



# MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS  
BACHELOR OF SCIENCE IN AGRICULTURAL  
ECONOMICS AND RESOURCE  
MANAGEMENT**

**COURSE CODE: ARE 431  
COURSE TITLE: AGRICULTURAL BUSINESS  
MANAGEMENT**

**DATE: 24<sup>TH</sup> APRIL 2019  
HRS**

**TIME: 1430 -1630**

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## **INSTRUCTIONS TO CANDIDATES**

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

*This paper consists of **TWO** printed pages. Please turn*

*over.*

### **QUESTION ONE**

- a) Explain the aspects of production/marketing efficiency as described by Bain.  
**(7 Marks)**
- b) Discuss the distinctive features of agribusiness production.  
**(6 Marks)**
- c) Explain the functions of management in agricultural business.  
**(7 Marks)**
- d) Outline the steps required for an effective control system.  
**(5 Marks)**

### **QUESTION TWO**

- a) Discuss the issues that are part of a total system in production management in agriculture.  
**(9 Marks)**
- b) Describe the qualities affecting managerial effectiveness.  
**(6 Marks)**

### **QUESTION THREE**

- a) With the help of examples, discuss the process of analysis, synthesis, extraction and fabrication.  
**(10 Marks)**
- b) Explain the fundamental reasons for transformation in agribusiness.  
**(5 Marks)**

### **QUESTION FOUR**

- a) Explain the factors that affect the production system in agribusiness.  
**(6 Marks)**

- b)** Discuss the six production facilities that are highly significant in an advanced society like Kenya.  
**(9 Marks)**

### **QUESTION FIVE**

- a)** Distinguish between horizontal integration and vertical integration in marketing interface.  
**(5 Marks)**

- b)** Production and marketing functions in agribusiness are inseparable. Using the stages in production/marketing chain, justify the statement.

**(10 Marks)**

**//END**