

KISII UNIVERSITY EXAMINATION

AGBM 252: MARKETING MANAGEMENT FOR AGRIBUSINESS

(JAN- APRIL 2024)

MAIN CAMPUS

INSTRUCTIONS

1. Do not write anything on this question paper
2. Section A is compulsory and answer any two questions in Section B.

Section A – (40 marks)-Compulsory

1. Explain **five** major factors considered in marketing environment in modern world (10 mks)
2. Write short notes on the following (10 mks)
 - i. Marketing plan
 - ii. Marketing research
 - iii. Marketing intelligency(20mks)
3. Explain how the marketing management process works in an organization. (10 mks)
4. Explain the importance of scanning the Market Environment in an organization set up (10 mks)

Section B – 30 Marks (Answer any Three questions)

- 5) Explain **five** Political and Environmental factors that affect food and fiber marketing systems in the economy (15 mks)
- 6) Explain merits of channels of distribution to manufacturing firms to the economy and the government. (15 mks)
- 7 a) Explain different types of markets. (5 mks)
- b) State and explain the significance of a marketing plan to an organization (10 mks)

KISII UNIVERSITY EXAMINATIONS

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(JAN-APRIL 2024)

AGBM 406 – FINANCE AND HUMAN RESOURCE MANAGEMENT

INSTRUCTIONS

1. Do not write anything on this question paper
2. Section A is compulsory and answer any two questions in Section B.

Section A – (40 marks)-Compulsory

1.a) Samsam Water Company Ltd is considering buying a new Machine for manufacturing of detergents. The following information relates to the two machines.

Year	Machine M Shs.(000)	Machine N shs. (000)
0	(450)	(450)
1	300	250
2	300	250
3	300	200
4	300	100
5	300	50

Tax rate is 30%

The firm's discount rate is 10%

Required;

By use of NPV, PI and IRR methods advise the company on the best machine to purchase on the bases of each method, given that they are mutually exclusive. **(30 mks)**

b) Explain **Five** significance of security exchange to the Economy. **(10mks)**

Section B – 30 Marks (Answer any three questions)

1. Discuss the significance of need analysis in an organization. (10 mks)
2. Discuss any 5 approaches to training in an organization in relation to human resource management. (10 mks).
3. State and explain the importance of human resource management. (10 mks).
4. Explain the role of the finance manager in ensuring proper coordination with the human resource manager in an organization. (10 mks).
5. Explain the barriers to effective planning and implementation of human resource development programs in an organization. (10 mks).

KISII UNIVERSITY EXAMINATIONS

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(JAN- APRIL 2024)

AGBM 312 : BUSINESS FINANCE

INSTRUCTIONS

1. Do not write anything on this question paper
2. Section A is compulsory and answer any two questions in Section B.

Section A- (40marks)-Compulsory

1.a) You are have been contacted as a Financial Adviser in your company and you have been authorized to spend **kshs.1,500, 000** on two mutually exclusive projects to be undertaken. The two projects you are considering, have the following characteristics.

<u>Year</u>	<u>Project A</u>	<u>Project B</u>
0	(1,5000,000)	(1,500,000)
1	975,000	525,000
2	450,000	525,000
3	450,000	525,000
4	150,000	525,000

The rate of discount is **12%**

Required:

Advice the company on the best project based on:

- Payback period method
- NPV method
- IRR method

(30 mks)

b) Explain **Five** functions of Commercial Bank to the Government

(10mks)

Section B – 30 Marks (Answer any two questions)

2. The following income statement and balance sheets were extracted from the books of KK Ltd.

Balance sheet as at 31 May

	2018	2019
Assets	shs. Million	Shs. Million
Non-current assets		
Property plant and equipment	780	812
Cumulative depreciation	<u>(485)</u>	<u>(546)</u>
	295	266
Current asset		
Inventory	118	154
Accounts receivable	96	167
Cash in hand	<u>12</u>	<u>~</u>
	<u>226</u>	<u>321</u>
Total assets	<u>521</u>	<u>587</u>
Equity and liabilities		
Capital and reserves		
Ordinary share capital	40	40
Retained earnings	<u>71</u>	<u>99</u>
	<u>111</u>	<u>139</u>
Non – current liabilities		
12% debentures	200	180
Current liabilities		
Accounts payable	179	210
Bank overdraft	~	23
Proposed dividend	17	17
Corporation tax	<u>14</u>	<u>18</u>
	210	268
Total equity and liability	521	587

