



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2021_1 EXAMINATION

COURSE CODE: CRD 334

CREDIT UNIT: 3

COURSE TITLE: AGRO-BUSINESS MANAGEMENT

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

- 1. Attempt all questions**
- 2. All questions carry 17.5 marks**
- 3. Present all your points in coherent and orderly manner**

- 1. a.** As a result of its enormous importance, carefully describe the concept of Agriculture and state its roles. **[3.5 Marks]**
 - b.** Highlight the characteristics of Agricultural Produce. **[4 marks]**
 - c.** Given the uniqueness of the outcome expectation, highlight and describe the Efforts in terms of programme initiated to Improve Agriculture by the federal government. **[10 Marks]**
- 2. a.** To the layman business means different things, define this concept to the layman as an academic scholar. **[1 Marks]**
 - b.** Describe also to the layman the various types of business that exists within the economy. **[14 marks]**
 - c.** If the layman chooses to embark on any of these businesses, discuss the obligations of such business to its; i. Customers, ii. Workers, iii. Management and iv. Competitors **[2.5 Marks]**
- 3. a.** Clearly differentiate agribusiness from agro-business **[3.5Marks]**
 - b.** In clear terms, discuss the types of agro-industries as studied and the various likely produce outputs. **[12 marks]**
 - c.** State the Marketing mix as studied. **[2 marks]**
- 4. a.** There are important components of agribusiness; highlight and discuss them elaborately. **[12 Marks]**
 - b.** Briefly describe how to actualize the potentials of the agro-business in Nigeria. **[3.5 marks]**
 - c.** List 4 (four) Crops and their corresponding Agro Products. **[2 marks]**