

**KISII UNIVERSITY
DEPARTMENT OF AGRICULTURE**

**AGEC 430
AGRIBUSINESS MANAGEMENT**

ANSWER QUESTIONS ONE (1) PLUS ANY OTHER THREE.

1. Explain Mintzberg's 10 managerial roles. (Roles of Manager) [25 Marks]
2. As an agribusiness consultant in a firm that advises managers dealing with Agribusiness production, briefly discuss what you would include in the contents of your prepared speech for a seminar for your clients, covering the following areas:
 - (a) Qualities affecting Managerial effectiveness. [10 Marks]
 - (b) Characteristics of a Good Manager. [7 Marks]
 - (c) Briefly discuss the eight functions of management in agribusiness (8 Marks)
3. An organization is as good as the leadership style adopted by its managers. Discuss the above statement, citing in detail how different leadership styles can influence the performance of an agribusiness enterprise. [25Marks]
4. As an agribusiness consultant in a firm that advises managers dealing with Agribusiness production, briefly discuss what you would include in the contents of your prepared speech for a seminar for your clients, covering the following areas:
 - (a) The distinctive features of agribusiness production. [10 Marks]
 - (b) Stages of Economic Development in agribusiness. [8 Marks]
 - (c) Processes of analysis, synthesis, extraction and fabrication. [7 Marks]
5. Discuss five Levels (Structure) of Management and their respective functions. [25 Marks].
6. Define "Motivation" outline the characteristics and benefits of motivation in agribusiness industry. Explain briefly the important techniques for effective motivation. [25 Marks].