

081106T4AGP

Agripreneurship level 6

AG/OS/AP/CR/04/6/A

Manage an Agri- Enterprise

3 Hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

CANDIDATE WRITTEN TOOL

Time: 3 hours

INSTRUCTIONS TO THE CANDIDATES

1. *This paper has two sections: **A** and **B**.*
2. *Answer **all** questions in section A and in section B, answer question 14 (**compulsory**) and any **two** questions.*
3. *Write your answers in the answer booklet provided.*
4. *Marks for each question are indicated in the brackets.*
5. *Do not write on the question paper.*
6. *Answer the questions in **English**.*

This paper consists consist of THREE (3) printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A (40 marks)

Answer All questions in this section.

1. State **two** types of innovation. (2 marks)
2. Describe SWOT analysis. (4 marks)
3. List **three** roles of the top management in an Agri-Enterprise. (3 marks)
4. Name **four** types of resources required to manage an Agri-Enterprise. (4 marks)
5. State **three** roles of human resource in an Agri- Enterprise. (4 marks)
6. Define human resource policy. (2 marks)
7. List **four** sources of human resource policies in an Agri-Enterprise. (4 marks)
8. Identify **three** elements of management in an Agri-Enterprise. (3 marks)
9. Name **three** qualities of a good management report. (3 marks)
10. What are the **two** roles of a departmental head in an Agri-Enterprise? (2 marks)
11. State the importance of customer feedback in an Agri-Enterprise. (4 marks)
12. Highlight **three** services offered in agriculture sector. (3 marks)
13. Identify **two** ways of improving product value. (2 marks)

SECTION B (60 marks)

Answer question 14 (Compulsory) and any other two questions.

14. Mr. ABC is a banker and he wants to manage a dairy enterprise in Kajiado County, which is an Arid and semi-arid area. He intends to produce and sell milk and meat. As a specialist in Agripreneurship, advise Mr. ABC on the following;
- a) factors to consider when locating the agri-enterprise. (5 marks)
 - b) resources to manage the enterprise. (5 marks)
 - c) market penetration and product promotional strategies to use if he targets the Kajiado County. (10 marks)
15. Agricultural production risks are inevitable.
- a) Explain **five** risk mitigation measures management can adopt in a farm. (10 marks)
 - b) Discuss **five** types of records kept in an Agri-enterprise. (10 marks)
16. a) Discuss **five** types of records kept in management. (10 marks)
- b) Discuss customer purchasing behavior in an agri-enterprise. (10 marks)
17. Explain qualities of a Good Farm Manager in an Agri-enterprise. (20 marks)