



UNIVERSITY OF SWAZILAND

SUPPLEMENTARY EXAMINATION PAPER

**PROGRAMME: BACHELOR OF SCIENCE IN AGRICULTURE
YEAR IV**

**AGRIC EDUCATION
HOME ECONOMICS
HOME ECONOMICS EDUCATION
AGRICULTURE (CP, HORT, APH, AND LWM
OPTIONS) YEAR IV**

COURSE CODE: AEM 406

TITLE OF PAPER: FARM BUSINESS I

TIME ALLOWED: TWO (2) HOURS

**INSTRUCTION: 1. ANSWER QUESTION ONE AND ANY OTHER
TWO QUESTIONS**

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GRANTED BY THE CHIEF INVIGILATOR**

Question one

Marketing management is mainly about managing the marketing mix. Discuss the marketing mix involved in an agribusiness enterprise (40 marks)

Question two

The process by which managers manipulate resources and situations in trying, with less than full information, to achieve their goals is called management. Briefly discuss the functions of managements. (30 marks)

Question three

Using a business of your choice as an example. Discuss the components of a business plan (30 marks)

Question three

Using illustrations, discuss any two financial statements that are important when constructing a business plan. (30 marks)