



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
MARCH/APRIL 2016 EXAMINATION

SCHOOL OF MANAGEMENT SCIENCES

COURSE CODE: ENT 326

CREDIT UNIT: 2

COURSE TITLE: AGRO-BUSINESS MANAGEMENT

TIME ALLOWED: 2 Hours

Instructions: 1. Attempt question Number one (1) and any other two (2) questions.
2. Question number 1 is compulsory and carries 30 marks, while the other questions carry 20 marks each.
3. Present all your points in coherent and orderly manner.

QUESTION 1:

- Discuss the logical steps involved in recruiting the best personnel for effective operations of agro business.
- Discuss the role of agriculture in the Nigerian economy.
- List the elements of management in agro business.
- Marketing mix is a necessary tool to actualise agro-business. Explain.

QUESTION 2:

- Discuss the different types of budget.
- State the importance of knowing the profitability ratio and Debt Equity ratio in agro business.
- Differentiate between income and balance sheet statements.

QUESTION 3:

- Explain the components agribusiness.
- Differentiate between Fixed Costs and Variable Costs in a typical Agribusiness.
- Explain the components of Marketing mix.

QUESTION 4:

List and explain the various classes of planning.

QUESTION 5:

- Staff quality determines output in Agro-business. Discuss.
- Discuss the types of business existing in the Nigerian economy.