



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF HEALTH, APPLIED SCIENCE AND NATURAL RESOURCES

Department of Agriculture and Natural Resources Sciences

QUALIFICATION: Bachelor of Science in Agriculture	
QUALIFICATION CODE: 07BAGA	LEVEL: NQF Level 7
COURSE: Agribusiness Management	COURSE CODE: AMB720S
DATE: January 2023	
DURATION: 3 Hours	MARKS: 100

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINER(S):	Mr C. L. Akashambatwa
MODERATOR:	Mrs. P. Kamenye

**THIS QUESTION PAPER CONSISTS OF 3 PAGES
(INCLUDING THIS FRONT PAGE)**

INSTRUCTIONS

1. Answer ALL the questions.
2. Write clearly and neatly.
3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination paper.
2. Examination script.
3. Calculator

Question 1

- 1.1. There are five types of utilities, name and explain them [5]
- 1.2. List the ten elements a good marketing plan should have [10]
- 1.3. Explain what marketing research is [2]
- 1.4. Identify the steps involved in market research and briefly explain them [4]
- 1.5. what is forecasting in agribusiness [2]
- 1.6. As the sales manager, you are asked to predict the sales for the coming quarter of the year. Using 4 months SMA, estimate the sales figures for the missing month. Data as follow: Jan = 1200, Feb= 1320, mar= 1250, Apr= 1450, May= 1230, Jun= 1245, Jul= ? [3]

Question 2

- 2.1. What is management in business? [4]
- 2.2. What is marketing myopia? [3]
- 2.3. As a marketing manager, draft a customer-driven marketing strategy [6]
- 2.4. Why is Budgeting important in Agribusiness? [6]
- 2.5. What is the purpose of a cash flow budget? [2]

Question 3

- 3.1. Assume a farmer sells oranges in 10kg bag @ N\$ 160 each, the labour cost is estimated @ N\$32 per bag, the cost inputs and packaging material is estimated @ N\$12 per bag. The fixed cost is calculated to be N\$ 64 000. Calculate the number of bags required for the farmer to break even? [5]
- 3.2. Discuss the components of a balance sheet [6]
- 3.3. Recently the food prices have been increasing tremendously in Namibia, Discuss the major factors/reasons why food prices are escalating [10]
- 3.4. Why has International trade in agricultural food products occurred, Discuss with regard

to Namibia's economy? [8]

3.5. What are the advantages and disadvantages of partnership in business? [7]

Question 4

4.1. Read the following information carefully and compile a cash flow statement for three month (from January to March 2009) [17]

The transaction that pertain to complete the cash flow statement are:

- ☐ Cash on hand on December 31 -2008 was N\$1000
- ☐ The total sales were N\$50000, N\$60000 and N\$70000 on each month respectively.
From this sales 20% was sold on credit that is going to be collected on the following year.
- ☐ The farmer received cash from his consultant work to the neighbor farmers of N\$2000 on each month
- ☐ He paid N\$2500 monthly for water and electricity bill,
- ☐ Household expenditure is N\$6000 monthly
- ☐ Monthly labour cost was N\$2000
- ☐ Licks account for N\$1000 on each month
- ☐ He receive 10% for his positive bank balance, and paid10% for bank over draft allowance

Total [100]