

UGANDA MARTYRS



UNIVERSITY

**NGETTA CAMPUS
FACULTY OF AGRICULTURE**

**BACHELOR OF AGRICULTURAL ECONOMICS AND AGRIBUSINESS
MANAGEMENT**

MKT 3105: STRATEGIC MANAGEMENT IN AGRIBUSINESS

FINAL ASSESSMENT

ACADEMIC YEAR 2023/2024 SEMESTER ONE

BAEM III

DATE: 12TH/DEC/2023

TIME ALLOWED: 3 HOURS (9:00am-12:00pm)

INSTRUCTIONS:

- *Attempt any four questions of choice*
 - *All questions carry equal marks*
 - *Start every question on a new page*
 - *Do not write anything on the question paper*
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Qn.1 a) What is Agribusiness (3 marks)?

b) Explain the benefits of Agribusiness (10 marks)

c) Discuss the common types of Agribusiness (12 marks)

Qn.2 Explain the various sectors that Agribusiness deals in giving examples of what is provided by each sector (25 marks)

Qn.3 Discuss the various steps involved in decision making (25 marks)

Qn.4 Examine the following stages of technology Adopters

- I. Innovators (5 marks)
- II. Early Adopters (5 marks)

- III. Early Majority (5 marks)
- IV. Late Majority (5 marks)
- V. Laggard (5 marks)

Qn.5 a) What is innovation (4 marks)?

b) Suggest the importance of innovation (6 marks)

c) Explain the various ways of improving cost management strategies (15 marks)

Qn.6 a) What do you understand by the term risk in Agriculture giving relevant examples (3 marks)

b) Explain different sources of risks in farming (10 marks)

c) What are the measures that farmers use to overcome control risks (12 marks?)

Qn.7 a) Explain the characteristics of traditional Agriculture (10 marks)

b) Suggest the challenges faced by traditional farmers (10 marks)

c) What are the limitations in traditional agriculture system (5 marks?)

Qn.8 a) How does Agriculture transform to Agribusiness (7 marks)

b) Suggest the factors driving the Agriculture to Agribusiness transformation (6 marks)

c) What are the advantages of agribusiness over traditional Agriculture (12 marks)

THE END