



Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

DIPLOMA IN AGRIBUSINESS

UNIT CODE/NAME: DAG 165: AGRIBUSINESS CREATIVITY & INNOVATION

September- December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

- a) Define the following terms as used in agricultural businesses
- i) Agribusiness (2 Marks)
 - ii) Agricultural innovation (2 Marks)
 - iii) Creativity (2 Marks)
 - iv) Information and communication technology (ICT) (2 Marks)
 - v) Market analysis (2 Marks)
- b) State **five** off-farm business activities for agribusinesses. (5 Marks)
- c) Name **five** fee-based service providers available for agribusinesses. (5 Marks)
- d) Outline **five** barriers to creativity and innovation in agricultural enterprises (5 Marks)
- e) Enumerate **five** reasons why patenting innovations is important. (5 Marks)

QUESTION TWO

- a) Explain **three** main components of an agricultural innovations system. (9 Marks)
- b) Mention any **six** constraints against agricultural innovations. (6 Marks)

QUESTION THREE

- a) Highlight **ten** elements of innovations in a modern agribusiness. (10 Marks)
- b) Outline **five** roles of extension agents in agribusiness development. (5 Marks)

QUESTION FOUR

- a) Outline **ten** characteristics of agribusinesses in modern agribusinesses (10 Marks)
- b) Mention **four** types of innovations in modern businesses. (5 Marks)

QUESTION FIVE

- a) Explain any **five** business development services that agribusinesses seek on a day to day basis in running of business. (10 Marks)
- b) State **five** suggestions for strengthening creativity and innovation in agricultural businesses. (5 Marks)