

UGANDA MARTYRS



UNIVERSITY

**NGETTA CAMPUS  
FACULTY OF AGRICULTURE**

**BACHELOR OF AGRICULTURAL ECONOMICS AND AGRIBUSINESS  
MANAGEMENT**

**ECO 3101 EXAM STRATEGIC PLANNING AND MANAGEMENT**

**FINAL ASSESSMENT**

**ACADEMIC YEAR 2023/2024 SEMESTER ONE**

**BAEM III**

**DATE: 13<sup>TH</sup>/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 meant by strategic management (5 marks)?

b) Explain the strategic management for farm business (10 marks)

c) Describe the strategic management process (10 marks)

**Qn.2** a) Suggest the barriers to entry in to the farm business (10 marks)

b) What are the major factors that lead to the rivalry in business (15 marks)?

**Qn.3** What do you understand by the following terms used in the Game theory?

- a. Game (5 marks)
- b. Players (5 marks)
- c. Strategy (5 marks)

- d. Pay off (5 marks)
- e. Equilibrium (5 marks)

**Qn.4** Explain with examples the following business strategies

- a. The Low cost strategies (5 marks)
- b. The quality strategies (5 marks)
- c. Distribution strategies (5 marks)
- d. The technology strategies (5 marks)
- e. The intellectual property strategies (5 marks)

**Qn.5** a) Discuss the types of growth strategies (10 marks)

b) Explain the various ways of effective market penetration strategies (15 marks)

**Qn.6** a) What do you understand by the term diversification as market penetration is concern (01 marks)

b) Explain different types of diversification in market penetration (15 marks)

**Qn.7** a) Explain various ways of increasing productivity in Agribusiness (9 marks)

b) Suggest ways of improving profitability and incremental business growth (16 marks)

**Qn.8** an Agribusiness growth is one of the strategies you can use for development. Explain the following growth strategies.

- a. Market penetration (5 marks)
- b. Product development (5 marks)
- c. Market development (5 marks)
- d. Diversification (5 marks)

b) Suggest the market penetration strategies (5 marks)

**THE END**