



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**

**OCTOBER EXAMINATION 2019\_2**

**EXAM QUESTIONS**

**COURSE CODE: CRD 334**

**CREDIT UNIT: 3**

**COURSE TITLE: AGRO BUSINESS MANAGEMENT**

**TIME ALLOWED: 2 ½ HOURS**

**Instruction: 1. Attempt question number one (1) and any other three (3)**

- 2. Question number one (1) is compulsory and attracts 25 marks, while any other three questions attract 15 marks each**
- 3. Present your answers to each question in a clear and orderly manner**

**Q1a** The use of committees is a well-known technique for co-ordination in organizations. In what ways does committee aids co-ordination of agro business activities? **(4marks)**

**Q1b** An improvement or variant on traditional marginal analysis is cost effectiveness, or cost benefits analysis. Use this statement to comment on the major features of cost effectiveness. **(6 marks)**

**Q1c** Discuss the entire process is of budgetary control in agro business. Enumerate its objectives. **(15 marks)**

**Q2** There is the need for the entrepreneur to go step by step in establishing Agro-business enterprise. Illuminate this statement to show the logical steps involved. **(15 marks)**

**Q3a.** How would you define marketing? **(3 marks)**

**Q3b.** Differentiate between recruitment tests measures and different traits or skills. Identify the major types of the tests stating the purpose they serve. **(12 marks)**

**Q4)** Marketing mix involves the combination of products, price, place and promotion. Amplify this statement. **(15 marks)**

**Q5.** How do you understand the corporate plans? **(15 marks)**

**Q6.** Certain features distinguish a good plan from a bad one. Highlight these features. **(15 marks)**