



End Semester Examination - Sept 2012  
Year II Semester II

Agribusiness Management - EAG 222-2/0 (Repeat)

Instructions

Answer all questions

No. of questions : Two (02)  
No. of pages : One (01)  
Total marks allocated : 60/100  
Time : One hour (1hr)

Part II – Essay Questions

Question 1

- i. Define the term Agribusiness. ( 02 marks)
- ii. Briefly explain how the agribusiness becomes unique from other businesses. (06 marks)
- iii. Outline the important factors to be assessed in STEP factor analysis in strategic agribusiness planning process. ( 08 marks)
- iv. Briefly explain the marketing research process. ( 08 marks)
- v. Explain the importance of keeping records in agribusiness. (06 marks)

Question 2

- i. You have been appointed as a consultant to develop an Integrated Farm in Mahaweli C zone and three locations have been earmarked by the authority. Develop a site selection guideline incorporating the factors that should be considered in selecting the best location for the proposed farm. (15 marks)
- ii. After selecting the best site, you have to develop a proper farm layout. ( 9 marks)
  - a. What is a Farm Layout?
  - b. What factors would influence the farm layout?
- iii. Write short notes on following: (6 Marks)
  - a. Multiple cropping
  - b. Intensive and extensive systems
  - c. Diversification