



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
14/16, Ahmadu Bello Way, Victoria Island

**SCHOOL OF SCIENCE AND TECHNOLOGY**  
**October, 2013 Examination**

**COURSE CODE: AEM 509**

**COURSE TITLE: AGRICULTURAL BUSINESS MANAGEMENT**

**ANSWER 5 QUESTIONS ONLY**

**ALL QUESTIONS CARRY EQUAL MARKS**

**TIME: 2 HOURS: 30**

**MINUTES**

- (1) Explain 5 marketing techniques you can use to increase your sales. (4 marks each)
- (2) a. State 5 characteristics of a good manager. (2 mks each)  
b. State 5 methods used in assessing worth of farm asset. (1 mk each)  
c. List 5 taxes payable to local government. (1 mk each)
- (3) a. List and discuss briefly the 3 marketing structural analysis. (5 mks each)  
b. List 5 services involved in agribusiness. (1 mk each)
- (4) a. Explain briefly the 3 Types of Business Organizations under the Companies and Allied Matters Commission Act. (4 mks)  
b. State 4 steps required as guide in the process of selecting agribusiness enterprise. (2 mks each)
- (5) a. What is an agribusiness cooperative? (5 mks)  
b. Explain planning and organizing functions of agribusiness management. (15 mks)
- (6) Write short note on the following. (5 mks each)
  - a. Principles of Farm Valuation and Depreciation.
  - b. Principles of Substitution in Choice of Practices.
  - c. Principles of Diminishing Returns.
  - d. Opportunity Cost Principle.

