



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF AGRICULTURE AND ENVIRONMENTAL
STUDIES

DEPARTMENT OF AGRICULTURE

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER EXAMINATION

GAA 320- AGRIBUSINESS PLAN ANALYSIS ENTERPRISES
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)

- a. Define the following terms as used in agribusiness plan and enterprise development
 - i. Agribusiness plan. (1 mark)
 - ii. Enterprise development (1 mark)
- b. Describe the levels of business planning. (3 marks)
- c. Explain five terms that a prospective investor look for in an agribusiness plan.(5 marks)
- d. Describe the four principles that guide the development of agricultural enterprise. (4 marks)
- e. Describe four legal and liability risk that should be considered in the business plan (8 marks)
- f. Describe the main elements that should be considered when performing a SWOT analysis providing suitable examples. (8 marks)

QUESTION TWO (20 MARKS)

- a. Explain the four elements of the marketing mix highly marketing strategies for each. (10 marks)
- b. Providing examples describe, steps involved in agricultural business development by giving relevant examples. (10 marks)

QUESTION THREE (20 MARKS)

- a. Describe five types of business development services that support development of suitable agri enterprise (10 marks)
- b. Describe five main items that need to be included in the financial plan using suitable examples (10 marks)

QUESTION FOUR (20 MARKS)

- a. Assume an enterprise wishes to start a chain production unit .Describe the legal formalities that are required to invest in this kind of business providing specific legal requirement in Kenya (10 marks)
- b. With suitable examples describe five agribusiness growth strategies that can drive the growth of the enterprise. (10 marks)