

**Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Entrepreneurship and
Management**

**End Semester Examination – September / October 2015
Year III Semester I**

Agribusiness Management (EMG 323-2)

Instructions

Answer **All** questions

No. of questions : Two (02)

No. of pages : One (01)

Total marks allocated : 60%

Time : One hour (1 hr)

PART II - ESSAY

Question 1

- 1.1 Briefly discuss the key decision making areas in agribusiness. (18 marks)
- 1.2 “Agribusiness has its own uniqueness when comparing with other businesses”. Explain the statement. (12 marks)

Question 2

- 2.1 Risk management is a necessary requirement for the smooth functioning of any business. Outline the steps in risk management process. (10 marks)
- 2.2 Briefly explain different product/production based approaches that improve the profitability of producer-farmer. (20 marks)