



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF HEALTH, APPLIED SCIENCE AND NATURAL RESOURCES
SCHOOL OF AGRICULTURE AND NATURAL RESOURCES SCIENCES
DEPARTMENT OF AGRICULTURAL SCIENCES AND AGRIBUSINESS**

QUALIFICATION: BACHELOR OF SCIENCE IN AGRICULTURE BACHELOR OF SCIENCE IN HORTICULTURE	
QUALIFICATION CODE: 07BAGA 07BHOR	LEVEL: 7
COURSE CODE: ABM720S	COURSE NAME: AGRIBUSINESS MANAGEMENT
DATE: JANUARY 2025	PAPER: 2
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINER(S):	Mr C. L. Akashambatwa
MODERATOR:	Mr. Paulus Mekondjo Amaambo

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer all the questions.2. Write neatly and clearly.3. Mark all answers clearly with their respective question numbers.4. All written work MUST be done in blue or black ink.5. No books, notes and other additional aids are allowed.

PERMISSIBLE MATERIALS

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

THIS QUESTION PAPER CONSISTS OF 2 PAGES
(Excluding this front page)

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. Discuss the components of a balance sheet? [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. When embarking on an agribusiness venture, what decisions need to be made prior to implementation? .[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 neighbour 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 paid 10% for bank over draft allowance

Total [100]