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AGRIPRENEURSHIP LEVEL 6

AG/OS/AP/CR/01/6/A

DEVELOP AGRI-ENTERPRISE BUSINESS PLAN

July/August 2024



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

WRITTEN ASSESSMENT

3 HOURS

INSTRUCTIONS TO CANDIDATE

1. This paper consists of two sections; **A** and **B**
2. Answer **ALL** the question as guided in each section
3. Marks for each question are as indicated in the brackets
4. You are provided with a separate answer booklet to answer the questions
5. Do not write in this question paper

This paper consists of THREE (3) printed pages

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

SECTION A (40 Marks)

Answer all questions in this section

Marks for each question are indicated in the bracket.

1. Feasibility studies help agri-enterprise business stakeholders in making informed decisions for an agri-enterprise. State any FOUR components of a feasibility study in agribusiness. (4 Marks)
2. Agribusiness is a risky venture for any investor. List FOUR importance of conducting a SWOT analysis for an agri-enterprise. (4 Marks)
3. Agricultural products reach the final consumer through different marketing channels. Name FOUR marketing channels used in delivering the product to consumers. (4 Marks)
4. The choice of a marketing channel used by an agri-enterprise is influenced by several factors. Highlight FIVE factors considered in selection of an appropriate marketing channel. (5 Marks)
5. Civil wars and banditry attacks have affected operations of agri-enterprises in the affected areas. Outline THREE other external factors that influence the success of an agri-enterprise. (3 Marks)
6. Agricultural value chain consists of industries in the primary sector. Explain the THREE components of value chain in an agri-enterprise. (6 Marks)
7. A good business plan sets milestones you can work towards. Outline THREE other benefits of a good business plan for an agri-enterprise. (3 Marks)
8. Primary data collection is the process of gathering original data collected by a researcher. Differentiate between the TWO categories of primary data collection. (4 Marks)
9. For the growth and development of an agri-enterprise, management roles should be clear and specific. State THREE functions of the lower level of management. (3 Marks)
10. Monitoring and evaluation in business planning helps in tracking progress, assessing performance and measuring outcomes against predefined goals and objectives of the agri-enterprise. Analyze FOUR ways an agribusiness can effectively monitor progress in a business plan. (4 Marks)

SECTION B (60 MARKS)

Answer question 11 and any other two questions from this section.

11. James is a potential investor in agribusiness. You have been tasked to develop a business plan for him on onion farming to be located in Kajiado, an arid and semi-arid area.
- a) Name FIVE major resources he may require to start the onion farming project. (5 Marks)
 - b) State FIVE internal factors that are likely to affect the success of his onion farming project. (5 Marks)
 - c) Explain the FIVE main components of the business plan. (10 Marks)
12. Effective management is a strong pillar for managerial success.
- a) Explain FIVE Principles of management by Henri Fayol's that are relevant to the Human Resource Manager. (10 Marks)
 - b) Discuss FIVE functions of top-level management. (10 Marks)
13. The goal of marketing is to increase sales volume and market share for an organization in the industry.
- a) List FOUR factors to consider when choosing a promotional strategy. (4 Marks)
 - b) Explain FOUR promotional strategies used by an agri-enterprise. (8 Marks)
 - c) Describe FOUR market penetration strategies using the Ansoff Matrix. (8 Marks)
14. a) Explain FOUR ways of ensuring that sensitive information in the business plan is protected. (8 Marks)
- b) You have approached by a Ukulima Farmers association to help them develop a business plan for upcoming project in pixiel orange farming. Advise them on the areas to consider using PESTLE analysis. (12 Marks)

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