



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

TVET EXAMINATION

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA

AG/CU/PN/CR01/6: AGRI ENTERPRISE 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.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (34 MARKS)

- a. Define what a target market is. (2 marks)
- b. Give five examples of innovative practises in agricultural production. (5 marks)
- c. What is market segregation? (2 marks)
- d. Give three differentiating / unique features of agricultural products over business product. (3 marks)
- e. State six main steps of strategic planning. (6 marks)
- f. List four objective of strategic planning. (4 marks)
- g. Give three essential elements of a mission statement. (3 marks)
- h. State any three-model used in analysis of an enterprise business environment. (2 marks)
- i. What are the main factors to consider when developing project timelines and schedules? (4 marks)
- j. Why is a well- defined business plan important? (4 marks)
- k. State four strategies for managing risk in an agricultural enterprise. (4 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a. List six external factors of a business/enterprise environment and explain how they affect the smoot running of the enterprise. (12 marks)
- b. State three internal factors of a business environment. (3 marks)
- c. Give three limitations of SWOT analysis in strategic planning. (3 marks)
- d. State any two types of growth strategies for product business. (2 marks)

QUESTION THREE (20 MARKS)

Githunguri farmers' cooperative is in the process of setting up a branch in Murang'a town. The demand for fresh milk is likely to rise as a result of the centre. As an aspiring agri-prenuer, your intent to venture in to dairy farming as a result of the market loop. Discuss your plan in

- i. Acquiring funds for the start up
- ii. Boosting production
- iii. Transport to the deport
- iv. Acquiring feeds and other inputs
- v. Long term management plans. (20 marks)

QUESTION FOUR (20 MARKS)

Discuss the essential features of an Agri enterprise business plan. (20 marks)

QUESTION FIVE (20 MARKS)

The European union (EU) has lifted a ban on the export of has avocado fruits. From Kenya. As an agriprenuers, you have acquired four hectors of land for production of the avocado. Assuming you are preparing a business plan for the same, discuss the following in your plans. (20 marks)

- i. Distribution / logistic to the airport
- ii. Legal requirements
- iii. Staff recruitment and training
- iv. Quality control and assurance
- v. Risk management
- vi. Production process.