



Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management and Entrepreneurship

Year 3 Semester II Examination – June / July 2010

EMG 324-2 Agribusiness Management



Index No.

Time : 1 hr and 40 minutes

Part C- Essay Questions

Question 1

- 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 2

- 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. Briefly explain how could agriculture markets be classified based on the location, time span, areas of coverage, volume of transaction, nature of transaction, number of commodities involved, stage of marketing and extent of public intervention. Write down examples for each market.

Question 3

- i. Briefly 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 based and product/production based options available to overcome the marketing challenges.