

2nd SEM 2015/2016

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UNIVERSITY OF SWAZILAND

SUPPLEMENTARY EXAMINATION PAPER

PROGRAMME: BSc. IN AGRICULTURAL ECONOMICS AND AGRIBUSINESS MANAGEMENT
YEAR III

COURSE CODE: AEM 408

TITLE OF PAPER: AGRIBUSINESS MANAGEMENT

TIME ALLOWED: 2:00 HOURS

- INSTRUCTION: 1. ANSWER ALL QUESTIONS
2. EACH QUESTION CARRIES TWENTY FIVE (25) MARKS

DO NOT OPEN THIS QUESTION PAPER UNTIL PERMISSION HAS BEEN GRANTED BY
THE CHIEF INVIGILATOR

Question 1

Briefly discuss each of the four Ps of the Marketing Mix and in relation to agribusiness management.

25 MARKS**Question 2**

What is the importance of financial statements as a measure of performance of an agribusiness firm. Discuss.

25 MARKS**Question 3**

Discuss the product life cycle and how it could be managed to ensure optimal profits for the firm.

25 MARKS**Question 4**

Discuss the four types of capital financing (loans).

25 MARKS