



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2025\_1 EXAMINATION...**

**COURSE CODE:** CRD 334

**COURSE TITLE:** AGRO BUSINESS MANAGEMENT

**TIME ALLOWED:** 2 HOURS

**INSTRUCTIONS:**

1. Indicate your Matriculation Number only
2. Attempt Question One (1) and Any other Two (2) in All
3. Question One (1) is Compulsory and Carries 30 Marks, while the other Two Carry 20 Marks each, Making a Total of 70 Marks
4. Present all your points in coherent and orderly manner

**QUESTION ONE**

- a. Differentiate between the concepts of agriculture, business and agro-business **10 marks**
- b. Discuss the characteristics of Agricultural produce in Nigeria. **10 marks**
- c. Evaluate the steps involved in the planning process in agro-business **10 marks**

**QUESTION TWO**

- a. Analyse the effect of committees, conferences, basic managements techniques, and communication in the coordination agro businesses. **10 marks**
- b. Discuss the relevance of financial ratios in agro business organizations. **10 marks**

**QUESTION THREE**

- a. How is the marketing mix relevant to the Agro-Business Entrepreneur **10 marks**
- b. Explain the role of budget and budgetary control in agribusiness enterprise. **10 marks**

**QUESTION FOUR**

- a. Differentiate between Corporate, tactical and strategic plans. Which one is more relevant to agro business? **10 marks**
- b. Explain why different approaches to management are needful to Agro-business. **10 marks**

**QUESTION FIVE**

- a. How do you conduct a feasibility survey for an Agro-business? **10 marks**
- b. Examine four major types of business existing in Nigeria **10 marks**