



SCHOOL OF PROFESSIONAL STUDIES

CERTIFICATE IN AGRIBUSINESS

UNIT CODE: CAG 113, UNIT NAME: PLANNING AND DECISION
MAKING IN AGRIBUSINESS

September – December 2018/2019 End Semester Exam - Time: 2 Hours

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

SECTION A: COMPULSORY (30 MARKS)

QUESTION ONE

- a) Define planning as used in management (2 marks)
- b) Mention **four** features of planning (4 marks)
- c) State **three** factors that affect forecasts in planning (3 marks)
- d) State three disadvantages of planning (3 marks)
- e) Mention **five** objectives of corporate planning (5 marks)
- f) State **three** ways by which managers approach problems in work place (3 marks)
- g) Mention **three** approaches by which managers use when selecting among alternatives in decision making process (3 marks)
- h) State **three** rules of brainstorming process of decision making (3 marks)

- i) Give **four** advantages of management by objectives in an organization (4 marks)

SECTION B: Answer any two Questions (30 marks)

QUESTION TWO

- a) Describe the measuring results step in planning (5 marks)
- b) examine **five** assumptions of rationality in decision making (10 marks)

QUESTION THREE

- a) Examine the “**application-related**” test of good strategy (9 marks)
- b) Describe any **three** causes of failure in corporate planning (6 marks)

QUESTION FOUR

- a) Explain the purpose of planning in agribusiness (9 marks)
- b) Describe the **three** conditions managers face when making decisions (6 marks)

QUESTION FIVE

- a) Explain any **five** advantages of budgeting (10 marks)
- b) Describe **five** features of creative manager (5 marks)