



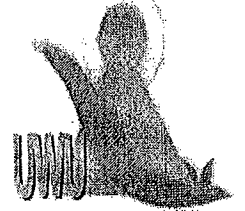
Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management and Entrepreneurship

Year 3 Semester II Examination – June / July 2009

EMG 324-2 Agribusiness Management



Time Allocation: 1 hr

Answer only two (2) questions

Total Marks Allocation: 50 Marks. Each question carries equal marks.

Section III- Essay Questions

Question 1

- I. Briefly outline the challenges faced by Agribusiness Sector in Sri Lanka.
- II. Marketing of Agricultural produce is considered to be a critical factor in Agribusiness. Discuss the different market based and product/production based options available to overcome the marketing challenges.

Question 2

- I. Record keeping is a topic of few Agricultural producers care to discuss or to practice. Briefly discuss the needs of keeping records in Agribusiness.
- II. Briefly discuss as why the Agribusiness is considered to be a risky business operation.
- III. Briefly discuss the Production Risk Management strategies that can be adopted in Agribusiness.

Question 3

- I. Define the term "Agribusiness".
- II. Briefly discuss how the Agribusiness becomes unique.
- III. Briefly outline the important requisites for success in modern agribusiness.

