



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF HEALTH, APPLIED SCIENCE AND NATURAL RESOURCES**

**DEPARTMENT OF AGRICULTURE AND NATURAL RESOURCES SCIENCES**

<b>QUALIFICATION:</b> Bachelor of Science in Agriculture	
<b>QUALIFICATION CODE:</b> 07BAGA	<b>LEVEL:</b> NQF Level 6
<b>COURSE:</b> Agribusiness Management	<b>COURSE CODE:</b> ABM720S
<b>DATE:</b> November 2022	
<b>DURATION:</b> 3 Hours	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S):</b>	Mr C. L. Akashambatwa
<b>MODERATOR:</b>	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. Explain what Agribusiness is and explore further what it involves [3]
- 1.2. How would you describe the evolution of Agriculture? Keeping in mind the green revolution [4]
- 1.3. When embarking on an agribusiness venture, what decisions need to be made prior to implementation? [4]
- 1.4. Name the four basic business structures [4]
- 1.5. When you analyse the market situation of the business, what are the main factors that are needed to be considered [4]

### **Question 2**

- 2.1. Explain what agribusiness system is [2]
- 2.2. One of the activities involved in agribusiness system is Inputs, explain what this activity entails and what is its significance to the agribusiness industry? [2]
- 2.3. Describe in full, characteristics of a good manager [5]
- 2.4. In short, list the six principles of decision making [6]
- 2.5. Explain what strategic management is [3]

### **Question 3**

- 3.1. Agronomic board of Namibia introduced MSP in 2016. Explain what MSP stand for and what are its intended benefits to the agribusiness in Namibia [6]
- 3.2. One of the four functions of management is planning. Explain what is planning [4]

- 3.3. Define agriculture marketing [2]
- 3.4. Name and explain the agricultural marketing cycle [3]
- 3.5. What is the difference between income statement and balance sheet [4]
- 3.6. Discuss briefly the technical skills that are needed to be a successful manager [4]

**Question 4**

4.1. You have been appointed as a General Manager at MeatCo, where company's vision is to be the most sought-after meat brands in selected markets, furthermore, to achieve long term sustainable profit. However, you are not satisfied with the current state of affairs of profitability in the previous two and three years. As a Strategic Manager, how would you plan and make decision for the future success of the company, and implementing a successful strategy? Make your own assumptions and use practical examples, which are still applicable to this case study [20]

4.2 Success of marketing begins with development of marketing plan that sets the direction of the firm's marketing activities. Therefore, discuss those basic marketing activities that needed to follow in marketing plan [10]

4.3. Budgeting is an essential part of successful agribusiness management. As a production manager, you are expected to draft enterprise and cashflow budgets for various commodities been produced at your firm. Now, construct an enterprise budget for a crop commodity (maize) for the first time on a virgin land of 10 hectares [10]

**TOTAL MARKS [100]**