

Uganda Martyrs University

Faculty of Agriculture

Semester I Final Assessment: 2015/2016

B. Agriculture Year 3

Course Unit: AGB 3201: INTRODUCTION TO AGRI-BUSINESS MANAGEMENT

Time: 9:30 am – 12:30 pm

Date: Wednesday, 09th December, 2015

Answer any four (4) questions.

Questions carry equal marks.

- Q 1:** A local newspaper claimed that *'with the ever changing business challenges, there is no need to distinguish agribusiness from any other form of business.* In your capacity as an agribusiness manager of a food store, write an article to the newspaper editor citing examples in food industry documenting the distinguishing features of agribusinesses.
- Q2:** Agribusiness is relatively new form of business management. With examples from poultry industry,
- (a) Identify and explain the key components of an agribusiness system.
 - (b) Discuss the importance of the components.
- Q3:** Managing an agro -enterprise provides a big challenge to most managers. In an industry of your choice,
- (a) Discuss the tasks performed by agribusiness management.
 - (b) Describe the various approaches to managing an agribusiness team. Which one do you recommend and why?
- Q4:** "When you are not talking about marketing, the whole agribusiness concept collapses".
- a) Describe the key utilities the marketing management process offer to society.
 - b) Discuss the functions of marketing as it applies to agribusiness context.
- Q5** (a) Discuss the various approaches to marketing.
- (b) Which approach would you recommend for a small flower agribusiness targeting university students?
- Q6 Explain the following terms;**
- a) Segmentation
 - b) Targeting
 - c) Positioning
 - d) customer
 - e) Market share
- Q7:** Your working colleague has read about a marketing plan in the local newspaper though it was not clear to her. Using an example of your choice,
- (a) Identify the stages involved in setting a marketing plan.
 - (b) Explain the relevancy planning concept in a small business process.
 - (c) Discuss the reasons why planning is rarely done.