



# **MURANG'A UNIVERSITY OF TECHNOLOGY**

## **SCHOOL OF AGRICULTURE AND ENVIRONMENTAL SCIENCES**

DEPARTMENT OF AGRICULTURE

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN  
AGRIPRENEURSHIP**

AG/CU/PN/CR/01/6 – AGRIENTERPRISE BUSINESS PLAN DEVELOPMENT

DURATION: 2 HOURS

### **INSTRUCTIONS TO CANDIDATES:**

1. Answer question ONE and any other TWO questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

### QUESTION ONE (30 MARKS)

1. What is SWOT analysis? (2 marks)
2. Give one limitation of SWOT analysis in business plan development. (1 mark)
3. Outline three steps the government can undertake to promote entrepreneurship in Kenya. (3 marks)
4. Give three 'pros' of an agricultural value chain. (3 marks)
5. What are the advantages of entrepreneurship in promoting economic development? (3 marks)
6. List three differences between a business plan and a feasibility study analysis. (3 marks)
7. Why are strengths and weaknesses considered internal while opportunities and threats considered external in SWOT analysis. (3 marks)
8. Discuss four challenges encountered in the agricultural value chain development. (4 marks)
9. Buyers have the potential to exert significant power over a business, making it less attractive. Give two conditions that should hold for an industry to be more attractive. (2 marks)
10. What do you understand by the term 'economies of scale' in a business long term goals? Using an agricultural enterprise of your choice, give four examples of economies of scale. (4 marks)
11. Explain the three aspects to be evaluated when assessing the technical and operational feasibility of an agrienterprise. (6 marks)
12. Define entrepreneurship (1 mark)
13. What are the different qualities of agrienterprises that business entrepreneurs lack? (4 mark)

### QUESTIONS TWO (20 MARKS)

- a) Farmers can expand their profit from multiple potential markets if solutions to value chain are eased. What are some of the problems in the agricultural value chain? (5 marks)
- b) Explain FIVE aspects in an agricultural value chain. (10 marks)
- c) What are the cons of the value chain under the following aspect; (5 marks)
  - i. Environmental impact
  - ii. Market access
  - iii. Innovation and technology
  - iv. Quality and safety
  - v. Efficiency and productivity

### QUESTIONS THREE (20 MARKS)

- a) What are the steps in performing a SWOT analysis? (5 marks)
- b) Give three advantages and two disadvantages of SWOT analysis. (5 marks)
- c) What are the four objectives of strategy formulation? (4 marks)

- d) Discuss ANSOFF matrix (product and market expansion) in the agripenuerial context. (8 marks)

**QUESTION FOUR (20 MARKS)**

- a) Give four roles of a project manager. (4 marks)  
b) List six characteristics of a project. (6 marks)  
c) Using a well labelled diagram, sketch the life cycle path of a project. (2 marks)  
d) Briefly discuss the four project life cycle phases. (8 marks)

**QUESTION FOUR (20 MARKS)**

- a) List five functions of entrepreneurship. (5 marks)  
b) What are the characteristics of a potential agrientrepreneur? (5 marks)  
c) Give three entrepreneurship contribution to economic development. (3 marks)  
d) Outline the characteristics (qualities) of a good business opportunity. (7 marks)