



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

DEPARTMENT OF AGRICULTURE

TVET EXAMINATION

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN
AGRIPRENEURSHIP

AG/CU/PN/CR/04/6: AGRIENTERPRISE MANAGEMENT

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 (30 MARKS)

- a. State five Agri-enterprise management strategies. (5 marks)
- b. State and explain 3 external environmental factors that affect the management of Agri-enterprise. (6 marks)
- c. What are some of the components of a business plan? (4 marks)
- d. Discuss any 5 components of an Agri enterprise policy. (5 marks)
- e. State any three differences between strategy and strategic management of an Agri enterprise. (6 marks)
- f. What are some of the importance of budgeting in an Agri-enterprise? (4 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

The formulation of an Agri enterprise policy involves a systematic and collaborative approach. Discuss the steps that guide policy formulators in designing an Agri enterprise policy. (20 marks)

QUESTION THREE (20 MARKS)

- a. Discuss any sustainable development goals that are related to agriculture. (10 marks)
- b. Discuss any 5 risk management strategies in an Agri enterprise. (10 marks)

QUESTION FOUR (20 MARKS)

Define a comprehensive process that is used when monitoring and evaluating an Agri enterprise policy. (20 marks)

QUESTION FIVE (20 MARKS)

Discuss the key aspects of resource management in an Agri enterprise. (20 marks)