



2nd SEM. 2010/2011

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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME: B.Sc IV in Agricultural Economics and Agribusiness  
Management

COURSE CODE: AEM 410

TITLE OF PAPER: AGRIBUSINESS MANAGEMENT THEORY

TIME ALLOWED: TWO (2) HOURS

**INSTRUCTION: 1. ANSWER ALL QUESTIONS**

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THE CHIEF INVIGILATOR**

**Question 1**

1. What are the strategies for meeting fluctuations in demand through production management. **25 MARKS**

**Question 2**

Discuss the different marketing management philosophies and their relevance to agriculture. **25 MARKS**

**Question 3**

- (a) Derive the Economic Order Quantity formula and indicate what each variable in the formula means. **15 MARKS**
- (b) Discuss the different decision making environment in agriculture? **(10 MARKS)**

**Question 4**

- (a) What are the different sectors of agribusiness, illustrate with examples? **10 MARKS**
- (b) Discuss the functional view of management as it applies to agribusiness firm. **15 MARKS**