

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

**End Semester Examination – July/August 2016
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 In order to be successful in agribusiness, a manager should have several characteristics. Briefly outline these characteristics.

(10 Marks)

- 1.2 Compared with other businesses, the exposure to risk is higher with agribusiness. Explain different risks associated with agribusiness.

(20 Marks)

Question 2

- 2.1 Briefly discuss five (05) key decision making areas in agribusiness.

(20 Marks)

- 2.2 Farm site selection is one crucial decision in starting an agribusiness. Outline the factors to be considered in farm site selection.

(10 Marks)

