

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.