



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF NATURAL RESOURCES AND SPATIAL SCIENCES

Department of Agriculture and Natural Resources Sciences

QUALIFICATION: Bachelor of Agriculture	
QUALIFICATION CODE: 07BAGR	LEVEL: NQF Level 7
COURSE: Agribusiness Management	COURSE CODE: ABM720S
DATE: January 2019	SESSION:
DURATION: 3 Hours	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER/SUPPLEMENTARY EXAMINATION	
EXAMINER(S):	Mr C. L. Akashambatwa
MODERATOR:	Mr. Frank Kanguatjivi

**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]



MODERATOR'S REPORT: QUESTION PAPER & MEMORANDA

This report is to accompany every question paper and marking scheme/memorandum of model answers that is set and moderated.

PERSONAL INFORMATION					
Surname and Name/s	Kanguahivi Frank				
Postal Address	P.O. Box 23852 WINDH				
Tel Number(s)	0811273029				
Course (e.g. Economics 1)	Agribusiness Management	Course Code	ABM7205		
Exam Session/Date	January 2019	Signature	Kanguahivi		
Exam Type (1st/2nd Opportunity)	Second Opportunity	Date	28/09/2018		
		Question paper	Memorandum		
CATEGORY		YES	NO	YES	NO
1. Front cover: The following information is available on the front cover					
The name of the institution		✓		✓	
The department within which the course falls		✓		✓	
The name and level of the course		✓		✓	
The course code		✓		✓	
The examination session and the year		✓		✓	
The duration of the paper		✓		✓	
The names of the Examiners and Moderator(s)		✓		✓	
Instructions to candidates, and such instructions are clear and unambiguous		✓		✓	
A list of all the material that is permissible for answering the question paper		✓		✓	
2. Standard of paper & memorandum					
The standard of the questions is satisfactory and appropriate to the level of the		✓		✓	
The question paper comprises a range of question types, i.e., recall, comprehension, analytical etc.		✓		✓	
The questions cover all parts of the approved syllabus.		✓		✓	
There is no repetition of questions		✓		✓	
The question paper is accompanied by a memorandum of model answers		✓		✓	
The model answers are of satisfactory standard and cover all aspects of the questions		✓		✓	
Where appropriate, alternative answers are provided		✓		✓	
The memorandum is designed in such a way that people other than an examiner can		✓		✓	
3. Language & Format Question paper & memorandum					
The instructions and the questions are clear and unambiguous		✓		✓	
Does the paper contain any grammatical and spelling errors			✓		✓
The paper is formatted clearly (e.g. questions are clearly separated)		✓		✓	
The marks for each question are allocated clearly in the right hand margin of the question paper & the memorandum		✓		✓	
The marks for each question, each section and the whole paper are calculated		✓		✓	

4. Adjustments to <u>question paper</u>	YES	NO
<p>Are there any questions in the paper that you recommend must be changed / adjusted? If yes, please indicate our <u>adjustments/changes</u> in space below.</p>		X
5. Adjustments to the <u>memorandum/marking scheme</u>	YES	NO
<p>Are there any model answers in the memorandum/marking scheme that you recommend must be <u>adjusted/changed</u>? If yes, please specify them in the <u>space below</u> and indicate your <u>adjustments/changes</u>.</p>		X
<p>6. If you have other comments about the <u>paper</u>, please write them below. At least indicate your overall view of the standard of the examination papers. Please use extra <u>paper</u> if necessary.</p>		

The Question is of good standard.