

**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)