

Bachelor of Business Management in Entrepreneurship and Management
Third Year First Semester Examination – June/July 2017

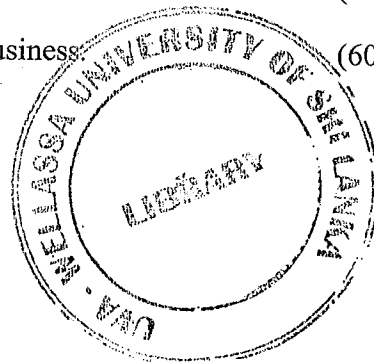
Agribusiness Management (EMG 323-2)
Essay Questions

Instructions

Answer all questions.

No. of questions : Four (04)
No. of pages : Two (02)
Time : Two (02) hours
Total marks allocated : 100%

01. (I) Define the term "Agribusiness". (20 marks)
- (II) Outline the challenges for Agribusinesses. (20 marks)
- (III) Discuss why Agribusinesses become unique when compared with other businesses. Use examples where necessary to support your answer. (60 marks)
02. (I) Identify the important requirements for the success of a modern business. (20 marks)
- (II) In order to be a successful agribusiness manager, what kind of characteristics should you possess/develop? Explain them briefly. (40 marks)
- (III) Assume that you have been appointed as a manager in a new farming project and you are asked to select a new farm site for fruit cultivation. Discuss the factors you should consider in order to select a suitable land for cultivation. (40 marks)
03. (I) What is meant by decision making? (15 marks)
- (II) Outline the steps in decision making process. (25 marks)
- (III) Explain the key decision making areas in agribusiness. (60 marks)



04. (I) What is a business plan? (10 marks)
- (II) Outline the uses of a business plan. (30 marks)
- (III) Describe the components of a typical agribusiness plan. (60 marks)

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