



**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**University Village, Nnamdi Azikiwe Expressway, Plot 91, Cadastral Zone, Jabi, Abuja**  
**Faculty of Agricultural Sciences, Dept. of Agricultural Economics and Extension,**  
**POP Examination Questions, Second Semester**  
**2020\_2 EXAMINATION**

**Course Title: Principles of Agricultural Business Management**

**Course Code: AEA509**

**Credit Unit: 2 Units**

**Total Score: 70 Marks**

**Time Allowed: 2 hours**

**INSTRUCTION: Answer compulsory question 1 (25 Marks) and any other 3 questions (15 marks each).**

- 1a. Identify five (5) strategies to adopt successful implementation of specific objective of agricultural research (5 Marks).
- 1b. As a good manager of an agribusiness firm, Identify eight (8) characteristics you are expected to possess (8 Marks).
- 1c. Identify five (5) specific mandates of Nigeria Agricultural, Cooperative and Rural Development Bank (NACRDB) (5 Marks).
- 1d. Explain briefly seven (7) basic factors to consider when deciding to organize any form of business (7 Marks).
  
- 2a. Enumerate four (4) advantage and four (4) disadvantages of sole proprietorship for of agribusiness organization. (4marks)
- 2b. Briefly explain the term farm valuation and identify its four (4) common methods you know (7 Marks)
- 2c. Identify four (4) common techniques marketers use to conduct market research in agribusiness (4 Marks).
  
- 3a. Briefly explain the organizing function of agribusiness management (4 Marks).
- 3b. Explain the following terms:
  - i. Agribusiness
  - ii. Marketing segmentation
  - iii. Marketing

(6 Marks)

- 3c. Identify two (2) objectives of agricultural policy thrust of the four national development plans during 1960 – 1985. (5marks)
- 4a. Explain briefly the following marketing structural analysis concepts:
- i. Competitor analysis
  - ii. Customer analysis
- (5 Marks).
- 4b. Mention four (4) environmental factors that affect managerial functions of agribusiness (4 Marks).
- 4c. Explain three (3) of the environmental factors that affect managerial functions of agribusiness mentioned in 4b. Above (6 Marks).
- 5a. To protect crop and livestock against losses the control of farmers, identify briefly three (3) strategies for achieving the objective of Nigeria agricultural insurance corporation (6 Marks).
- 5b. Briefly explain four (4) reasons for the establishment of micro-finance banks in Nigeria (4 Marks).
- 5c. Mention five (5) basic infrastructures provided through rural development policy instruments (5 Marks).
- 6a. Mention two (2) major agencies and programmed used for rural development policy in Nigeria (2 Marks).
- 6b. List five (5) characteristics of decisions in farm business or agribusiness management (5 Marks).
- 6c. Explain four (4) of the characteristics of decisions mentioned in (6b). Above (8 Marks).