TO CANDIDATES**

Question **ONE** is compulsory

Answer any other **THREE**  questions

***This paper consists of 2 printed pages. Please turn over.***

1. a) i) Differentiate agribusiness from agriculture (**4mks)**

 ii) Evaluate the three-part system in agribusiness  **(6mks)**

 b) i) Discuss the characteristics of an effective manager (**4mks)**

 ii) Examine the six steps in decision making process  **(6mks)**

 c) Discuss the role of technology on the evolution of agribusiness operations         today.  **(5mks)**

2. Examine the three main forms of agribusiness legal structures **(15mks)**

3. Discuss the four functions of management. **(15mks)**

4. Discuss the following agribusiness evaluation methods:

i) Payback **(3mks)**

ii) Net present value **(3mks)**

iii)Benefit/cost ratio **(3mks)**

iv) Internal rate of return **(3mks)**

v) Accounting rate of return **(3mks)**

5. Discuss the motivational environment factors in an agribusiness project . **(15mks)**

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