



**NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF ENTREPRENEURIAL STUDIES
2019_1 EXAMINATION**

COURSE CODE: CRD334

CREDIT UNIT: 2

COURSE TITLE: AGRO BUSINESS MANAGEMENT

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

- 1. Attempt Question One (1) and any other two (2) questions**
 - 2. Question 1 carries 30 marks, while the other questions carry 20 marks each**
 - 3. Present all points in coherent and orderly manner**
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Q1a. Why is it necessary to define Agriculture before Agro-business? Define the concept of agribusiness.

b. How do you understand the term recruitment? Explain sequentially the recruitment steps.

c. Marketing mix involves the combination of product, price, place and promotion. Amplify this statement. **(30 marks)**

Q2a. How would define the term management?

b. As the Manager of Hunger Medicine Farm Enterprises, explain how the Subordinates commonly react to Supervisory Control. **(20 marks)**

Q3a. Arguments have been advanced on need to achieve perfectly competitive market conditions in the marketing of agro-business products. What are these conditions?

b. The elements of management, according to Fayol are different from principles. Explain this distinction and enumerate the principles. **(20 marks)**

Q4a. Explain financial analysis. Why are financial ratios considered as an important aspect of financial analysis?

b. Comment briefly on the factors that aid in the actualization of agro-business potential.

(20 marks)

Q5. 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. **(20 marks)**