



Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management and Entrepreneurship

Year 3 Semester II Examination – Aug / Sept 2011

EMG 324-2 Agribusiness Management

Time : 1 hr and 40 minutes

Index No.

Time Allocation: 1 hr

Answer only two (2) questions

Total Marks Allocation: 50 Marks. All questions carry equal marks.

Part C- Essay Questions

Question 1

- i. Explain the term "Agribusiness".
- ii. Outline the challenges faced by the agribusiness sector in Sri Lanka.
- iii. "Marketing of Agricultural produce is considered to be a critical function in Agribusiness". Discuss the different market options available for farmers to maximize their profits.

Question 2

- i. Briefly outline the important requisites for success in modern agribusiness.
- ii. "Site selection is one crucial decision to be made in starting an agribusiness". Briefly discuss the common factors to be considered in selecting a site for an agricultural farm.
- iii. "Record keeping is a topic of few agricultural producers care to discuss or to practice". Briefly discuss the importance of keeping records in Agribusiness.

Question 3

- i. Briefly explain the term "risk" and outline the major components of risk management.
- ii. "Every business has risks in different forms, to different degrees". Briefly discuss the major risk areas associated with agribusiness.
- iii. Discuss factors affecting short term and long term price fluctuation in agricultural commodities.

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