



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**FACULTY OF AGRICULTURAL SCIENCES**  
**FIRST SEMESTER EXAMINATION**  
**OCTOBER/NOVEMBER 2019**

**Programme: Agricultural Extension and Management**

**Course Title: Agricultural Business Management**

**Course Code: AEM 509**

**Credit Unit: 3**

**Time Allowed: 3 Hours**

**INSTRUCTION:**

**Answer compulsory question 1 (30 marks) and any 4 questions (10 marks each).**

**Question1 (Compulsory)**

- (a) Define agribusiness management 4 marks
- (b) Discuss five functions of agribusiness management 10 marks
- (c) What are the factors to be considered when deciding the form of agribusiness organization to choose 6 marks
- (d) Discuss briefly marketing techniques that increases sales 10 marks

**Question 2**

- (a) Discuss the scope of Agribusiness 4 marks
- (b) Outline the characteristics of a good manager 6 marks

**Question 3.**

- (a) Discuss Sole proprietorship as a form of business organization. 4marks
- (b) State 3 advantages and 3 disadvantages of sole proprietorship. 6 marks

**Question 4**

- (a) Discuss the following steps required in Agribusiness enterprises selection process:
  - i. setting of goals
  - ii. Establishing an inventory of resources physical factors
  - iii. Land
  - iv. Climate
  - v. Labour factor
  - vi. Marketing Factors (10 marks)

### **Question 5**

What are the roles of the following Agricultural Finance/credit policies

- a) Agricultural credit guarantee scheme
- b) Nigeria Agricultural insurance company
- c) Granting of grace period (moratorium) on agricultural loans
- d) Establishment of Micro – finance Banks                      10 marks

### **Question 6**

- (a) List and explain national agricultural research institutes and their mandates      6 marks
- (b) Describe the environmental factors that affect the management process of agribusiness.  
4 marks.

### **Question 7**

- (a) Define marketing management    3 marks
- (b) Describe the following marketing structural analysis:
  - i.      Customer analysis    2 marks
  - ii.     Company analysis    2 marks
  - iii.    Competitor analysis    3 marks