Income statement for the year ended 31 May 2019

	Shs. M
Sales	1,284
Cost of sales	<u>(708)</u>
Gross profit	578
Operating expenses	<u>488</u>
Operating profit	88
Interest payable	<u>(23)</u>
Net profit	65
Corporation tax	(20)
Proposed dividend	<u>(17)</u>

Required:

Compute Liquidity Ratios and Profitability Ratios

(15 Mks)

3.) Company XYZ, a geared company has financed its activities as follows;

Ordinary shares – 100,000 shares @ sh. 10

40,000 8% debentures (par value shs. 10)

50,000 10% preference share of shs. 10

Also the following information is provided;

- Ordinary shares are currently quoted at sh. 25 and a dividend of shs.2 per share is expected by shareholder. These dividends have been growing at 3% p.a preference shares currently sell at shs. 15. Tax = 40%.

Required

Compute the weighted average cost of capital (WACC) using the weighting approach
marks).

(15

4 a) Highlight **five** key factors that affect the valuation of share prices in the securities exchange market.

(10 mks)

b) Mr. Ken Omari has found wants to invest Kshs. 100,000 with institution that will earn him an interest rate of 12% Compounded quarterly. Determine the amount of money that he will in his account if he deposits the money for a period of three years.

(5 mks)

5 a) Explain **five** tools that are used by central bank to control credit in the economy. **(10mks)**

b) Highlight **five** significance of secondary markets in the economy.

(5mks)

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MAIN CAMPUS

(JAN-APRIL 2024)

AGEC 111. INTRODUCTION TO AGRICULTURAL ECONOMICS

1. Do not write anything on this question paper

2. Section A is compulsory and answer any two questions in Section B.

Section A – (40 marks)-Compulsory

1a) Explain the exemptions to the law of demand (6 mks)

b) Highlight **three** major reasons why economics is studied in a developing economy (6mks)

c) Kisii bottlers' Ltd enterprise sells its output for kshs. 20 per unit and has a total cost function as ;

$TC = 16 + 17Q + 9Q^2 + Q^3$. Determine

- i. Marginal cost function
- ii. Total profit function
- iii. Quantity and price that will maximize profit (12 mks)

b) Outline the advantages of a Mixed economic system to a county. (8 mks)

c) With examples differentiate between consumer goods and producer goods (8 mks)

Section B – 30 Marks (Answer any two questions)

Write short notes on the following;

- i. Isoquants and isocost lines (4 mks)
- ii. Consumer equilibrium and consumer surplus (4 mks)

b) Outline the importance of mobility of factors of production to an economy (7 mks)

3 a) i) Distinguish between the law of variable proportions and the law of returns to scale. (5 mks)

ii) Explain **five** significances to mobility of factors of production. (10 mks)

4) The total cost equation in the production of sugar at some factory is given as follows;

$$C = 1000 + 100q - 15q^2 + q^3$$

Where C =cost measured in ksh

Q= quantity measured in kgs

Required;

- a) Compute total and average costs at the output level of 10 and 11 kgs (4 mks)
- b) What is the marginal cost of the 12th kg (2 mks)
- c) Explain **five** sources of monopoly power (5 mks)
- d) Highlight **four** internal diseconomies of scale in an industry (4 mks)

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AGBM 102. PRINCIPLES OF MANAGEMENT

1. Do not write anything on this question paper

2. Section A is compulsory and answer any two questions in Section B.

Section A – (40 marks)-Compulsory

1. Explain any five motivational theories in management (20 Mks)
2. Explain the main reasons why people resist change in an organization. (10 mks)
3. State and explain the three major leadership styles in an institution. (10 Mks)

Section B – 30 Marks (Answer any three questions)

4. According to Henry Fayol what are the qualities of a good manager. (10 Mks)
5. A manager should always replace 'I' with 'we' in all his conversations with workers. Explain the significance of this in an organization set up. (10 Mks)
6. Explain the advantages of group formation in a company. (10 Mks)
7. State and explain five strategies that can be used to effectively manage work force diversity (10 Mks)
8. Discuss the process of organizational development. (10 Mks)