



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF BACHELOR OF
SCIENCE IN AGRICULTURAL EDUCATION AND EXTENSION**
SECOND SEMESTER, 2023/2024
(JANUARY-APRIL, 2024)

AGBM 431: AGRIBUSINESS MANAGEMENT II

STREAM: Y4 S2

TIME: 2 HOURS

DAY: MONDAY, 12:00 – 2:00 P.M.

DATE: 22/04/2024

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE (Compulsory) and any Other THREE Questions.***

- A. Define decision-making as used in agribusiness management [3 Marks]
 - B. Outline four Decision Styles used in agribusiness management [6 Marks]
 - C. Outline and discuss the eight leadership styles that affect decision making in agribusiness management. [16 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. What Is Problem Solving? Discuss the Seven-steps for an effective problem-solving process. [13 Marks]
3. Explain the distinction between programmed and nonprogrammed decisions. [12 Marks]
 - a. What is Business Policy? Briefly discuss the features/characteristics/essentials of business policy. [12 Marks]
 - b. Define the term strategy as used in agribusiness management. Discuss importance of Business Policy & Strategic Management. [13 Marks]
4.
 - a. What are the differences between decisions made under conditions of uncertainty, certainty and Risk? [15 Marks]
 - b. Outline ten principles of Decision making [10 Marks]

- 5.
- a. What Is Choice-Making? Describe Ways to Combat the Barriers to Effective Choice-Making. Why Is Choice-Making Important? [14 Marks]
 - b. Describe the seven steps of effective decision making in agribusiness management. [11 Marks]
- 6.
- a. What is planning? Discuss the four basic steps in planning. [10 Marks]
 - b. Outline and explain the reasons why an efficient business policy and strategy is important in agribusiness management. [15 Marks]